OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024 & WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

WAVE 1
Base : All respondents

NATION 4
Base : All respondents

NATION/ REGION 7
Base : All respondents

URBANITY 13
Base : All respondents

HOUSEHOLD SOCIO-ECONOMIC GROUP 16
Base : All respondents

RESPONDENT'S AGE 21
Base : All respondents

RESPONDENT'S GENDER 24
Base : All respondents

RESPONDENT'S WORKING STATUS 27
Base : All respondents

S1. TIME SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE) 33
Base : All respondents

IN4. In the last month, when you have gone online, have you... (SINGLE CODE) 39
Base : All respondents

IN6. Which, if any, of these apps or sites do you use to send messages, chat or make video or voice calls? (MULTI CODE) 42
Base : All respondents

COUNT OF APPS/ SITES USED TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS 51
Base : All respondents

IN7. Which, if any, of these apps or sites do you watch videos or clips on? (MULTI CODE) 54
Base : All respondents

COUNT OF APPS/ SITES USED TO WATCH VIDEO OR CLIPS 60
Base : All respondents

IN8. Do you ever upload videos online that you have made yourself? (SINGLE CODE) 63
Base : All respondents

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE) 66
Base : All respondents who upload videos online that they have made themselves

IN9. And which of these apps or sites do you use to upload your own videos (that you have made yourself)? (MULTI CODE) 72
Base : All respondents

COUNT OF APPS/ SITES USED TO UPLOAD VIDEOS 78
Base : All respondents

SUMMARY OF USE OF ANY VIDEO SHARING PLATFORMS 81
Base : All respondents

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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) 84
Base : All respondents

COUNT OF APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS 90
Base : All respondents

IN11. And do you ever live stream your own videos? (SINGLE CODE) 93
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) 96
Base : All respondents who live stream their own videos

IN12. And which of these apps or sites do you use to post or share your own live streamed videos? (MULTI CODE) 99
Base : All respondents

COUNT OF APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS 105
Base : All respondents

SUMMARY OF USE OF ANY LIVE STREAMING PLATFORM 108
Base : All respondents

IN13. Which, if any, of these social media apps/ sites do you use? (MULTI CODE) 111
Base : All respondents

COUNT OF APPS/ SITES USED FOR SOCIAL MEDIA 120
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) 123
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) 129
Base : All respondents

IN15. Which one of these statements best describes your use of these social media apps or sites? (SINGLE CODE) 135
Base : All respondents who use social media apps or sites

IN15C. AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA APPS OR SITES: I feel more creative when I use these social media apps or sites (SINGLE CODE) 138
Base : All respondents who use social media apps or sites

IN15B. Moving on now, here is a list of some of the apps/ sites that you have said that you use. Thinking specifically about when you use these apps or sites, which if any of the following do you do on them? (AMENDED AT WAVE 2) (MULTI CODE) 141
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos or for social media

SUMMARY TO SHOW APPS OR SITES USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA 150
Base : All respondents

IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE 159
Base : All respondents

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION 162
Base : All respondents

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK 165
Base : All respondents

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM 168
Base : All respondents

IN17F. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LINKEDIN 171
Base : All respondents

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS 174
Base : All respondents

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST 177
Base : All respondents

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT 180
Base : All respondents

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT 183
Base : All respondents

IN17L. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TIKTOK 186
Base : All respondents

IN17M. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TUMBLR 189
Base : All respondents

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH 192
Base : All respondents

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER 195
Base : All respondents

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO 198
Base : All respondents

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW 201
Base : All respondents

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE 204
Base : All respondents

IN17S. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YUBO 207
Base : All respondents

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL 210
Base : All respondents

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS 213
Base : All respondents

IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD 216
Base : All respondents

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS 219
Base : All respondents

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE 222
Base : All respondents

SUMMARY TO SHOW APPS OR SITES WHERE MULTIPLE PROFILES ARE IN USE 231
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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IN17A. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BITCHUTE 239
Base : All respondents who use BitChute to watch or upload videos or clips

IN17B. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON DAILYMOTION 242
Base : All respondents who use Dailymotion to watch or upload videos or clips

IN17D. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON FACEBOOK 245
Base : All respondents who use Facebook to watch or upload videos or clips, to watch or share live stream videos or for social media

IN17E. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON INSTAGRAM 248
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 251
Base : All respondents who use LinkedIn for social media

IN17G. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON ONLYFANS 254
Base : All respondents who use OnlyFans to watch or upload videos or clips

IN17I. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON PINTEREST 257
Base : All respondents who use Pinterest for social media

IN17J. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON REDDIT 260
Base : All respondents who use Reddit for social media

IN17K. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON SNAPCHAT 263
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 266
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 269
Base : All respondents who use Tumblr for social media

IN17N. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON TWITCH 272
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 275
Base : All respondents who use X/Twitter for social media

IN17P. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON VIMEO 278
Base : All respondents who use Vimeo to watch or upload videos or clips

IN17Q. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUNOW 281
Base : All respondents who use YouNow to watch or share live stream videos

IN17R. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON YOUTUBE 284
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 287
Base : All respondents who use Yubo for social media

IN17T. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON BEREAL 290
Base : All respondents who use BeReal for social media

IN17U. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON GOODREADS 293
Base : All respondents who use Goodreads for social media

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IN17V. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON LETTERBOXD 296
Base : All respondents who use Letterboxd for social media

IN17W. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON THREADS 299
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) 302
Base : All respondents with more than one profile on apps or sites used to watch or upload videos or clips, to watch or share live stream videos or for social media

IN15D. You said earlier you used the following apps or sites to upload your own content online. Which, if any, of these are reasons why you do this? (MULTICODE) 308
Base : All respondents that say they upload their own content online (whether video or livestreaming content)

SUMMARY OF USE OF APPS/ SITES TO WATCH/ UPLOAD VIDEOS, TO WATCH/ SHARE LIVE STREAM VIDEOS, FOR SENDING MESSAGES/CHAT OR MAKING VIDEO/ VOICE CALLS OR FOR SOCIAL MEDIA 312
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 315
Base : All respondents

IN19A. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - I am confident in using the settings on these apps or sites to control who sees the photos and videos I share (SINGLE CODE) 329
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

IN19B. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - There is pressure to be popular on these apps or sites (SINGLE CODE) 334
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

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) 339
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

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) 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

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) 349
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

IN19F. AGREEMENT WITH STATEMENTS ABOUT VSP/ LIVE STREAMING/ MESSAGING/ VIDEO CALLING OR SOCIAL MEDIA SITES OR APPS - Using these apps or sites makes me feel better about myself (SINGLE CODE) 354
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

IN20. When you use these types of apps or sites, which one of these best applies? (SINGLE CODE) 359
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

IN20A. Still thinking about your use of these types of apps or sites, which one of these answers best applies to the following statement: "People are cruel or unkind to each other on these apps or sites". (SINGLE CODE) 362
Base : All respondents who use apps or sites to watch or upload videos or clips, to watch or share live stream videos, for sending messages or making video/ voice calls or for social media

IN23. Still thinking about all the apps or sites you said you use. In the last 12 months, have you seen anything on these apps or sites that you thought was a deliberately untrue or misleading news story? (SINGLE CODE) 365
Base : All respondents who use apps or sites to watch 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) 368

Base : All respondents who use apps or sites to watch 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

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE) 371
Base : All respondents at Wave 2 who share news or information on online communication platforms

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE) 374
Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

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IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE) 380
Base : All respondents at Wave 2 who share news or information on online communication platforms

IN26. Moving on now, which, if any, of the following things do you do online? (MULTI CODE) 386
Base : All respondents

Q1. Which one of these best describes how you feel about the time you spend watching videos online (SINGLE CODE) 395
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) 398
Base : All respondents who use social media apps or sites

Q3. Which one of these best describes how you feel about the time you spend playing games? (SINGLE CODE) 401
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) 404
Base : All respondents

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE) 407
Base : All respondents

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE) 413
Base : All respondents

SUMMARY TO SHOW INCIDENCE OF PURCHASING THINGS ONLINE 419
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) 422
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) 427
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) 432
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) 437
Base : All respondents that say they purchase things online

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE) 442
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) 445
Base : All respondents

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE) 448
Base : All respondents

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2) 451
Base : All respondents at Wave 2

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE) 454
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) 457
Base : All respondents

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C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE) 466
Base : All respondents

C7. Do you consider English to be your first or main language? (SINGLE CODE) 472
Base : All respondents

C8. Which one of these options applies to your home? (SINGLE CODE) 475
Base : All respondents

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE) 478
Base : All respondents

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE) 488
Base : All respondents

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE) 497
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) 503
Base : All respondents

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE) 509
Base : All respondents

FINANCIAL VULNERABILITY 512
Base : Those where it is possible to calculate the Financial Vulnerability Index

OFCOM ADULT ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024 WAVE 1 - 7TH - 30TH MAY 2024 & WAVE 2 - 24TH OCTOBER - 27TH NOVEMBER 2024.

Table 1

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

WAVE

Base : All respondents

		AGE							GENDER		SEG						
	Total	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WAVE 1	3485	418	648	599	620	571	630	3485	1665	1802	1001	1050	725	690	2050	1415	3485
	56%	56%	56%	56%	56%	56%	56%	56%	57%	56%	56%	56%	56%	56%	56%	56%	56%
WAVE 2	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
	44%	44%	44%	44%	44%	44%	44%	44%	43%	44%	44%	44%	44%	44%	44%	44%	44%

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.

WAVE

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WAVE 1	3485	2931	292	164	97	3485	3039	446	514	2971	732	1523	1215	3485	541	1396	1084
	56%	56%	56%	56%	56%	56%	56%	56%	60% b	56%	58%	56%	56%	56%	56%	57%	56%
WAVE 2	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
	44%	44%	44%	44%	44%	44%	44%	44%	40%	44% a	42%	44%	44%	44%	44%	43%	44%

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.

WAVE

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WAVE 1	3485	781	1836	803	3485	1150	2096	2130	1215
	56%	55%	57%	57%	56%	56%	56%	57%	56%
WAVE 2	2700	649	1382	614	2700	895	1628	1638	944
	44%	45%	43%	43%	44%	44%	44%	43%	44%

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
England	5203	631	977	892	931	844	928	5203	2474	2698	1503	1564	1077	1033	3067	2109	5203
	84%	85%	85%	84%	85%	83%	83%	84%	84%	84%	85%	84%	84%	84%	84%	84%	84%
Scotland	519	56	91	89	89	93	101	519	253	259	136	162	119	98	298	217	519
	8%	8%	8%	8%	8%	9%	9%	8%	9%	8%	8%	9%	9%	8%	8%	9%	8%
Wales	290	34	49	52	51	48	56	290	137	152	86	93	50	60	179	111	290
	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%	4%	5%
Northern Ireland	173	21	31	29	29	29	33	173	84	89	50	49	40	34	99	74	173
	3%	3%	3%	3%	3%	3%	3%	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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
England	5203	5203	-	-	-	5203	4597	606	722	4480	1088	2256	1825	5203	819	2046	1626
	84%	100% bcde	-%	-%	-%	84% bcd	85% b	77%	85%	84%	86% b	83%	84%	84%	85%	84%	84%
Scotland	519	-	519	-	-	519	439	80	70	449	91	234	192	519	70	207	173
	8%	-%	100% acde	-%	-%	8% acd	8%	10%	8%	8%	7%	9%	9%	8%	7%	8%	9%
Wales	290	-	-	290	-	290	229	62	31	259	52	134	101	290	44	118	87
	5%	-%	-%	100% abde	-%	5% abd	4%	8% a	4%	5%	4%	5%	5%	5%	5%	5%	5%
Northern Ireland	173	-	-	-	173	173	130	43	28	145	30	83	59	173	32	65	51
	3%	-%	-%	-%	100% abce	3% abc	2%	5% a	3%	3%	2%	3%	3%	3%	3%	3%	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.

NATION

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
England	5203	1210	2694	1198	5203	1699	3145	3141	1848
	84%	85%	84%	85%	84%	83%	84%	83%	86%
									a
Scotland	519	120	279	107	519	172	316	332	166
	8%	8%	9%	8%	8%	8%	8%	9%	8%
Wales	290	59	157	69	290	105	167	189	86
	5%	4%	5%	5%	5%	5%	4%	5%	4%
Northern Ireland	173	41	88	42	173	68	94	106	59
	3%	3%	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.

NATION/ REGION

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
North West	763 12%	99 13%	144 13%	126 12%	131 12%	126 12%	137 12%	763 12%	367 12%	393 12%	181 10%	246 13% a	160 12%	169 14% a	426 12%	329 13% a	763 12% a
Yorkshire and Humberside	493 8%	58 8%	99 9%	76 7%	78 7%	75 7%	107 10%	493 8%	228 8%	263 8%	137 8%	154 8%	111 9%	91 7%	292 8%	202 8%	493 8%
North East	316 5%	43 6%	48 4%	48 5%	67 6%	56 6%	53 5%	316 5%	151 5%	165 5%	86 5%	90 5%	66 5%	74 6%	176 5%	141 6%	316 5%
West Midlands	562 9%	62 8%	105 9%	106 10%	95 9%	94 9%	100 9%	562 9%	240 8%	317 10% a	155 9%	176 9%	116 9%	111 9%	331 9%	227 9%	562 9%
East of England	492 8%	56 7%	87 8%	68 6%	77 7%	89 9%	116 10% bcdg	492 8%	237 8%	253 8%	138 8%	155 8%	101 8%	94 8%	293 8%	196 8%	492 8%
East Midlands	444 7%	65 9%	72 6%	66 6%	73 7%	88 9%	80 7%	444 7%	229 8%	214 7%	134 8%	149 8% d	90 7%	69 6%	283 8% d	159 6%	444 7%
South East	870 14%	92 12%	124 11%	159 15% b	198 18% abfg	153 15% b	143 13%	870 14% b	400 14%	463 14%	220 12%	271 15%	178 14%	201 16% aeg	492 13%	379 15% a	870 14%
London	747 12%	103 14% ef	221 19% acdefg	157 15% defg	118 11% ef	72 7%	76 7%	747 12% ef	373 13%	367 11%	317 18% bcdefg	195 10% d	131 10%	98 8%	512 14% bcdfg	229 9%	747 12% df
South West	514 8%	52 7%	76 7%	86 8%	94 9%	92 9%	114 10% ab	514 8%	249 8%	262 8%	135 8%	128 7%	123 10% be	126 10% abeg	263 7%	249 10% abeg	514 8%
Scotland	519 8%	56 8%	91 8%	89 8%	89 8%	93 9%	101 9%	519 8%	253 9%	259 8%	136 8%	162 9%	119 9%	98 8%	298 8%	217 9%	519 8%
Wales	290 5%	34 5%	49 4%	52 5%	51 5%	48 5%	56 5%	290 5%	137 5%	152 5%	86 5%	93 5%	50 4%	60 5%	179 5%	111 4%	290 5%

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.

NATION/ REGION

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Northern Ireland	173	21	31	29	29	29	33	173	84	89	50	49	40	34	99	74	173
	3%	3%	3%	3%	3%	3%	3%	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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
North West	763	763	-	-	-	763	709	54	94	669	149	344	264	763	137	309	215
	12%	15%	-%	-%	-%	12%	13%	7%	11%	13%	12%	13%	12%	12%	14%	13%	11%
		bcde				bcd	b								c		
Yorkshire and Humberside	493	493	-	-	-	493	441	52	60	434	118	211	162	493	83	219	128
	8%	9%	-%	-%	-%	8%	8%	7%	7%	8%	9%	8%	7%	8%	9%	9%	7%
		bcde				bcd										c	
North East	316	316	-	-	-	316	272	45	56	260	71	154	92	316	63	139	78
	5%	6%	-%	-%	-%	5%	5%	6%	7%	5%	6%	6%	4%	5%	7%	6%	4%
		bcde				bcd						c			c	c	
West Midlands	562	562	-	-	-	562	490	72	93	469	145	236	176	562	108	223	149
	9%	11%	-%	-%	-%	9%	9%	9%	11%	9%	12%	9%	8%	9%	11%	9%	8%
		bcde				bcd					bcd				c		
East of England	492	492	-	-	-	492	409	83	66	426	105	210	174	492	70	212	147
	8%	9%	-%	-%	-%	8%	8%	11%	8%	8%	8%	8%	8%	8%	7%	9%	8%
		bcde				bcd		a									
East Midlands	444	444	-	-	-	444	353	91	77	368	79	213	149	444	58	186	134
	7%	9%	-%	-%	-%	7%	7%	12%	9%	7%	6%	8%	7%	7%	6%	8%	7%
		bcde				bcd		a	b								
South East	870	870	-	-	-	870	752	119	127	744	179	375	312	870	138	344	265
	14%	17%	-%	-%	-%	14%	14%	15%	15%	14%	14%	14%	14%	14%	14%	14%	14%
		bcde				bcd											
London	747	747	-	-	-	747	739	8	78	669	127	293	326	747	99	209	332
	12%	14%	-%	-%	-%	12%	14%	1%	9%	13%	10%	11%	15%	12%	10%	9%	17%
		bcde				bcd	b			a			abd				ab
South West	514	514	-	-	-	514	433	82	71	443	115	220	170	514	63	206	178
	8%	10%	-%	-%	-%	8%	8%	10%	8%	8%	9%	8%	8%	8%	7%	8%	9%
		bcde				bcd		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.

NATION/ REGION

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Scotland	519	-	519	-	-	519	439	80	70	449	91	234	192	519	70	207	173
	8%	-%	100% acde	-%	-%	8% acd	8%	10%	8%	8%	7%	9%	9%	8%	7%	8%	9%
Wales	290	-	-	290	-	290	229	62	31	259	52	134	101	290	44	118	87
	5%	-%	-%	100% abde	-%	5% abd	4%	8% a	4%	5%	4%	5%	5%	5%	5%	5%	5%
Northern Ireland	173	-	-	-	173	173	130	43	28	145	30	83	59	173	32	65	51
	3%	-%	-%	-%	100% abce	3% abc	2%	5% a	3%	3%	2%	3%	3%	3%	3%	3%	3%

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

NATION/ REGION

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
North West	763	159	385	196	763	260	441	464	258
	12%	11%	12%	14% a	12%	13%	12%	12%	12%
Yorkshire and Humberside	493	101	276	108	493	170	294	307	171
	8%	7%	9%	8%	8%	8%	8%	8%	8%
North East	316	84	160	69	316	116	183	191	115
	5%	6%	5%	5%	5%	6%	5%	5%	5%
West Midlands	562	114	274	164	562	200	319	308	223
	9%	8%	9%	12% abd	9%	10%	9%	8%	10% a
East of England	492	128	254	99	492	135	330	329	144
	8%	9%	8%	7%	8%	7%	9% a	9% b	7%
East Midlands	444	103	231	104	444	159	255	294	140
	7%	7%	7%	7%	7%	8%	7%	8%	6%
South East	870	157	484	216	870	275	535	544	293
	14%	11%	15% a	15% a	14% a	13%	14%	14%	14%
London	747	231	365	128	747	196	494	369	336
	12%	16% bcd	11% c	9%	12% c	10%	13% a	10%	16% a
South West	514	131	265	113	514	187	295	334	169
	8%	9%	8%	8%	8%	9%	8%	9%	8%
Scotland	519	120	279	107	519	172	316	332	166
	8%	8%	9%	8%	8%	8%	8%	9%	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.

NATION/ REGION

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Wales	290	59	157	69	290	105	167	189	86
	5%	4%	5%	5%	5%	5%	4%	5%	4%
Northern Ireland	173	41	88	42	173	68	94	106	59
	3%	3%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Urban	5394	689	1067	960	968	837	873	5394	2605	2752	1537	1638	1131	1061	3175	2191	5394
	87%	93%	93%	90%	88%	83%	78%	87%	88%	86%	87%	88%	88%	87%	87%	87%	87%
		defg	defg	efg	ef	f		ef	b								
Rural	791	53	82	103	132	176	246	791	342	447	239	229	155	164	469	319	791
	13%	7%	7%	10%	12%	17%	22%	13%	12%	14%	13%	12%	12%	13%	13%	13%	13%
					ab	abcdg	abcdeg	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.

URBANITY

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Urban	5394	4597	439	229	130	5394	5394	-	765	4630	1088	2323	1949	5394	885	2080	1684
	87%	88%	85%	79%	75%	87%	100%	-%	90%	87%	86%	86%	90%	87%	92%	85%	87%
		bcd	cd			cd	b		b				abd		bc		
Rural	791	606	80	62	43	791	-	791	87	704	174	384	228	791	81	356	253
	13%	12%	15%	21%	25%	13%	-%	100%	10%	13%	14%	14%	10%	13%	8%	15%	13%
			a	abe	abe			a		a	c	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.

URBANITY

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Urban	5394	1246	2811	1231	5394	1762	3255	3185	1971
	87%	87%	87%	87%	87%	86%	87%	85%	91% a
Rural	791	184	407	185	791	282	469	583	188
	13%	13%	13%	13%	13%	14%	13%	15% b	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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
A	476	68	148	100	52	36	73	476	267	209	476	-	-	-	476	-	476
	8%	9%	13%	9%	5%	4%	7%	8%	9%	7%	27%	-%	-%	-%	13%	-%	8%
		de	acdefg	def			e	de	b		bcdefg				bcdfg		bcdf
B	1300	110	208	238	235	207	301	1300	649	645	1300	-	-	-	1300	-	1300
	21%	15%	18%	22%	21%	20%	27%	21%	22%	20%	73%	-%	-%	-%	36%	-%	21%
				ab	a	a	abcdeg	a			bcdefg				bcdfg		bcdf
C1	1867	278	362	292	320	304	310	1867	824	1021	-	1867	-	-	1867	-	1867
	30%	38%	32%	28%	29%	30%	28%	30%	28%	32%	-%	100%	-%	-%	51%	-%	30%
		bcdefg								a		acdefg			acdfg		acdf
C2	1286	149	254	257	251	191	185	1286	687	595	-	-	1286	-	-	1286	1286
	21%	20%	22%	24%	23%	19%	17%	21%	23%	19%	-%	-%	100%	-%	-%	51%	21%
			f	efg	ef			f	b				abdefg			abdeg	abde
D	623	81	103	106	128	143	62	623	269	351	-	-	-	623	-	623	623
	10%	11%	9%	10%	12%	14%	6%	10%	9%	11%	-%	-%	-%	51%	-%	25%	10%
		f	f	f	f	bcfg		f		a				abcefg		abceg	abce
E	602	42	67	66	110	130	187	602	240	357	-	-	-	602	-	602	602
	10%	6%	6%	6%	10%	13%	17%	10%	8%	11%	-%	-%	-%	49%	-%	24%	10%
					abc	abcg	abcdeg	abc		a				abcefg		abceg	abce
Don't know	31	12	8	3	4	3	1	31	10	21	-	-	-	-	-	-	31
	1%	2%	1%	*%	*%	*%	*%	1%	*%	1%	-%	-%	-%	-%	-%	-%	1%
		cdefg	f														abcdef
SUMMARY CODES																	
AB	1776	178	356	338	287	243	374	1776	916	853	1776	-	-	-	1776	-	1776
	29%	24%	31%	32%	26%	24%	33%	29%	31%	27%	100%	-%	-%	-%	49%	-%	29%
			ade	ade			adeg	ae	b		bcdefg				bcdfg		bcdf
C1C2	3153	427	616	549	571	495	495	3153	1512	1616	-	1867	1286	-	1867	1286	3153
	51%	58%	54%	52%	52%	49%	44%	51%	51%	51%	-%	100%	100%	-%	51%	51%	51%
		cdefg	f	f	f			f				adefg	adefg		ad	ad	ad
DE	1225	124	169	172	238	272	249	1225	509	708	-	-	-	1225	-	1225	1225
	20%	17%	15%	16%	22%	27%	22%	20%	17%	22%	-%	-%	-%	100%	-%	49%	20%
					abc	abcdfg	abc	bc		a				abcefg		abceg	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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
A	476	411	29	24	12	476	423	53	46	430	62	190	224	476	51	98	283
	8%	8%	6%	8%	7%	8%	8%	7%	5%	8% a	5%	7% a	10% abd	8% a	5%	4%	15% ab
B	1300	1093	107	63	38	1300	1114	186	105	1195	203	506	589	1300	86	401	679
	21%	21%	21%	22%	22%	21%	21%	24%	12%	22% a	16%	19%	27% abd	21% ab	9%	16% a	35% ab
C1	1867	1564	162	93	49	1867	1638	229	213	1654	317	877	667	1867	222	798	601
	30%	30%	31%	32%	28%	30%	30%	29%	25%	31% a	25%	32% a	31% a	30% a	23%	33% a	31% a
C2	1286	1077	119	50	40	1286	1131	155	221	1065	273	588	419	1286	219	604	293
	21%	21%	23% c	17%	23% c	21% c	21%	20%	26% b	20%	22%	22%	19%	21%	23% c	25% c	15%
D	623	526	52	31	13	623	555	68	132	491	155	286	179	623	174	289	61
	10%	10%	10%	11%	8%	10%	10%	9%	15% b	9%	12% cd	11% c	8%	10% c	18% bc	12% c	3%
E	602	506	46	29	21	602	506	96	120	482	240	247	94	602	213	244	18
	10%	10%	9%	10%	12%	10%	9%	12% a	14% b	9%	19% bcd	9% c	4%	10% c	22% bc	10% c	1%
Don't know	31	26	4	1	*	31	28	3	15	16	12	14	4	31	1	2	2
	1%	1%	1%	*%	*%	1%	1%	*%	2% b	*%	1% c	*%	*%	1%	*%	*%	*%
SUMMARY CODES																	
AB	1776	1503	136	86	50	1776	1537	239	151	1625	265	696	813	1776	138	499	962
	29%	29%	26%	30%	29%	29%	28%	30%	18%	30% a	21%	26% a	37% abd	29% ab	14%	20% a	50% ab
C1C2	3153	2640	281	143	89	3153	2769	385	433	2720	589	1465	1086	3153	441	1402	894
	51%	51%	54%	49%	51%	51%	51%	49%	51%	51%	47%	54% acd	50%	51% a	46%	58% ac	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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
DE	1225	1033	98	60	34	1225	1061	164	252	973	395	533	273	1225	386	532	79
	20%	20%	19%	21%	20%	20%	20%	21%	30%	18%	31%	20%	13%	20%	40%	22%	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

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
A	476	247	191	32	476	141	317	191	266
	8%	17% bcd	6% c	2%	8% bc	7%	9%	5%	12% a
B	1300	430	676	183	1300	355	884	741	525
	21%	30% bcd	21% c	13%	21% c	17%	24% a	20%	24% a
C1	1867	356	1042	430	1867	561	1187	1219	570
	30%	25%	32% a	30% a	30% a	27%	32% a	32% b	26%
C2	1286	252	738	277	1286	412	785	753	486
	21%	18%	23% acd	20%	21% a	20%	21%	20%	23% a
D	623	86	310	210	623	219	351	393	198
	10%	6%	10% a	15% abd	10% a	11%	9%	10%	9%
E	602	52	254	273	602	346	191	453	110
	10%	4%	8% a	19% abd	10% ab	17% b	5%	12% b	5%
Don't know	31	7	6	11	31	11	9	17	4
	1%	*%	*%	1% b	1% b	1%	*%	*%	*%
SUMMARY CODES									
AB	1776	677	867	215	1776	496	1201	932	791
	29%	47% bcd	27% c	15%	29% c	24%	32% a	25%	37% a
C1C2	3153	608	1780	707	3153	972	1972	1972	1056
	51%	43%	55% acd	50% a	51% a	48%	53% a	52% b	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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
DE	1225	139	565	483	1225	565	542	847	308
	20%	10%	18%	34%	20%	28%	15%	22%	14%
			a	abd	ab	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.

RESPONDENT'S AGE

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
16-24 years	741	741	-	-	-	-	-	741	341	384	178	278	149	124	457	272	741
	12%	100%	-%	-%	-%	-%	-%	12%	12%	12%	10%	15%	12%	10%	13%	11%	12%
		bcdefg						bcdef				acdefg			ad		a
25-34 years	1149	-	1149	-	-	-	-	1149	546	592	356	362	254	169	718	423	1149
	19%	-%	100%	-%	-%	-%	-%	19%	19%	19%	20%	19%	20%	14%	20%	17%	19%
			acdefg					acdef			df	d	d		df	d	d
35-44 years	1063	-	-	1063	-	-	-	1063	502	552	338	292	257	172	631	429	1063
	17%	-%	-%	100%	-%	-%	-%	17%	17%	17%	19%	16%	20%	14%	17%	17%	17%
				abdefg				abdef			bd		bdg		d	d	d
45-54 years	1100	-	-	-	1100	-	-	1100	528	570	287	320	251	238	607	489	1100
	18%	-%	-%	-%	100%	-%	-%	18%	18%	18%	16%	17%	20%	19%	17%	19%	18%
					abcefg			abcef					ae	ae		ae	
55-64 years	1013	-	-	-	-	1013	-	1013	505	508	243	304	191	272	547	463	1013
	16%	-%	-%	-%	-%	100%	-%	16%	17%	16%	14%	16%	15%	22%	15%	18%	16%
						abcdfg		abcdf				a		abcefg		aceg	a
65+	1118	-	-	-	-	-	1118	1118	524	592	374	310	185	249	684	434	1118
	18%	-%	-%	-%	-%	-%	100%	18%	18%	19%	21%	17%	14%	20%	19%	17%	18%
							abcdeg	abcde			bcfg			bcf	c	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.

RESPONDENT'S AGE

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
16-24 years	741	631	56	34	21	741	689	53	124	618	141	356	244	741	178	204	140
	12%	12%	11%	12%	12%	12%	13% b	7%	15% b	12%	11%	13%	11%	12%	18% bc	8%	7%
25-34 years	1149	977	91	49	31	1149	1067	82	176	973	144	499	506	1149	210	386	375
	19%	19%	18%	17%	18%	19%	20% b	10%	21%	18%	11%	18% a	23% abd	19% a	22% b	16%	19% b
35-44 years	1063	892	89	52	29	1063	960	103	168	895	145	396	520	1063	198	357	377
	17%	17%	17%	18%	17%	17%	18% b	13%	20%	17%	11%	15% a	24% abd	17% ab	20% b	15%	19% b
45-54 years	1100	931	89	51	29	1100	968	132	191	909	175	457	463	1100	191	444	348
	18%	18%	17%	18%	17%	18%	18%	17%	22% b	17%	14%	17% a	21% abd	18% a	20%	18%	18%
55-64 years	1013	844	93	48	29	1013	837	176	119	895	235	461	308	1013	143	444	328
	16%	16%	18%	17%	17%	16%	16%	22% a	14%	17%	19% c	17% c	14%	16% c	15%	18% a	17%
65+	1118	928	101	56	33	1118	873	246	75	1044	424	540	136	1118	46	601	369
	18%	18%	20%	19%	19%	18%	16%	31% a	9%	20% a	34% bcd	20% c	6%	18% c	5%	25% ac	19% 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.

RESPONDENT'S AGE

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
16-24 years	741	229	345	129	741	352	298	486	179
	12%	16%	11%	9%	12%	17%	8%	13%	8%
		bcd			c	b		b	
25-34 years	1149	305	556	265	1149	380	670	489	603
	19%	21%	17%	19%	19%	19%	18%	13%	28%
		bd							a
35-44 years	1063	202	567	282	1063	307	674	302	710
	17%	14%	18%	20%	17%	15%	18%	8%	33%
			a	ad	a		a		a
45-54 years	1100	173	561	337	1100	322	712	550	512
	18%	12%	17%	24%	18%	16%	19%	15%	24%
			a	abd	a		a		a
55-64 years	1013	174	555	274	1013	321	642	852	139
	16%	12%	17%	19%	16%	16%	17%	23%	6%
			a	ad	a			b	
65+	1118	346	634	129	1118	363	728	1090	16
	18%	24%	20%	9%	18%	18%	20%	29%	1%
		bcd	c		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.

RESPONDENT'S GENDER

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Man	2947	341	546	502	528	505	524	2947	2947	-	916	824	687	509	1740	1197	2947
	48%	46%	48%	47%	48%	50%	47%	48%	100%	-%	52%	44%	53%	42%	48%	48%	48%
									b		bdefg		bdefg		bd	bd	bd
Woman	3199	384	592	552	570	508	592	3199	-	3199	853	1021	595	708	1875	1303	3199
	52%	52%	52%	52%	52%	50%	53%	52%	-%	100%	48%	55%	46%	58%	51%	52%	52%
										a		aceg		acefg	ac	ac	ac
Non-binary	29	13	8	7	1	-	-	29	-	-	4	17	3	5	22	8	29
	*%	2%	1%	1%	*%	-%	-%	*%	-%	-%	*%	1%	*%	*%	1%	*%	*%
		cdefg	ef	ef				f				af					
Prefer to use another term	1	1	*	-	-	-	*	1	-	-	-	*	-	1	*	1	1
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	9	3	2	2	-	-	2	9	-	-	2	4	1	2	6	3	9
	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%

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 GENDER

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Man	2947	2474	253	137	84	2947	2605	342	282	2665	532	1305	1099	2947	432	1213	1007
	48%	48%	49%	47%	48%	48%	48%	43%	33%	50%	42%	48%	50%	48%	45%	50%	52%
							b			a		a	ad	a		a	a
Woman	3199	2698	259	152	89	3199	2752	447	567	2631	723	1394	1053	3199	531	1210	923
	52%	52%	50%	52%	52%	52%	51%	56%	67%	49%	57%	52%	48%	52%	55%	50%	48%
								a	b		bcd			c	bc		
Non-binary	29	22	7	1	*	29	27	2	3	27	5	6	19	29	4	12	5
	*%	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%
			acde										b				
Prefer to use another term	1	1	-	1	-	1	1	1	-	1	-	1	1	1	-	*	*
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%
				ae													
Prefer not to say	9	8	1	*	-	9	9	-	-	9	2	1	5	9	-	-	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.

RESPONDENT'S GENDER

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Man	2947	756	1566	584	2947	929	1823	1821	1014
	48%	53%	49%	41%	48%	45%	49%	48%	47%
		bcd	c		c		a		
Woman	3199	671	1633	820	3199	1095	1887	1922	1139
	52%	47%	51%	58%	52%	54%	51%	51%	53%
			a	abd	a				
Non-binary	29	2	17	10	29	18	10	21	6
	*%	*%	1%	1%	*%	1%	*%	1%	*%
				a		b			
Prefer to use another term	1	-	-	1	1	*	*	1	-
	*%	-%	-%	*%	*%	*%	*%	*%	-%
Prefer not to say	9	1	3	1	9	1	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.

RESPONDENT'S WORKING STATUS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
In full time employment	2894	261	791	702	643	412	85	2894	1694	1185	1058	947	652	226	2005	879	2894
	47%	35%	69%	66%	58%	41%	8%	47%	57%	37%	60%	51%	51%	18%	55%	35%	47%
		f	adefg	adefg	aefg	af		aef	b		bcdefg	dfg	dfg		bcdfg	d	df
In part time employment	1065	168	191	185	224	198	98	1065	343	715	224	319	281	237	543	518	1065
	17%	23%	17%	17%	20%	20%	9%	17%	12%	22%	13%	17%	22%	19%	15%	21%	17%
		bcfg	f	f	bfg	f		f		a		a	abeg	ae	a	abeg	ae
Retired	1105	-	-	1	8	185	911	1105	527	576	351	326	178	249	678	427	1105
	18%	-%	-%	*%	1%	18%	81%	18%	18%	18%	20%	17%	14%	20%	19%	17%	18%
					abc	abcd	abcdeg	abcd			cf	c		cf	c	c	c
Unemployed	376	49	73	71	81	95	7	376	169	206	26	40	34	270	66	305	376
	6%	7%	6%	7%	7%	9%	1%	6%	6%	6%	1%	2%	3%	22%	2%	12%	6%
		f	f	f	f	bcfg		f					a	abcefg		abceg	abce
Full-time responsibility for home/ family	328	4	47	78	113	78	7	328	56	271	43	54	79	152	97	231	328
	5%	1%	4%	7%	10%	8%	1%	5%	2%	8%	2%	3%	6%	12%	3%	9%	5%
			af	abfg	abcfg	abfg		af		a			abe	abcefg		abceg	abe
A student	295	248	33	9	2	3	-	295	112	171	55	164	39	32	220	71	295
	5%	33%	3%	1%	*%	*%	-%	5%	4%	5%	3%	9%	3%	3%	6%	3%	5%
		bcdefg	cdef	f				bcdef		a		acdefg			acdfg		acdf
Other	104	4	11	16	23	39	10	104	37	65	17	14	21	50	31	71	104
	2%	1%	1%	1%	2%	4%	1%	2%	1%	2%	1%	1%	2%	4%	1%	3%	2%
					abf	abcdfg		a		a			be	abceg		abeg	be
Prefer not to say	19	6	4	1	6	2	-	19	9	10	2	3	2	8	4	10	19
	*%	1%	*%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
		cfg			f									abe		e	
SUMMARY CODES																	
WORKING	3958	430	982	887	867	610	183	3958	2037	1900	1282	1267	933	463	2548	1396	3958
	64%	58%	85%	83%	79%	60%	16%	64%	69%	59%	72%	68%	73%	38%	70%	56%	64%
		f	adefg	adefg	aefg	f		aef	b		bdfg	dfg	bdfg		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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
NOT WORKING	2208	306	164	175	227	401	935	2208	901	1289	493	598	351	754	1091	1104	2208
	36%	41%	14%	16%	21%	40%	84%	36%	31%	40%	28%	32%	27%	62%	30%	44%	36%
		bcdg			bc	bcdg	abcdeg	bcd		a		ac		abcefg		abceg	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.

RESPONDENT'S WORKING STATUS

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
In full time employment	2894	2451	223	137	82	2894	2609	285	324	2569	337	1166	1383	2894	302	1041	1281
	47%	47%	43%	47%	48%	47%	48% b	36%	38%	48% a	27%	43% a	64% abd	47% ab	31%	43% a	66% ab
In part time employment	1065	906	80	49	31	1065	928	137	177	888	216	459	388	1065	244	444	217
	17%	17%	15%	17%	18%	17%	17%	17%	21% b	17%	17%	17%	18%	17%	25% bc	18% c	11%
Retired	1105	913	106	58	28	1105	864	241	76	1029	410	549	129	1105	63	600	332
	18%	18%	20%	20%	16%	18%	16%	31% a	9%	19% a	33% bcd	20% cd	6%	18% c	6%	25% ac	17% a
Unemployed	376	321	32	12	12	376	333	43	96	280	109	183	78	376	149	124	9
	6%	6% c	6%	4%	7%	6% c	6%	5%	11% b	5%	9% cd	7% c	4%	6% c	15% bc	5% c	*%
Full-time responsibility for home/ family	328	271	30	17	10	328	282	45	88	240	82	156	85	328	108	124	47
	5%	5%	6%	6%	6%	5%	5%	6%	10% b	5%	6% c	6% c	4%	5% c	11% bc	5% c	2%
A student	295	245	32	10	8	295	275	21	60	236	71	142	81	295	76	56	35
	5%	5%	6% c	4%	5%	5%	5% b	3%	7% b	4%	6% c	5% c	4%	5%	8% bc	2%	2%
Other	104	82	14	5	2	104	87	17	26	78	30	44	27	104	23	44	14
	2%	2%	3% a	2%	1%	2%	2%	2%	3% b	1%	2% c	2%	1%	2%	2% c	2% c	1%
Prefer not to say	19	14	3	2	*	19	17	2	4	15	6	8	5	19	2	2	2
	*%	*%	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.

RESPONDENT'S WORKING STATUS

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
SUMMARY CODES																	
WORKING	3958	3357	303	186	113	3958	3537	422	502	3457	554	1625	1771	3958	546	1485	1498
	64%	65%	58%	64%	65%	64%	66%	53%	59%	65%	44%	60%	81%	64%	56%	61%	77%
		b			b	b	b			a		a	abd	ab		a	ab
NOT WORKING	2208	1832	214	103	59	2208	1841	367	346	1862	702	1074	401	2208	419	948	437
	36%	35%	41%	35%	34%	36%	34%	46%	41%	35%	56%	40%	18%	36%	43%	39%	23%
			acde					a	b		bcd	cd		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.

RESPONDENT'S WORKING STATUS

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
In full time employment	2894	749	1572	550	2894	731	1991	1378	1411
	47%	52% bcd	49% c	39%	47% c	36%	53% a	37%	65% a
In part time employment	1065	188	544	300	1065	368	620	609	417
	17%	13%	17% a	21% abd	17% a	18%	17%	16%	19% a
Retired	1105	348	617	133	1105	373	701	1075	15
	18%	24% bcd	19% c	9%	18% c	18%	19%	29% b	1%
Unemployed	376	32	157	172	376	211	112	277	71
	6%	2%	5% a	12% abd	6% ab	10% b	3%	7% b	3%
Full-time responsibility for home/ family	328	27	159	135	328	134	165	143	171
	5%	2%	5% a	9% abd	5% a	7% b	4%	4%	8% a
A student	295	73	121	78	295	142	115	204	56
	5%	5%	4%	5% b	5% b	7% b	3%	5% b	3%
Other	104	10	43	43	104	75	16	75	19
	2%	1%	1%	3% abd	2% a	4% b	*%	2% b	1%
Prefer not to say	19	3	6	6	19	10	3	8	*
	*%	*%	*%	*%	*%	*% 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.

RESPONDENT'S WORKING STATUS

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
SUMMARY CODES									
WORKING	3958	937	2116	850	3958	1099	2611	1987	1827
	64%	65%	66%	60%	64%	54%	70%	53%	85%
		c	c		c		a		a
NOT WORKING	2208	491	1096	560	2208	936	1110	1773	331
	36%	34%	34%	40%	36%	46%	30%	47%	15%
				abd		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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None	31	3	2	4	2	6	14	31	14	17	9	7	-	14	15	14	31
	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	-%	1%	*%	1%	1%
							bcdg				c			abceg	c	c	c
Up to 2 hours	92	10	17	16	16	17	17	92	34	58	25	26	14	25	51	39	92
	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
3 to 5 hours	350	49	86	74	50	40	51	350	145	201	98	74	87	90	172	177	350
	6%	7%	7%	7%	5%	4%	5%	6%	5%	6%	6%	4%	7%	7%	5%	7%	6%
		e	defg	def						a	b		be	beg		beg	b
6 to 8 hours	384	57	81	78	45	53	71	384	160	221	93	112	81	98	205	178	384
	6%	8%	7%	7%	4%	5%	6%	6%	5%	7%	5%	6%	6%	8%	6%	7%	6%
		d	d	d			d	d		a				abeg		ae	
9 to 11 hours	490	78	86	83	89	80	74	490	216	273	138	141	104	106	278	210	490
	8%	11%	7%	8%	8%	8%	7%	8%	7%	9%	8%	8%	8%	9%	8%	8%	8%
		bfg															
12 to 15 hours	619	58	96	90	99	108	168	619	300	312	186	188	129	115	374	244	619
	10%	8%	8%	9%	9%	11%	15%	10%	10%	10%	10%	10%	10%	9%	10%	10%	10%
							abcdeg										
16 to 22 hours	1096	96	172	169	222	185	252	1096	523	569	314	339	233	205	653	438	1096
	18%	13%	15%	16%	20%	18%	23%	18%	18%	18%	18%	18%	18%	17%	18%	17%	18%
					abc	a	abceg	ab									
23 to 30 hours	1256	150	234	204	205	234	229	1256	582	670	371	379	266	234	749	501	1256
	20%	20%	20%	19%	19%	23%	21%	20%	20%	21%	21%	20%	21%	19%	21%	20%	20%
						cd											
Over 30 hours	1806	236	368	341	361	275	225	1806	953	837	533	592	365	306	1125	671	1806
	29%	32%	32%	32%	33%	27%	20%	29%	32%	26%	30%	32%	28%	25%	31%	27%	29%
		f	ef	ef	efg	f		f	b		df	df			df		df
Don't know/ unsure	61	5	8	5	12	15	16	61	19	40	10	12	6	31	21	38	61
	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	*%	3%	1%	1%	1%
						c	c			a				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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
SUMMARY CODES																	
0 to 8 hours	857	119	186	171	112	116	153	857	353	497	225	219	182	227	444	409	857
	14%	16%	16%	16%	10%	11%	14%	14%	12%	16%	13%	12%	14%	19%	12%	16%	14%
		de	de	de			d	d		a				abceg		abeg	be
9 to 22 hours	2205	233	353	342	409	373	494	2205	1039	1154	638	667	466	426	1305	892	2205
	36%	31%	31%	32%	37%	37%	44%	36%	35%	36%	36%	36%	36%	35%	36%	36%	36%
					abc	abc	abcdeg	abc									
23+ hours	3062	385	602	544	567	509	455	3062	1535	1507	904	970	632	540	1874	1172	3062
	50%	52%	52%	51%	52%	50%	41%	50%	52%	47%	51%	52%	49%	44%	51%	47%	50%
		f	f	f	f	f		f	b		df	df	d		df		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None	31	29	1	*	1	31	25	6	7	24	17	8	1	31	7	10	3
	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	1% bcd	*%	*%	1% c	1% c	*%	*%
Up to 2 hours	92	77	9	4	2	92	77	15	33	59	53	23	13	92	24	31	26
	1%	1%	2%	1%	1%	1%	1%	2%	4% b	1%	4% bcd	1%	1%	1% bc	3% bc	1%	1%
3 to 5 hours	350	307	21	15	8	350	303	47	104	246	117	167	61	350	80	120	73
	6%	6%	4%	5%	4%	6%	6%	6%	12% b	5%	9% bcd	6% c	3%	6% c	8% bc	5%	4%
6 to 8 hours	384	329	27	20	9	384	337	48	69	315	119	187	75	384	82	123	97
	6%	6%	5%	7%	5%	6%	6%	6%	8% b	6%	9% bcd	7% c	3%	6% c	9% bc	5%	5%
9 to 11 hours	490	414	45	18	13	490	423	67	97	393	129	232	125	490	78	167	147
	8%	8%	9%	6%	8%	8%	8%	8%	11% b	7%	10% cd	9% c	6%	8% c	8%	7%	8%
12 to 15 hours	619	522	48	32	17	619	532	87	79	540	123	319	176	619	75	274	198
	10%	10%	9%	11%	10%	10%	10%	11%	9%	10%	10%	12% cd	8%	10% c	8%	11% a	10%
16 to 22 hours	1096	913	98	54	31	1096	933	163	119	977	203	494	395	1096	136	468	380
	18%	18%	19%	19%	18%	18%	17%	21% a	14%	18% a	16%	18%	18%	18%	14%	19% a	20% a
23 to 30 hours	1256	1052	110	56	38	1256	1092	164	130	1126	225	536	489	1256	201	517	389
	20%	20%	21%	19%	22%	20%	20%	21%	15%	21% a	18%	20%	22% ab	20%	21%	21%	20%
Over 30 hours	1806	1512	156	85	53	1806	1620	186	195	1611	248	721	836	1806	271	704	619
	29%	29%	30%	29%	31%	29%	30% b	24%	23%	30% a	20%	27% a	38% abd	29% ab	28%	29%	32%
Don't know/ unsure	61	48	6	5	2	61	53	8	19	42	27	21	6	61	10	20	5
	1%	1%	1%	2%	1%	1%	1%	1%	2% b	1%	2% bcd	1% c	*%	1% c	1% c	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
SUMMARY CODES																	
0 to 8 hours	857	743	57	39	19	857	741	116	213	644	306	385	150	857	194	285	199
	14%	14% b	11%	13%	11%	14%	14%	15%	25% b	12%	24% bcd	14% c	7%	14% c	20% bc	12%	10%
9 to 22 hours	2205	1848	190	105	61	2205	1888	317	295	1910	455	1045	696	2205	290	909	726
	36%	36%	37%	36%	35%	36%	35%	40% a	35%	36%	36% c	39% cd	32%	36% c	30%	37% a	37% a
23+ hours	3062	2564	266	142	90	3062	2712	350	325	2737	474	1257	1325	3062	472	1221	1008
	50%	49%	51%	49%	52%	50%	50% b	44%	38%	51% a	38%	46% a	61% abd	50% ab	49%	50%	52%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None	31	5	17	7	31	13	17	19	7
	1%	*%	1%	1%	1%	1%	*%	*%	*%
Up to 2 hours	92	28	35	22	92	27	53	58	27
	1%	2% b	1%	2%	1%	1%	1%	2%	1%
3 to 5 hours	350	86	175	77	350	119	185	173	146
	6%	6%	5%	5%	6%	6%	5%	5%	7% a
6 to 8 hours	384	75	222	78	384	124	223	226	136
	6%	5%	7%	5%	6%	6%	6%	6%	6%
9 to 11 hours	490	117	241	116	490	154	286	301	165
	8%	8%	7%	8%	8%	8%	8%	8%	8%
12 to 15 hours	619	153	334	125	619	177	412	404	185
	10%	11%	10%	9%	10%	9%	11% a	11% b	9%
16 to 22 hours	1096	243	602	236	1096	314	721	700	363
	18%	17%	19%	17%	18%	15%	19% a	19%	17%
23 to 30 hours	1256	287	658	301	1256	404	787	770	453
	20%	20%	20%	21%	20%	20%	21%	20%	21%
Over 30 hours	1806	426	909	435	1806	689	1015	1069	674
	29%	30%	28%	31%	29%	34% b	27%	28%	31% a
Don't know/ unsure	61	10	24	19	61	23	24	48	5
	1%	1%	1%	1%	1%	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
SUMMARY CODES									
0 to 8 hours	857	195	449	184	857	282	478	476	316
	14%	14%	14%	13%	14%	14%	13%	13%	15%
9 to 22 hours	2205	513	1178	478	2205	646	1419	1405	712
	36%	36%	37%	34%	36%	32%	38% a	37% b	33%
23+ hours	3062	713	1567	736	3062	1093	1801	1839	1126
	50%	50%	49%	52%	50%	53% b	48%	49%	52% 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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Only used websites or apps that you've used before	1761	178	259	276	322	320	406	1761	822	933	423	493	372	468	916	840	1761
	28%	24%	23%	26%	29%	32%	36%	28%	28%	29%	24%	26%	29%	38%	25%	33%	28%
					ab	abc	abcdeg	ab					ae	abcefg		abceg	ae
Used maybe one or two websites or apps that you haven't used before	2843	321	517	471	494	469	570	2843	1314	1509	841	890	600	494	1731	1094	2843
	46%	43%	45%	44%	45%	46%	51%	46%	45%	47%	47%	48%	47%	40%	48%	44%	46%
							abcdg				df	df	d		df		d
Used lots of websites or apps that you haven't used before	1482	229	362	306	265	196	124	1482	773	699	490	462	301	224	953	525	1482
	24%	31%	32%	29%	24%	19%	11%	24%	26%	22%	28%	25%	23%	18%	26%	21%	24%
		defg	defg	defg	ef	f		ef	b		cdfg	df	d		dfg		df
Have not gone online in the last month	24	3	2	6	3	5	4	24	6	17	5	4	5	10	9	15	24
	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
														abeg		e	
Don't know	75	10	8	4	15	23	15	75	32	40	17	18	8	28	35	37	75
	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		c			c	bcg	c	c						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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Only used websites or apps that you've used before	1761	1476	151	85	49	1761	1557	205	316	1445	641	808	288	1761	337	741	429
	28%	28%	29%	29%	29%	28%	29%	26%	37% b	27%	51% bcd	30% c	13%	28% c	35% bc	30% c	22%
Used maybe one or two websites or apps that you haven't used before	2843	2394	230	137	82	2843	2450	393	352	2491	433	1325	1080	2843	377	1123	955
	46%	46%	44%	47%	47%	46%	45%	50% a	41%	47% a	34%	49% ad	50% ad	46% a	39%	46% a	49% a
Used lots of websites or apps that you haven't used before	1482	1249	129	66	39	1482	1307	176	162	1320	132	550	800	1482	238	549	533
	24%	24%	25%	23%	22%	24%	24%	22%	19%	25% a	10%	20% a	37% abd	24% ab	25%	23%	28% b
Have not gone online in the last month	24	20	2	*	1	24	20	4	5	19	12	3	4	24	7	2	5
	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1% bcd	*%	*%	*%	1% b	*%	*%
Don't know	75	64	6	3	2	75	61	14	16	59	43	21	5	75	7	21	15
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	3% bcd	1% c	*%	1% c	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Only used websites or apps that you've used before	1761	438	874	413	1761	597	1033	1172	516
	28%	31%	27%	29%	28%	29%	28%	31%	24%
		b						b	
Used maybe one or two websites or apps that you haven't used before	2843	610	1595	599	2843	922	1763	1767	962
	46%	43%	50%	42%	46%	45%	47%	47%	45%
			acd		ac				
Used lots of websites or apps that you haven't used before	1482	362	718	374	1482	498	890	762	665
	24%	25%	22%	26%	24%	24%	24%	20%	31%
		b		b					a
Have not gone online in the last month	24	7	7	6	24	5	10	12	7
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	75	13	25	24	75	22	27	55	9
	1%	1%	1%	2%	1%	1%	1%	1%	*%
				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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WhatsApp	5073	617	1021	958	934	793	750	5073	2314	2725	1504	1599	1043	900	3103	1943	5073
	82%	83%	89%	90%	85%	78%	67%	82%	79%	85%	85%	86%	81%	73%	85%	77%	82%
		ef	adefg	adefg	efg	f		ef		a	cdfg	cdfg	df		cdfg	d	df
(Facebook) Messenger	3690	347	812	737	685	574	536	3690	1605	2067	998	1082	831	762	2080	1592	3690
	60%	47%	71%	69%	62%	57%	48%	60%	54%	65%	56%	58%	65%	62%	57%	63%	60%
			adefg	adefg	aef	af		af		a			abeg	abe		abeg	ae
Instagram (Direct)/DM	2553	567	789	552	343	195	107	2553	1142	1391	800	797	560	378	1597	938	2553
	41%	76%	69%	52%	31%	19%	10%	41%	39%	43%	45%	43%	44%	31%	44%	37%	41%
		bcdefg	cdefg	defg	ef	f		def		a	dfg	df	df		dfg	d	df
FaceTime	1699	359	434	310	260	183	153	1699	676	1012	528	550	382	229	1078	611	1699
	27%	48%	38%	29%	24%	18%	14%	27%	23%	32%	30%	29%	30%	19%	30%	24%	27%
		bcdefg	cdefg	def	ef	f		def		a	df	df	df		dfg	d	df
Snapchat	1692	579	585	282	162	68	17	1692	758	917	512	482	404	276	994	680	1692
	27%	78%	51%	26%	15%	7%	1%	27%	26%	29%	29%	26%	31%	23%	27%	27%	27%
		bcdefg	cdefg	def	ef	f		def		a	d		bdefg		d	d	d
Microsoft Teams	1566	267	363	376	304	178	78	1566	710	836	581	632	226	126	1213	352	1566
	25%	36%	32%	35%	28%	18%	7%	25%	24%	26%	33%	34%	18%	10%	33%	14%	25%
		defg	efg	defg	ef	f		ef			cdfg	cdfg	df		cdfg	d	cdf
Zoom	1296	135	295	318	225	174	149	1296	650	636	567	391	204	129	958	333	1296
	21%	18%	26%	30%	20%	17%	13%	21%	22%	20%	32%	21%	16%	11%	26%	13%	21%
		f	adefg	abdefg	f	f		ef			bcdefg	cdf	d		bcdfg	d	cdf
iMessage (by Apple)	1165	248	339	200	162	126	90	1165	461	691	372	382	227	173	754	400	1165
	19%	33%	30%	19%	15%	12%	8%	19%	16%	22%	21%	20%	18%	14%	21%	16%	19%
		cdefg	cdefg	def	f	f		def		a	cdf	df	d		cdfg		df
Telegram	840	112	313	233	106	47	29	840	539	294	353	226	148	111	579	258	840
	14%	15%	27%	22%	10%	5%	3%	14%	18%	9%	20%	12%	11%	9%	16%	10%	14%
		def	acdefg	adefg	ef	f		def	b		bcdefg	d			bcdfg		df
Skype	764	57	189	186	123	103	107	764	410	352	330	185	157	91	515	248	764
	12%	8%	16%	17%	11%	10%	10%	12%	14%	11%	19%	10%	12%	7%	14%	10%	12%
			adefg	adefg	a			af	b		bcdefg	d	d		bdfg	d	bdf

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Google Chat/ Google Meet	626	85	194	159	107	58	24	626	364	257	289	174	98	65	462	163	626
	10%	11%	17%	15%	10%	6%	2%	10%	12%	8%	16%	9%	8%	5%	13%	6%	10%
		ef	adefg	adefg	ef	f		ef	b		bcdefg	df	d		bcdfg		cdf
Discord	585	209	183	110	61	19	4	585	380	195	205	154	142	78	359	220	585
	9%	28%	16%	10%	6%	2%	*%	9%	13%	6%	12%	8%	11%	6%	10%	9%	9%
		bcdefg	cdefg	def	ef	f		def	b		bdfg		bdf		d	d	d
WeChat	263	36	86	72	45	15	9	263	143	120	134	58	44	25	192	69	263
	4%	5%	7%	7%	4%	1%	1%	4%	5%	4%	8%	3%	3%	2%	5%	3%	4%
		ef	adefg	defg	ef			ef			bcdefg		d		bcdfg		df
Signal	195	16	61	51	39	16	13	195	117	75	75	63	28	30	138	57	195
	3%	2%	5%	5%	4%	2%	1%	3%	4%	2%	4%	3%	2%	2%	4%	2%	3%
			aefg	aefg	ef			ef	b		cdfg				cdf		f
Viber	177	19	48	57	32	14	6	177	104	73	89	34	35	19	123	54	177
	3%	3%	4%	5%	3%	1%	1%	3%	4%	2%	5%	2%	3%	2%	3%	2%	3%
		f	efg	adefg	ef			ef	b		bcdefg				bdf		bd
Slack	150	18	56	47	19	7	2	150	88	61	83	48	12	7	131	19	150
	2%	2%	5%	4%	2%	1%	*%	2%	3%	2%	5%	3%	1%	1%	4%	1%	2%
		ef	adefg	adefg	f			ef	b		bcdfg	cdf			cdfg		cdf
Kik	132	15	53	29	26	5	5	132	82	50	58	25	27	23	83	49	132
	2%	2%	5%	3%	2%	1%	*%	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%
		ef	acdefg	ef	ef			ef	b		bdfg				b		b
Clubhouse	57	9	23	17	7	1	-	57	29	28	30	13	9	4	43	13	57
	1%	1%	2%	2%	1%	*%	-%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		ef	defg	ef	ef			ef			bcdfg				df		
I send messages, chat or make video/ voice calls on other apps/ sites	296	49	66	45	59	36	41	296	151	139	81	101	50	64	181	114	296
	5%	7%	6%	4%	5%	4%	4%	5%	5%	4%	5%	5%	4%	5%	5%	5%	5%
		cefg	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5894	730	1134	1044	1069	939	978	5894	2773	3083	1710	1797	1229	1127	3507	2356	5894
	95%	98%	99%	98%	97%	93%	87%	95%	94%	96%	96%	96%	96%	92%	96%	94%	95%
		efg	defg	efg	efg	f		ef		a	df	df	d		dfg	d	df
I do not send messages, chat or make video or voice calls on ANY apps/ sites	260	8	13	17	25	65	131	260	158	100	65	65	45	83	130	129	260
	4%	1%	1%	2%	2%	6%	12%	4%	5%	3%	4%	4%	4%	7%	4%	5%	4%
						abcdg	abcdeg	abcd	b					abcefg		abe	
Don't know	31	3	2	2	6	10	9	31	16	16	1	5	11	15	6	26	31
	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
						bc	bc						abe	abeg		abeg	ae
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean score	3.7	5.0	5.1	4.5	3.4	2.6	1.9	3.7	3.6	3.7	4.3	3.7	3.6	2.8	4.0	3.2	3.7
		cdefg	cdefg	defg	ef	f		def			bcdefg	df	df		bcdfg	d	df
Standard deviation	2.70	2.61	2.90	2.81	2.44	1.93	1.48	2.70	2.84	2.58	3.12	2.56	2.48	2.23	2.86	2.39	2.70
Standard error	.03	.09	.09	.08	.08	.06	.04	.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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WhatsApp	5073	4254	429	241	148	5073	4451	622	729	4344	858	2199	1999	5073	782	1936	1661
	82%	82%	83%	83%	86% ae	82%	83% b	79%	86% b	81%	68%	81% a	92% abd	82% a	81%	80%	86% ab
(Facebook) Messenger	3690	3072	322	187	108	3690	3209	480	539	3151	600	1552	1532	3690	613	1453	1193
	60%	59%	62%	64% ae	63%	60%	59%	61%	63% b	59%	48%	57% a	70% abd	60% a	63%	60%	62%
Instagram (Direct)/DM	2553	2178	190	110	75	2553	2315	238	371	2183	276	1004	1273	2553	453	859	855
	41%	42% b	37%	38%	44% bc	41% b	43% b	30%	44%	41%	22%	37% a	58% abd	41% ab	47% b	35%	44% b
FaceTime	1699	1421	152	76	50	1699	1509	190	231	1468	170	658	869	1699	264	601	594
	27%	27%	29%	26%	29%	27%	28% b	24%	27%	28%	13%	24% a	40% abd	27% ab	27%	25%	31% b
Snapchat	1692	1418	140	76	59	1692	1555	137	281	1411	200	675	813	1692	369	553	459
	27%	27%	27%	26%	34% abce	27%	29% b	17%	33% b	26%	16%	25% a	37% abd	27% ab	38% bc	23%	24%
Microsoft Teams	1566	1310	140	70	46	1566	1419	147	122	1444	100	554	912	1566	222	493	676
	25%	25%	27%	24%	26%	25%	26% b	19%	14%	27% a	8%	20% a	42% abd	25% ab	23%	20%	35% ab
Zoom	1296	1100	100	52	43	1296	1172	123	83	1213	87	432	777	1296	188	418	557
	21%	21%	19%	18%	25% abce	21%	22% b	16%	10%	23% a	7%	16% a	36% abd	21% ab	19%	17%	29% ab
iMessage (by Apple)	1165	983	91	60	31	1165	1046	119	145	1020	99	431	635	1165	165	416	426
	19%	19%	18%	21%	18%	19%	19% b	15%	17%	19%	8%	16% a	29% abd	19% ab	17%	17%	22% ab
Telegram	840	727	60	30	23	840	795	46	97	743	57	304	479	840	168	282	309
	14%	14% c	12%	10%	13%	14% c	15% b	6%	11%	14%	5%	11% a	22% abd	14% ab	17% b	12%	16% b
Skype	764	656	57	29	22	764	675	89	44	720	65	243	455	764	103	264	323
	12%	13%	11%	10%	13%	12%	13%	11%	5%	13% a	5%	9% a	21% abd	12% ab	11%	11%	17% 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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Google Chat/ Google Meet	626	538	46	27	15	626	585	41	55	572	38	172	416	626	113	191	261
	10%	10%	9%	9%	9%	10%	11% b	5%	6%	11% a	3%	6% a	19% abd	10% ab	12% b	8%	13% b
Discord	585	492	46	29	18	585	559	26	42	543	48	206	331	585	106	194	190
	9%	9%	9%	10%	10%	9%	10% b	3%	5%	10% a	4%	8% a	15% abd	9% ab	11% b	8%	10%
WeChat	263	236	14	9	4	263	243	20	23	240	24	71	168	263	44	80	122
	4%	5% bd	3%	3%	2%	4% d	5% b	2%	3%	4% a	2%	3%	8% abd	4% ab	5%	3%	6% b
Signal	195	173	13	5	4	195	177	19	19	177	14	72	109	195	23	64	85
	3%	3% c	2%	2%	2%	3%	3%	2%	2%	3%	1%	3% a	5% abd	3% a	2%	3%	4% ab
Viber	177	157	9	4	7	177	163	14	18	160	14	60	103	177	34	57	67
	3%	3% c	2%	1%	4% bc	3%	3%	2%	2%	3%	1%	2% a	5% abd	3% a	3%	2%	3%
Slack	150	130	9	7	3	150	141	8	6	144	3	36	110	150	20	29	89
	2%	2%	2%	2%	2%	2%	3% b	1%	1%	3% a	*%	1% a	5% abd	2% ab	2%	1%	5% ab
Kik	132	119	2	7	5	132	125	7	11	122	4	36	93	132	27	33	58
	2%	2% b	*%	2% b	3% b	2% b	2% b	1%	1%	2%	*%	1% a	4% abd	2% ab	3% b	1%	3% b
Clubhouse	57	52	2	2	1	57	55	1	6	51	2	12	43	57	16	10	25
	1%	1%	*%	1%	1%	1%	1% b	*%	1%	1%	*%	*%	2% abd	1% ab	2% b	*%	1% b
I send messages, chat or make video/ voice calls on other apps/ sites	296	249	26	15	6	296	271	25	34	262	37	107	151	296	52	114	92
	5%	5%	5%	5%	3%	5%	5% b	3%	4%	5%	3%	4%	7% abd	5% a	5%	5%	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5894	4952	497	276	168	5894	5152	742	830	5064	1124	2598	2151	5894	930	2285	1874
	95%	95%	96%	95%	97% ae	95%	96%	94%	98% b	95%	89%	96% a	99% abd	95% a	96% b	94%	97% b
I do not send messages, chat or make video or voice calls on ANY apps/ sites	260	223	20	12	4	260	214	46	13	247	119	106	24	260	30	137	60
	4%	4% d	4%	4%	3%	4%	4%	6% a	1%	5% a	9% bcd	4% c	1%	4% c	3%	6% ac	3%
Don't know	31	27	2	2	*	31	28	3	9	23	19	3	2	31	5	14	3
	1%	1%	*%	1%	*%	1%	1%	*%	1% b	*%	2% bcd	*%	*%	1% bc	1%	1%	*%
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean score	3.7	3.7	3.6	3.6	3.9 bc	3.7	3.8 b	3.0	3.4	3.7 a	2.1	3.3 a	5.2 abd	3.7 ab	3.9 b	3.3	4.2 ab
Standard deviation	2.70	2.75	2.38	2.50	2.58	2.70	2.76	2.16	2.21	2.77	1.77	2.12	3.06	2.70	2.62	2.54	2.98
Standard error	.03	.04	.10	.10	.10	.03	.04	.08	.08	.04	.05	.04	.07	.03	.08	.05	.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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WhatsApp	5073	1149	2659	1172	5073	1625	3127	2936	1943
	82%	80%	83%	83%	82%	80%	84% a	78%	90% a
(Facebook) Messenger	3690	821	1897	918	3690	1254	2217	2047	1525
	60%	57%	59%	65% abd	60%	61%	60%	54%	71% a
Instagram (Direct)/DM	2553	646	1287	574	2553	846	1509	1250	1180
	41%	45% bcd	40%	41%	41%	41%	41%	33%	55% a
FaceTime	1699	414	882	370	1699	571	1011	889	748
	27%	29%	27%	26%	27%	28%	27%	24%	35% a
Snapchat	1692	465	798	380	1692	657	882	751	838
	27%	33% bcd	25%	27%	27% b	32% b	24%	20%	39% a
Microsoft Teams	1566	387	821	337	1566	473	1015	791	727
	25%	27%	26%	24%	25%	23%	27% a	21%	34% a
Zoom	1296	377	639	266	1296	394	834	646	612
	21%	26% bcd	20%	19%	21%	19%	22% a	17%	28% a
iMessage (by Apple)	1165	279	612	252	1165	396	689	627	496
	19%	20%	19%	18%	19%	19%	18%	17%	23% a
Telegram	840	257	425	146	840	247	527	292	520
	14%	18% bcd	13% c	10%	14% c	12%	14% a	8%	24% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Skype	764	250	371	138	764	240	477	363	377
	12%	17% bcd	12%	10%	12% c	12%	13%	10%	17% a
Google Chat/ Google Meet	626	201	322	94	626	178	408	221	383
	10%	14% bcd	10% c	7%	10% c	9%	11% a	6%	18% a
Discord	585	178	273	126	585	245	289	294	255
	9%	12% bcd	8%	9%	9%	12% b	8%	8%	12% a
WeChat	263	91	135	37	263	90	154	75	175
	4%	6% bcd	4% c	3%	4% c	4%	4%	2%	8% a
Signal	195	52	91	46	195	61	118	95	87
	3%	4%	3%	3%	3%	3%	3%	3%	4% a
Viber	177	64	78	34	177	56	109	60	101
	3%	4% bcd	2%	2%	3%	3%	3%	2%	5% a
Slack	150	47	73	28	150	49	96	52	94
	2%	3%	2%	2%	2%	2%	3%	1%	4% a
Kik	132	45	58	27	132	50	66	42	83
	2%	3% bd	2%	2%	2%	2%	2%	1%	4% a
Clubhouse	57	22	23	12	57	25	22	14	39
	1%	2% b	1%	1%	1%	1% b	1%	*%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
I send messages, chat or make video/ voice calls on other apps/ sites	296	81	138	66	296	108	166	152	123
	5%	6%	4%	5%	5%	5%	4%	4%	6% a
USE ANY OF THESE APPS/ SITES TO SEND MESSAGES/ MAKE VOICE OR VIDEO CALLS	5894	1359	3062	1358	5894	1956	3548	3513	2140
	95%	95%	95%	96%	95%	96%	95%	93%	99% a
I do not send messages, chat or make video or voice calls on ANY apps/ sites	260	66	143	49	260	80	160	232	19
	4%	5%	4%	3%	4%	4%	4%	6% b	1%
Don't know	31	6	13	9	31	8	16	23	-
	1%	*%	*%	1%	1%	*%	*%	1% b	-%
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean score	3.7	4.1 bcd	3.6	3.5	3.7	3.7	3.7	3.1	4.8 a
Standard deviation	2.70	3.14	2.59	2.49	2.70	2.63	2.73	2.35	2.94
Standard error	.03	.08	.05	.06	.03	.06	.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 TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	291	11	15	19	31	75	140	291	173	116	66	70	57	98	136	155	291
	5%	2%	1%	2%	3%	7%	13%	5%	6%	4%	4%	4%	4%	8%	4%	6%	5%
					b	abcdg	abcdeg	abcd	b					abcefg		abeg	e
Only one site or app used	1022	35	69	86	197	262	373	1022	548	470	255	300	203	260	555	463	1022
	17%	5%	6%	8%	18%	26%	33%	17%	19%	15%	14%	16%	16%	21%	15%	18%	17%
				a	abc	abcdg	abcdeg	abc	b					abceg		ae	a
More than one site or app used	4872	695	1066	957	872	677	605	4872	2225	2613	1455	1497	1027	867	2952	1893	4872
	79%	94%	93%	90%	79%	67%	54%	79%	76%	82%	82%	80%	80%	71%	81%	75%	79%
		cdefg	cdefg	defg	ef	f		ef		a	dfg	df	df		dfg	d	df
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean score	3.7	5.0	5.1	4.5	3.4	2.6	1.9	3.7	3.6	3.7	4.3	3.7	3.6	2.8	4.0	3.2	3.7
		cdefg	cdefg	defg	ef	f		def			bcdefg	df	df		bcdfg	d	df
Standard deviation	2.70	2.61	2.90	2.81	2.44	1.93	1.48	2.70	2.84	2.58	3.12	2.56	2.48	2.23	2.86	2.39	2.70
Standard error	.03	.09	.09	.08	.08	.06	.04	.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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	291	250	22	14	5	291	242	49	21	270	138	109	25	291	36	151	63
	5%	5%	4%	5%	3%	5%	4%	6%	2%	5%	11%	4%	1%	5%	4%	6%	3%
		d				d				a	bcd	c		c		ac	
Only one site or app used	1022	871	86	43	22	1022	856	166	141	881	417	447	144	1022	120	470	285
	17%	17%	17%	15%	13%	17%	16%	21%	17%	17%	33%	16%	7%	17%	12%	19%	15%
		d				d		a			bcd	c		c		ac	
More than one site or app used	4872	4081	411	233	146	4872	4296	576	689	4183	707	2151	2007	4872	810	1815	1589
	79%	78%	79%	80%	84%	79%	80%	73%	81%	78%	56%	79%	92%	79%	84%	75%	82%
					abe		b					a	abd	a	b		b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean score	3.7	3.7	3.6	3.6	3.9	3.7	3.8	3.0	3.4	3.7	2.1	3.3	5.2	3.7	3.9	3.3	4.2
					bc		b			a		a	abd	ab	b		ab
Standard deviation	2.70	2.75	2.38	2.50	2.58	2.70	2.76	2.16	2.21	2.77	1.77	2.12	3.06	2.70	2.62	2.54	2.98
Standard error	.03	.04	.10	.10	.10	.03	.04	.08	.08	.04	.05	.04	.07	.03	.08	.05	.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 TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	291	72	156	58	291	89	176	255	19
	5%	5%	5%	4%	5%	4%	5%	7% b	1%
Only one site or app used	1022	233	533	233	1022	330	613	812	166
	17%	16%	17%	16%	17%	16%	16%	22% b	8%
More than one site or app used	4872	1125	2529	1125	4872	1625	2934	2701	1974
	79%	79%	79%	79%	79%	79%	79%	72%	91% a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean score	3.7	4.1 bcd	3.6	3.5	3.7	3.7	3.7	3.1	4.8 a
Standard deviation	2.70	3.14	2.59	2.49	2.70	2.63	2.73	2.35	2.94
Standard error	.03	.08	.05	.06	.03	.06	.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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
YouTube	4847	644	1000	913	906	750	635	4847	2457	2355	1396	1484	1033	912	2880	1945	4847
	78%	87%	87%	86%	82%	74%	57%	78%	83%	74%	79%	79%	80%	74%	79%	77%	78%
		defg	defg	defg	efg	f		ef	b		d	d	d		d		d
Facebook (inc Facebook Gaming)	3098	275	675	676	629	465	379	3098	1366	1724	862	912	694	618	1774	1312	3098
	50%	37%	59%	64%	57%	46%	34%	50%	46%	54%	49%	49%	54%	50%	49%	52%	50%
			aefg	abdefg	aefg	af		aef		a			abeg			abe	
Instagram	2950	592	846	644	463	254	150	2950	1298	1628	937	915	605	474	1852	1079	2950
	48%	80%	74%	61%	42%	25%	13%	48%	44%	51%	53%	49%	47%	39%	51%	43%	48%
		bcdefg	cdefg	defg	ef	f		def		a	bcdfg	df	df		cdfg	d	df
TikTok	2574	600	780	535	389	205	65	2574	1134	1417	752	761	586	458	1513	1044	2574
	42%	81%	68%	50%	35%	20%	6%	42%	38%	44%	42%	41%	46%	37%	42%	42%	42%
		bcdefg	cdefg	defg	ef	f		def		a	d		bdefg		d	d	d
Snapchat	1336	429	486	240	129	42	10	1336	629	695	432	379	287	227	811	514	1336
	22%	58%	42%	23%	12%	4%	1%	22%	21%	22%	24%	20%	22%	19%	22%	20%	22%
		bcdefg	cdefg	def	ef	f		def			bdfg		d		d		d
Twitch	505	158	189	90	48	18	1	505	359	134	178	130	122	72	307	193	505
	8%	21%	16%	8%	4%	2%	*%	8%	12%	4%	10%	7%	9%	6%	8%	8%	8%
		bcdefg	cdefg	def	ef	f		def	b		bdfg		bd		d	d	d
Vimeo	243	29	57	74	55	20	8	243	161	79	114	68	41	20	182	61	243
	4%	4%	5%	7%	5%	2%	1%	4%	5%	2%	6%	4%	3%	2%	5%	2%	4%
		ef	ef	aefg	ef	f		ef	b		bcdfg	df	d		bcdfg		df
Dailymotion	212	36	60	50	45	17	5	212	134	76	89	56	38	29	145	67	212
	3%	5%	5%	5%	4%	2%	*%	3%	5%	2%	5%	3%	3%	2%	4%	3%	3%
		ef	efg	ef	ef	f		ef	b		bcdfg				df		
OnlyFans	137	32	44	40	12	5	4	137	106	31	59	35	26	18	94	44	137
	2%	4%	4%	4%	1%	1%	*%	2%	4%	1%	3%	2%	2%	1%	3%	2%	2%
		defg	defg	defg				def	b		bdfg				df		
BitChute	71	5	21	21	18	6	-	71	50	21	38	10	13	9	49	22	71
	1%	1%	2%	2%	2%	1%	-%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		f	ef	aefg	ef	f		f	b		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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
I watch videos/ clips on other apps/ sites	138	9	26	25	34	18	27	138	75	61	39	46	27	25	86	52	138
	2%	1%	2%	2%	3% a	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5640	737	1137	1030	1042	886	807	5640	2722	2879	1602	1728	1206	1076	3331	2281	5640
	91%	99% cdefg	99% cdefg	97% defg	95% efg	87% f	72%	91% ef	92% b	90%	90% d	93% ad	94% adefg	88%	91% d	91% d	91% d
I do not watch videos/ clips on any apps/ sites	502	3	12	30	51	116	291	502	210	292	163	132	74	129	296	203	502
	8%	*%	1%	3% ab	5% abc	11% abcdg	26% abcdeg	8% abcd	7%	9% a	9% bc	7%	6%	11% bcefg	8% c	8% c	8% c
Don't know	43	2	-	3	7	12	20	43	14	28	10	6	6	20	17	26	43
	1%	*%	-%	*%	1% b	1% bc	2% abcdg	1% b	*%	1%	1%	*%	*%	2% abceg	*%	1% be	1%
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 11)	2.6	3.8 bcdefg	3.6 cdefg	3.1 defg	2.5 ef	1.8 f	1.1	2.6 def	2.6	2.6	2.8 bdfg	2.6 d	2.7 bdf	2.3	2.7 df	2.5 d	2.6 df
Standard deviation	1.75	1.57	1.59	1.73	1.57	1.27	.99	1.75	1.81	1.70	1.92	1.65	1.71	1.65	1.79	1.69	1.75
Standard error	.02	.05	.05	.05	.05	.04	.03	.02	.03	.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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
YouTube	4847	4057	426	224	140	4847	4272	575	596	4251	692	2148	1997	4847	778	1869	1550
	78%	78%	82% a	77%	81%	78%	79% b	73%	70%	80% a	55%	79% a	92% abd	78% a	81% b	77%	80% b
Facebook (inc Facebook Gaming)	3098	2587	259	159	93	3098	2726	373	424	2675	408	1278	1410	3098	548	1205	1011
	50%	50%	50%	55% ae	54%	50%	51%	47%	50%	50%	32%	47% a	65% abd	50% ab	57% bc	49%	52%
Instagram	2950	2497	239	128	87	2950	2676	274	419	2531	308	1198	1441	2950	509	1023	973
	48%	48%	46%	44%	50% c	48%	50% b	35%	49%	47%	24%	44% a	66% abd	48% ab	53% b	42%	50% b
TikTok	2574	2183	198	115	78	2574	2362	213	409	2166	300	1059	1213	2574	520	864	768
	42%	42%	38%	40%	45% b	42%	44% b	27%	48% b	41%	24%	39% a	56% abd	42% ab	54% bc	35%	40% b
Snapchat	1336	1127	109	58	41	1336	1242	94	212	1124	150	505	682	1336	313	420	379
	22%	22%	21%	20%	24%	22%	23% b	12%	25% b	21%	12%	19% a	31% abd	22% ab	32% bc	17%	20%
Twitch	505	428	40	22	15	505	477	28	42	463	37	163	305	505	97	161	172
	8%	8%	8%	7%	9%	8%	9% b	4%	5%	9% a	3%	6% a	14% abd	8% ab	10% b	7%	9% b
Vimeo	243	215	13	7	9	243	222	21	14	229	12	50	181	243	36	93	88
	4%	4% c	2%	2%	5% bc	4%	4%	3%	2%	4% a	1%	2%	8% abd	4% ab	4%	4%	5%
Dailymotion	212	190	12	2	8	212	203	9	14	198	9	54	149	212	39	89	67
	3%	4% c	2%	1%	5% bc	3% c	4% b	1%	2%	4% a	1%	2% a	7% abd	3% ab	4%	4%	3%
OnlyFans	137	121	7	5	4	137	130	8	13	124	16	35	86	137	28	43	51
	2%	2%	1%	2%	3%	2%	2% b	1%	2%	2%	1%	1%	4% abd	2% b	3%	2%	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
BitChute	71	67	1	2	1	71	68	4	6	65	4	19	49	71	12	34	20
	1%	1% b	*%	1%	1%	1% b	1%	*%	1%	1%	*%	1%	2% abd	1% a	1%	1%	1%
I watch videos/ clips on other apps/ sites	138	120	12	4	2	138	120	18	12	126	10	52	76	138	23	56	45
	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2% a	3% abd	2% a	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5640	4721	490	263	166	5640	4945	695	778	4862	939	2542	2145	5640	915	2169	1779
	91%	91%	94% ace	91%	96% ace	91%	92% b	88%	91%	91%	74%	94% ad	99% abd	91% a	95% bc	89%	92% b
I do not watch videos/ clips on any apps/ sites	502	442	28	25	7	502	413	89	63	439	299	158	28	502	43	252	148
	8%	8% bd	5%	9% bd	4%	8% bd	8%	11% a	7%	8%	24% bcd	6% c	1%	8% bc	4%	10% ac	8% a
Don't know	43	39	2	2	*	43	37	6	11	32	24	8	3	43	8	14	10
	1%	1%	*%	1%	*%	1%	1%	1%	1% b	1%	2% bcd	*%	*%	1% bc	1%	1%	1%
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 11)	2.6	2.6	2.5	2.5	2.8 abce	2.6	2.7 b	2.0	2.5	2.6	1.5	2.4 a	3.5 abd	2.6 ab	3.0 bc	2.4	2.6 b
Standard deviation	1.75	1.77	1.62	1.65	1.64	1.75	1.77	1.50	1.63	1.77	1.45	1.49	1.79	1.75	1.76	1.71	1.80
Standard error	.02	.03	.07	.07	.07	.02	.02	.05	.06	.02	.04	.03	.04	.02	.06	.03	.04

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
YouTube	4847	1106	2512	1132	4847	1583	2944	2788	1851
	78%	77%	78%	80%	78%	77%	79%	74%	86% a
Facebook (inc Facebook Gaming)	3098	685	1600	775	3098	1041	1888	1616	1381
	50%	48%	50%	55% abd	50%	51%	51%	43%	64% a
Instagram	2950	726	1507	660	2950	975	1757	1469	1343
	48%	51% bc	47%	47%	48%	48%	47%	39%	62% a
TikTok	2574	633	1279	598	2574	907	1462	1189	1256
	42%	44% b	40%	42%	42%	44% b	39%	32%	58% a
Snapchat	1336	394	630	279	1336	518	692	561	696
	22%	28% bcd	20%	20%	22% b	25% b	19%	15%	32% a
Twitch	505	155	240	101	505	189	272	246	227
	8%	11% bcd	7%	7%	8%	9% b	7%	7%	11% a
Vimeo	243	73	123	43	243	78	144	85	144
	4%	5% c	4%	3%	4%	4%	4%	2%	7% a
Dailymotion	212	62	92	55	212	73	120	101	103
	3%	4% b	3%	4%	3%	4%	3%	3%	5% a
OnlyFans	137	49	62	24	137	59	58	59	71
	2%	3% bcd	2%	2%	2%	3% b	2%	2%	3% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
BitChute	71	20	30	20	71	32	32	22	47
	1%	1%	1%	1%	1%	2%	1%	1%	2%
						b			a
I watch videos/ clips on other apps/ sites	138	33	65	38	138	56	73	78	53
	2%	2%	2%	3%	2%	3%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH VIDEOS/ CLIPS	5640	1282	2922	1323	5640	1850	3402	3282	2112
	91%	90%	91%	93%	91%	90%	91%	87%	98%
				abd					a
I do not watch videos/ clips on any apps/ sites	502	139	279	78	502	175	305	448	45
	8%	10%	9%	5%	8%	9%	8%	12%	2%
		c	c		c			b	
Don't know	43	9	16	16	43	19	16	38	3
	1%	1%	1%	1%	1%	1%	*%	1%	*%
				b		b		b	
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 11)	2.6	2.8	2.5	2.6	2.6	2.7	2.5	2.2	3.3
		bd			b	b			a
Standard deviation	1.75	1.95	1.71	1.64	1.75	1.78	1.73	1.61	1.75
Standard error	.02	.05	.03	.04	.02	.04	.03	.03	.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 WATCH VIDEO OR CLIPS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	545	5	12	32	57	127	311	545	225	320	174	139	80	149	312	229	545
	9%	1%	1%	3%	5%	13%	28%	9%	8%	10%	10%	7%	6%	12%	9%	9%	9%
				ab	abc	abcdg	abcdeg	abcd		a	bc			abcefg	c	c	c
Only one site or app used	1431	53	110	158	269	375	466	1431	734	689	389	450	292	294	839	585	1431
	23%	7%	10%	15%	24%	37%	42%	23%	25%	22%	22%	24%	23%	24%	23%	23%	23%
				ab	abc	abcdg	abcdg	abc	b								
More than one site or app used	4209	683	1028	873	773	511	341	4209	1988	2190	1213	1278	914	782	2491	1696	4209
	68%	92%	89%	82%	70%	50%	31%	68%	67%	68%	68%	68%	71%	64%	68%	68%	68%
		cdefg	cdefg	defg	ef	f		ef			d	d	d		d	d	d
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 11)	2.6	3.8	3.6	3.1	2.5	1.8	1.1	2.6	2.6	2.6	2.8	2.6	2.7	2.3	2.7	2.5	2.6
		bcdefg	cdefg	defg	ef	f		def			bdfg	d	bdf		df	d	df
Standard deviation	1.75	1.57	1.59	1.73	1.57	1.27	.99	1.75	1.81	1.70	1.92	1.65	1.71	1.65	1.79	1.69	1.75
Standard error	.02	.05	.05	.05	.05	.04	.03	.02	.03	.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 VIDEO OR CLIPS

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	545	482	29	27	7	545	449	96	74	471	323	165	31	545	51	266	158
	9%	9%	6%	9%	4%	9%	8%	12%	9%	9%	26%	6%	1%	9%	5%	11%	8%
		bd		bd		bd		a			bcd	c		bc		ac	a
Only one site or app used	1431	1186	146	63	35	1431	1176	254	191	1239	435	714	272	1431	172	616	465
	23%	23%	28%	22%	20%	23%	22%	32%	22%	23%	34%	26%	12%	23%	18%	25%	24%
			acde					a			bcd	cd		c		a	a
More than one site or app used	4209	3535	344	200	130	4209	3769	441	586	3623	504	1827	1874	4209	744	1554	1313
	68%	68%	66%	69%	75%	68%	70%	56%	69%	68%	40%	68%	86%	68%	77%	64%	68%
					abce		b					a	abd	a	bc		b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 11)	2.6	2.6	2.5	2.5	2.8	2.6	2.7	2.0	2.5	2.6	1.5	2.4	3.5	2.6	3.0	2.4	2.6
					abce		b					a	abd	ab	bc		b
Standard deviation	1.75	1.77	1.62	1.65	1.64	1.75	1.77	1.50	1.63	1.77	1.45	1.49	1.79	1.75	1.76	1.71	1.80
Standard error	.02	.03	.07	.07	.07	.02	.02	.05	.06	.02	.04	.03	.04	.02	.06	.03	.04

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	545	148	296	94	545	195	321	486	47
	9%	10% c	9% c	7%	9% c	10%	9%	13% b	2%
Only one site or app used	1431	311	783	306	1431	406	935	1068	301
	23%	22%	24%	22%	23%	20%	25% a	28% b	14%
More than one site or app used	4209	971	2139	1017	4209	1444	2467	2214	1811
	68%	68%	66%	72% abd	68%	71% b	66%	59%	84% a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 11)	2.6	2.8 bd	2.5	2.6	2.6 b	2.7 b	2.5	2.2	3.3 a
Standard deviation	1.75	1.95	1.71	1.64	1.75	1.78	1.73	1.61	1.75
Standard error	.02	.05	.03	.04	.02	.04	.03	.03	.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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Yes	2153	396	693	494	334	167	69	2153	1134	995	746	614	454	327	1360	781	2153
	35%	53%	60%	46%	30%	17%	6%	35%	38%	31%	42%	33%	35%	27%	37%	31%	35%
		cdefg	acdefg	defg	ef	f		def	b		bcdefg	d	df		bdfg	d	df
No	3997	337	452	558	760	843	1047	3997	1798	2183	1023	1248	823	888	2271	1711	3997
	65%	45%	39%	52%	69%	83%	94%	65%	61%	68%	58%	67%	64%	72%	62%	68%	65%
		b		ab	abcg	abcdg	abcdeg	abc		a		ae	a	abcefg	a	aceg	ae
Don't know	35	9	5	11	5	3	2	35	14	21	7	6	8	10	13	19	35
	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
		efg		f										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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Yes	2153	1831	178	90	54	2153	1982	171	307	1846	247	794	1113	2153	434	780	666
	35%	35% c	34%	31%	31%	35%	37% b	22%	36%	35%	20%	29% a	51% abd	35% ab	45% bc	32%	34%
No	3997	3343	338	199	118	3997	3381	616	529	3468	998	1903	1058	3997	524	1650	1263
	65%	64%	65%	68% a	68%	65%	63%	78% a	62%	65%	79% bcd	70% cd	49%	65% c	54%	68% a	65% a
Don't know	35	29	3	2	1	35	31	4	16	19	17	10	6	35	8	6	8
	1%	1%	1%	1%	1%	1%	1%	*%	2% b	*%	1% bcd	*%	*%	1%	1% b	*%	*%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yes	2153	572	1073	463	2153	754	1217	924	1115
	35%	40% bcd	33%	33%	35%	37% b	33%	25%	52% a
No	3997	854	2127	946	3997	1283	2493	2830	1032
	65%	60%	66% a	67% a	65% a	63%	67% a	75% b	48%
Don't know	35	5	19	6	35	8	13	14	13
	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2101	429	623	523	287	162	77	2101	1081	998	716	573	410	389	1289	799	2101
Effective Weighted Sample	1725	363	515	435	240	130	59	1725	890	817	592	476	340	317	1068	647	1725
Total	2153	396	693	494	334	167	69	2153	1134	995	746	614	454	327	1360	781	2153
Instagram	1227	231	474	301	153	54	**	1227	595	616	474	365	235	150	839	385	1227
	57%	58%	68%	61%	46%	32%	**	57%	52%	62%	64%	59%	52%	46%	62%	49%	57%
		de	acdeg	de	e			de		a	cdfg	cdf			cdfg		df
TikTok	1123	289	441	253	110	23	**	1123	546	562	416	305	235	158	721	393	1123
	52%	73%	64%	51%	33%	14%	**	52%	48%	57%	56%	50%	52%	48%	53%	50%	52%
		bcdeg	cdeg	de	e			de		a	bd						
Facebook (inc Facebook Gaming)	1073	85	331	312	206	102	**	1073	548	518	400	269	234	165	669	399	1073
	50%	22%	48%	63%	62%	61%	**	50%	48%	52%	54%	44%	52%	51%	49%	51%	50%
			a	abg	abg	abg		a			b		b			b	b
YouTube	987	161	320	228	170	73	**	987	654	318	373	249	210	148	623	358	987
	46%	41%	46%	46%	51%	44%	**	46%	58%	32%	50%	41%	46%	45%	46%	46%	46%
					a				b		b						b
Snapchat	686	186	291	140	52	14	**	686	317	363	280	169	143	89	450	231	686
	32%	47%	42%	28%	16%	8%	**	32%	28%	37%	38%	28%	31%	27%	33%	30%	32%
		cdeg	cdeg	de	e			de		a	bdfg				bd		
Twitch	132	39	42	34	16	1	**	132	101	29	67	29	24	13	95	37	132
	6%	10%	6%	7%	5%	*%	**	6%	9%	3%	9%	5%	5%	4%	7%	5%	6%
		bdeg	e	e	e			e	b		bcdfg				d		
Vimeo	73	5	22	21	17	5	**	73	51	21	47	8	10	7	55	17	73
	3%	1%	3%	4%	5%	3%	**	3%	4%	2%	6%	1%	2%	2%	4%	2%	3%
				a	a			a	b		bcdefg				bf		b
OnlyFans	63	7	26	17	11	1	**	63	37	26	31	13	9	10	44	19	63
	3%	2%	4%	3%	3%	*%	**	3%	3%	3%	4%	2%	2%	3%	3%	2%	3%
			e														
Dailymotion	48	7	18	13	7	2	**	48	25	23	30	5	10	3	35	13	48
	2%	2%	3%	3%	2%	1%	**	2%	2%	2%	4%	1%	2%	1%	3%	2%	2%
											bdfg				b		
BitChute	39	5	13	11	8	2	**	39	27	12	26	2	7	3	28	10	39
	2%	1%	2%	2%	2%	1%	**	2%	2%	1%	4%	*%	2%	1%	2%	1%	2%
											bdfg		b		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2101	429	623	523	287	162	77	2101	1081	998	716	573	410	389	1289	799	2101
Effective Weighted Sample	1725	363	515	435	240	130	59	1725	890	817	592	476	340	317	1068	647	1725
Total	2153	396	693	494	334	167	69	2153	1134	995	746	614	454	327	1360	781	2153
I upload videos I have made myself to other apps/ sites	40	3	6	4	9	10	**	40	24	17	9	12	10	9	21	19	40
	2%	1%	1%	1%	3%	6%	**	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%
						abcg											
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	394	691	493	334	167	**	2148	1132	992	745	611	454	325	1356	779	2148
	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	5	2	2	1	-	-	**	5	3	2	1	2	*	2	3	2	5
	*%	*%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2101	1501	215	190	195	2101	1929	172	301	1800	240	792	1069	2101	423	765	639
Effective Weighted Sample	1725	1365	187	181	177	1725	1589	136	246	1479	196	647	883	1725	351	625	525
Total	2153	1831	178	90	54	2153	1982	171	307	1846	247	794	1113	2153	434	780	666
Instagram	1227	1072	82	48	25	1227	1148	78	162	1065	102	414	711	1227	236	443	418
	57%	59% bd	46%	53%	47%	57% bd	58% b	46%	53%	58%	41%	52% a	64% abd	57% ab	54%	57%	63% ab
TikTok	1123	959	93	45	25	1123	1066	57	180	942	136	400	587	1123	254	361	354
	52%	52%	52%	50%	47%	52%	54% b	33%	59% b	51%	55%	50%	53%	52%	58% b	46%	53% b
Facebook (inc Facebook Gaming)	1073	911	87	49	27	1073	975	98	155	918	101	336	636	1073	241	382	345
	50%	50%	49%	54%	49%	50%	49%	57%	50%	50%	41%	42%	57% abd	50% ab	55%	49%	52%
YouTube	987	835	82	41	28	987	912	75	105	882	105	334	548	987	198	366	300
	46%	46%	46%	45%	53%	46%	46%	44%	34%	48% a	43%	42%	49% b	46%	46%	47%	45%
Snapchat	686	592	50	29	15	686	641	45	108	578	73	230	383	686	167	222	205
	32%	32%	28%	32%	28%	32%	32%	27%	35%	31%	30%	29%	34% b	32%	38% bc	28%	31%
Twitch	132	109	12	6	5	132	129	4	8	124	7	51	74	132	27	48	45
	6%	6%	7%	7%	9%	6%	6% b	2%	2%	7% a	3%	6%	7% a	6%	6%	6%	7%
Vimeo	73	66	2	3	2	73	68	5	4	69	7	17	48	73	9	25	35
	3%	4%	1%	3%	4%	3%	3%	3%	1%	4% a	3%	2%	4% b	3%	2%	3%	5% a
OnlyFans	63	57	3	1	2	63	60	3	5	58	11	17	35	63	17	25	17
	3%	3%	2%	1%	4%	3%	3%	2%	2%	3%	4%	2%	3%	3%	4%	3%	2%
Dailymotion	48	43	1	2	2	48	47	1	5	42	2	13	32	48	11	12	20
	2%	2%	1%	2%	3% b	2%	2%	1%	2%	2%	1%	2%	3%	2%	3%	2%	3%
BitChute	39	35	-	2	1	39	38	1	1	38	4	11	24	39	8	13	15
	2%	2%	-%	3% b	2%	2%	2%	1%	*%	2% a	2%	1%	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2101	1501	215	190	195	2101	1929	172	301	1800	240	792	1069	2101	423	765	639
Effective Weighted Sample	1725	1365	187	181	177	1725	1589	136	246	1479	196	647	883	1725	351	625	525
Total	2153	1831	178	90	54	2153	1982	171	307	1846	247	794	1113	2153	434	780	666
I upload videos I have made myself to other apps/ sites	40	38	1	1	1	40	36	5	2	38	1	17	23	40	10	15	14
	2%	2%	*%	1%	2%	2%	2%	3%	1%	2%	*%	2%	2%	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	1827	178	89	54	2148	1977	171	304	1844	246	791	1112	2148	434	777	665
	100%	100%	100%	99%	100%	100%	100%	100%	99%	100% a	99%	100%	100%	100%	100%	100%	100%
Don't know	5	4	1	1	-	5	5	-	3	3	1	3	1	5	*	3	*
	*%	*%	*%	1%	-%	*%	*%	-%	1% b	*%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2101	537	1040	482	2101	781	1142	994	976
Effective Weighted Sample	1725	448	860	385	1725	628	950	787	837
Total	2153	572	1073	463	2153	754	1217	924	1115
Instagram	1227	363	621	225	1227	383	746	478	698
	57%	63% cd	58% c	49%	57% c	51%	61% a	52%	63% a
TikTok	1123	339	532	231	1123	424	605	431	633
	52%	59% bcd	50%	50%	52%	56% b	50%	47%	57% a
Facebook (inc Facebook Gaming)	1073	281	539	237	1073	365	627	364	666
	50%	49%	50%	51%	50%	48%	52%	39%	60% a
YouTube	987	292	468	199	987	351	545	402	528
	46%	51% bcd	44%	43%	46%	47%	45%	44%	47%
Snapchat	686	234	309	128	686	263	352	230	419
	32%	41% bcd	29%	28%	32%	35% b	29%	25%	38% a
Twitch	132	51	56	23	132	57	59	41	81
	6%	9% bcd	5%	5%	6%	8% b	5%	4%	7% a
Vimeo	73	27	33	13	73	27	38	21	48
	3%	5%	3%	3%	3%	4%	3%	2%	4% a
OnlyFans	63	24	32	7	63	35	19	15	43
	3%	4% c	3%	1%	3%	5% b	2%	2%	4% a
Dailymotion	48	23	18	8	48	20	24	11	32
	2%	4% bd	2%	2%	2%	3%	2%	1%	3% 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 who upload videos online that they have made themselves

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2101	537	1040	482	2101	781	1142	994	976
Effective Weighted Sample	1725	448	860	385	1725	628	950	787	837
Total	2153	572	1073	463	2153	754	1217	924	1115
BitChute	39	14	20	4	39	15	16	6	28
	2%	2%	2%	1%	2%	2%	1%	1%	3%
									a
I upload videos I have made myself to other apps/ sites	40	13	15	13	40	17	22	23	16
	2%	2%	1%	3%	2%	2%	2%	3%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	571	1071	462	2148	753	1215	920	1114
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	5	1	2	2	5	1	2	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Instagram	1227	231	474	301	153	54	14	1227	595	616	474	365	235	150	839	385	1227
	20%	31%	41%	28%	14%	5%	1%	20%	20%	19%	27%	20%	18%	12%	23%	15%	20%
		defg	acdefg	defg	ef	f		def			bcdefg	df	df		bcdfg	d	df
TikTok	1123	289	441	253	110	23	8	1123	546	562	416	305	235	158	721	393	1123
	18%	39%	38%	24%	10%	2%	1%	18%	19%	18%	23%	16%	18%	13%	20%	16%	18%
		cdefg	cdefg	defg	ef	f		def			bcdefg	d	d		bdf	d	df
Facebook (inc. Facebook Gaming)	1073	85	331	312	206	102	37	1073	548	518	400	269	234	165	669	399	1073
	17%	11%	29%	29%	19%	10%	3%	17%	19%	16%	23%	14%	18%	13%	18%	16%	17%
		f	adefg	adefg	aef	f		aef	b		bcdefg		bd		bdf		bd
YouTube	987	161	320	228	170	73	35	987	654	318	373	249	210	148	623	358	987
	16%	22%	28%	21%	15%	7%	3%	16%	22%	10%	21%	13%	16%	12%	17%	14%	16%
		defg	acdefg	defg	ef	f		ef	b		bcdefg		bd		bdf		bd
Snapchat	686	186	291	140	52	14	3	686	317	363	280	169	143	89	450	231	686
	11%	25%	25%	13%	5%	1%	*%	11%	11%	11%	16%	9%	11%	7%	12%	9%	11%
		cdefg	cdefg	def	ef	f		def			bcdefg		d		bdf		bdf
Twitch	132	39	42	34	16	1	1	132	101	29	67	29	24	13	95	37	132
	2%	5%	4%	3%	1%	*%	*%	2%	3%	1%	4%	2%	2%	1%	3%	1%	2%
		cdefg	defg	defg	ef			ef	b		bcdefg				bdf		d
Vimeo	73	5	22	21	17	5	3	73	51	21	47	8	10	7	55	17	73
	1%	1%	2%	2%	2%	*%	*%	1%	2%	1%	3%	*%	1%	1%	2%	1%	1%
			aef	aefg	ef			f	b		bcdefg				bdf		b
OnlyFans	63	7	26	17	11	1	1	63	37	26	31	13	9	10	44	19	63
	1%	1%	2%	2%	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		ef	adefg	ef	ef			ef			bcdfg						
Dailymotion	48	7	18	13	7	2	*	48	25	23	30	5	10	3	35	13	48
	1%	1%	2%	1%	1%	*%	*%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%
		ef	efg	ef	f			f			bdefg				bd		bd
BitChute	39	5	13	11	8	2	*	39	27	12	26	2	7	3	28	10	39
	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		f	ef	ef	f			f	b		bcdefg		b		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
I upload videos I have made myself to other apps/ sites	40	3	6	4	9	10	8	40	24	17	9	12	10	9	21	19	40
	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	394	691	493	334	167	68	2148	1132	992	745	611	454	325	1356	779	2148
	35%	53%	60%	46%	30%	17%	6%	35%	38%	31%	42%	33%	35%	27%	37%	31%	35%
		cdefg	acdefg	defg	ef	f		def	b		bcdefg	d	df		bdfg	d	df
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3997	337	452	558	760	843	1047	3997	1798	2183	1023	1248	823	888	2271	1711	3997
	65%	45%	39%	52%	69%	83%	94%	65%	61%	68%	58%	67%	64%	72%	62%	68%	65%
		b		ab	abcg	abcdg	abcdeg	abc		a		ae	a	abcefg	a	aceg	ae
Don't know	40	11	6	12	5	3	3	40	17	23	8	8	9	12	16	21	40
	1%	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
		efg		ef										e			
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 11)	.9	1.4	1.7	1.3	.7	.3	.1	.9	1.0	.8	1.2	.8	.9	.6	1.0	.8	.9
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	bdf		bcdfg	d	bdf
Standard deviation	1.52	1.69	1.83	1.73	1.35	.74	.46	1.52	1.59	1.44	1.81	1.34	1.46	1.26	1.60	1.37	1.52
Standard error	.02	.06	.06	.05	.04	.02	.01	.02	.03	.03	.04	.03	.04	.03	.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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Instagram	1227	1072	82	48	25	1227	1148	78	162	1065	102	414	711	1227	236	443	418
	20%	21% bcd	16%	16%	14%	20% bd	21% b	10%	19%	20%	8%	15% a	33% abd	20% ab	24% b	18%	22% b
TikTok	1123	959	93	45	25	1123	1066	57	180	942	136	400	587	1123	254	361	354
	18%	18% d	18%	16%	15%	18% d	20% b	7%	21% b	18%	11%	15% a	27% abd	18% ab	26% bc	15%	18% b
Facebook (inc. Facebook Gaming)	1073	911	87	49	27	1073	975	98	155	918	101	336	636	1073	241	382	345
	17%	18%	17%	17%	15%	17%	18% b	12%	18%	17%	8%	12% a	29% abd	17% ab	25% bc	16%	18%
YouTube	987	835	82	41	28	987	912	75	105	882	105	334	548	987	198	366	300
	16%	16%	16%	14%	16%	16%	17% b	10%	12%	17% a	8%	12% a	25% abd	16% ab	20% bc	15%	15%
Snapchat	686	592	50	29	15	686	641	45	108	578	73	230	383	686	167	222	205
	11%	11%	10%	10%	9%	11%	12% b	6%	13%	11%	6%	9% a	18% abd	11% ab	17% bc	9%	11%
Twitch	132	109	12	6	5	132	129	4	8	124	7	51	74	132	27	48	45
	2%	2%	2%	2%	3%	2%	2% b	*%	1%	2% a	1%	2% a	3% abd	2% a	3%	2%	2%
Vimeo	73	66	2	3	2	73	68	5	4	69	7	17	48	73	9	25	35
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1% a	1%	1%	2% abd	1% b	1%	1%	2% b
OnlyFans	63	57	3	1	2	63	60	3	5	58	11	17	35	63	17	25	17
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	2% bd	1%	2%	1%	1%
Dailymotion	48	43	1	2	2	48	47	1	5	42	2	13	32	48	11	12	20
	1%	1%	*%	1%	1%	1%	1% b	*%	1%	1%	*%	*%	1% abd	1% a	1% b	*%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
BitChute	39	35	-	2	1	39	38	1	1	38	4	11	24	39	8	13	15
	1%	1%	-%	1% b	1%	1%	1%	*%	*%	1% a	*%	*%	1% abd	1%	1%	1%	1%
I upload videos I have made myself to other apps/ sites	40	38	1	1	1	40	36	5	2	38	1	17	23	40	10	15	14
	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1% a	1% a	1% a	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	1827	178	89	54	2148	1977	171	304	1844	246	791	1112	2148	434	777	665
	35%	35% c	34%	31%	31%	35%	37% b	22%	36%	35%	19%	29% a	51% abd	35% ab	45% bc	32%	34%
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3997	3343	338	199	118	3997	3381	616	529	3468	998	1903	1058	3997	524	1650	1263
	65%	64%	65%	68% a	68%	65%	63%	78% a	62%	65%	79% bcd	70% cd	49%	65% c	54%	68% a	65% a
Don't know	40	33	4	3	1	40	36	4	18	22	18	13	7	40	8	9	9
	1%	1%	1%	1%	1%	1%	1%	*%	2% b	*%	1% bcd	*%	*%	1%	1%	*%	*%
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 11)	.9	.9 d	.8	.8	.8	.9	.9 b	.5	.9	.9	.4	.7 a	1.4 abd	.9 ab	1.2 bc	.8	.9 b
Standard deviation	1.52	1.53	1.35	1.48	1.49	1.52	1.56	1.11	1.40	1.53	1.06	1.28	1.84	1.52	1.73	1.41	1.58
Standard error	.02	.02	.05	.06	.06	.02	.02	.04	.05	.02	.03	.02	.04	.02	.05	.03	.04

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Instagram	1227	363	621	225	1227	383	746	478	698
	20%	25% bcd	19% c	16%	20% c	19%	20%	13%	32% a
TikTok	1123	339	532	231	1123	424	605	431	633
	18%	24% bcd	17%	16%	18%	21% b	16%	11%	29% a
Facebook (inc. Facebook Gaming)	1073	281	539	237	1073	365	627	364	666
	17%	20% b	17%	17%	17%	18%	17%	10%	31% a
YouTube	987	292	468	199	987	351	545	402	528
	16%	20% bcd	15%	14%	16%	17% b	15%	11%	24% a
Snapchat	686	234	309	128	686	263	352	230	419
	11%	16% bcd	10%	9%	11% bc	13% b	9%	6%	19% a
Twitch	132	51	56	23	132	57	59	41	81
	2%	4% bcd	2%	2%	2%	3% b	2%	1%	4% a
Vimeo	73	27	33	13	73	27	38	21	48
	1%	2% bcd	1%	1%	1%	1%	1%	1%	2% a
OnlyFans	63	24	32	7	63	35	19	15	43
	1%	2% c	1%	*%	1%	2% b	1%	*%	2% a
Dailymotion	48	23	18	8	48	20	24	11	32
	1%	2% bcd	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
BitChute	39	14	20	4	39	15	16	6	28
	1%	1%	1%	*%	1%	1%	*%	*%	1%
		c							a
I upload videos I have made myself to other apps/ sites	40	13	15	13	40	17	22	23	16
	1%	1%	*%	1%	1%	1%	1%	1%	1%
USE ANY OF THESE APPS/ SITES TO UPLOAD THEIR OWN VIDEOS	2148	571	1071	462	2148	753	1215	920	1114
	35%	40%	33%	33%	35%	37%	33%	24%	52%
		bcd				b			a
DO NOT UPLOAD VIDEOS ONLINE THAT THEY HAVE MADE THEMSELVES	3997	854	2127	946	3997	1283	2493	2830	1032
	65%	60%	66%	67%	65%	63%	67%	75%	48%
			a	a	a		a	b	
Don't know	40	6	21	8	40	9	15	17	13
	1%	*%	1%	1%	1%	*%	*%	*%	1%
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 11)	.9	1.2	.8	.8	.9	1.0	.8	.5	1.5
		bcd			bc	b			a
Standard deviation	1.52	1.78	1.42	1.40	1.52	1.58	1.45	1.14	1.86
Standard error	.02	.05	.03	.04	.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 UPLOAD VIDEOS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	4037	347	458	570	766	846	1050	4037	1815	2206	1031	1256	832	899	2287	1732	4037
	65%	47%	40%	54%	70%	83%	94%	65%	62%	69%	58%	67%	65%	73%	63%	69%	65%
		b		ab	abcg	abcdg	abcdeg	abc		a		ae	a	abcefg	a	aceg	ae
Only one site or app used	627	110	144	128	115	89	41	627	330	293	177	198	130	117	376	247	627
	10%	15%	13%	12%	10%	9%	4%	10%	11%	9%	10%	11%	10%	10%	10%	10%	10%
		defg	efg	ef	f	f		f	b								
More than one site or app used	1521	284	547	365	220	78	27	1521	802	699	568	413	324	208	981	532	1521
	25%	38%	48%	34%	20%	8%	2%	25%	27%	22%	32%	22%	25%	17%	27%	21%	25%
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	df		bdfg	d	df
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 11)	.9	1.4	1.7	1.3	.7	.3	.1	.9	1.0	.8	1.2	.8	.9	.6	1.0	.8	.9
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	bdf		bcdfg	d	bdf
Standard deviation	1.52	1.69	1.83	1.73	1.35	.74	.46	1.52	1.59	1.44	1.81	1.34	1.46	1.26	1.60	1.37	1.52
Standard error	.02	.06	.06	.05	.04	.02	.01	.02	.03	.03	.04	.03	.04	.03	.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 UPLOAD VIDEOS

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	4037	3375	341	201	119	4037	3418	619	547	3490	1016	1916	1065	4037	532	1658	1272
	65%	65%	66%	69% a	69%	65%	63%	78% a	64%	65%	81% bcd	71% cd	49%	65% c	55%	68% a	66% a
Only one site or app used	627	519	60	29	19	627	555	72	91	536	97	261	269	627	119	237	180
	10%	10%	12%	10%	11%	10%	10%	9%	11%	10%	8%	10%	12% abd	10% a	12% c	10%	9%
More than one site or app used	1521	1309	117	60	35	1521	1421	100	213	1308	149	530	842	1521	315	540	486
	25%	25% cd	23%	21%	20%	25% cd	26% b	13%	25%	25%	12%	20% a	39% abd	25% ab	33% bc	22%	25% b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 11)	.9	.9 d	.8	.8	.8	.9	.9 b	.5	.9	.9	.4	.7 a	1.4 abd	.9 ab	1.2 bc	.8	.9 b
Standard deviation	1.52	1.53	1.35	1.48	1.49	1.52	1.56	1.11	1.40	1.53	1.06	1.28	1.84	1.52	1.73	1.41	1.58
Standard error	.02	.02	.05	.06	.06	.02	.02	.04	.05	.02	.03	.02	.04	.02	.05	.03	.04

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	4037	859	2147	954	4037	1291	2508	2847	1045
	65%	60%	67% a	67% a	65% a	63%	67% a	76% b	48%
Only one site or app used	627	132	322	154	627	229	348	338	251
	10%	9%	10%	11%	10%	11% b	9%	9%	12% a
More than one site or app used	1521	438	749	308	1521	524	867	582	863
	25%	31% bcd	23%	22%	25% c	26%	23%	15%	40% a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 11)	.9	1.2 bcd	.8	.8	.9 bc	1.0 b	.8	.5	1.5 a
Standard deviation	1.52	1.78	1.42	1.40	1.52	1.58	1.45	1.14	1.86
Standard error	.02	.05	.03	.04	.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 VIDEO SHARING PLATFORMS

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5640	737	1137	1030	1042	886	807	5640	2722	2879	1602	1728	1206	1076	3331	2281	5640
	91%	99%	99%	97%	95%	87%	72%	91%	92%	90%	90%	93%	94%	88%	91%	91%	91%
		cdefg	cdefg	defg	efg	f		ef	b		d	ad	adefg		d	d	d
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2148	394	691	493	334	167	68	2148	1132	992	745	611	454	325	1356	779	2148
	35%	53%	60%	46%	30%	17%	6%	35%	38%	31%	42%	33%	35%	27%	37%	31%	35%
		cdefg	acdefg	defg	ef	f		def	b		bcdefg	d	df		bdfg	d	df
TOTAL - EITHER OF THESE ACTIVITIES	5665	738	1144	1036	1046	890	810	5665	2732	2894	1612	1734	1212	1079	3346	2291	5665
	92%	100%	100%	97%	95%	88%	72%	92%	93%	90%	91%	93%	94%	88%	92%	91%	92%
		cdefg	cdefg	defg	efg	f		ef	b		d	ad	adefg		d	d	d
TOTAL - BOTH OF THESE ACTIVITIES	2123	393	685	487	331	163	65	2123	1122	977	736	606	447	322	1341	769	2123
	34%	53%	60%	46%	30%	16%	6%	34%	38%	31%	41%	32%	35%	26%	37%	31%	34%
		cdefg	acdefg	defg	ef	f		def	b		bcdefg	d	df		bdfg	d	df
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	520	3	5	27	54	123	308	520	215	304	164	133	74	146	297	220	520
	8%	*%	*%	3%	5%	12%	28%	8%	7%	10%	9%	7%	6%	12%	8%	9%	8%
				ab	abc	abcdg	abcdeg	abcd		a	bc			abcefg	c	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5640	4721	490	263	166	5640	4945	695	778	4862	939	2542	2145	5640	915	2169	1779
	91%	91%	94% ace	91%	96% ace	91%	92% b	88%	91%	91%	74%	94% ad	99% abd	91% a	95% bc	89%	92% b
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2148	1827	178	89	54	2148	1977	171	304	1844	246	791	1112	2148	434	777	665
	35%	35% c	34%	31%	31%	35%	37% b	22%	36%	35%	19%	29% a	51% abd	35% ab	45% bc	32%	34%
TOTAL - EITHER OF THESE ACTIVITIES	5665	4741	492	266	166	5665	4969	696	785	4880	944	2549	2158	5665	918	2179	1788
	92%	91%	95% ace	91%	96% ace	92%	92% b	88%	92%	91%	75%	94% ad	99% abd	92% a	95% bc	89%	92% b
TOTAL - BOTH OF THESE ACTIVITIES	2123	1807	176	87	53	2123	1953	170	297	1826	241	784	1099	2123	431	767	656
	34%	35% c	34%	30%	31%	34% c	36% b	21%	35%	34%	19%	29% a	50% abd	34% ab	45% bc	32%	34%
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	520	461	27	25	7	520	426	94	66	454	318	158	19	520	48	256	149
	8%	9% bd	5%	9% bd	4%	8% bd	8%	12% a	8%	9%	25% bcd	6% c	1%	8% bc	5%	11% ac	8% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WATCHES CONTENT ON ANY VIDEO SHARING PLATFORMS	5640	1282	2922	1323	5640	1850	3402	3282	2112
	91%	90%	91%	93% abd	91%	90%	91%	87%	98% a
POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	2148	571	1071	462	2148	753	1215	920	1114
	35%	40% bcd	33%	33%	35%	37% b	33%	24%	52% a
TOTAL - EITHER OF THESE ACTIVITIES	5665	1296	2930	1326	5665	1855	3418	3295	2123
	92%	91%	91%	94% abd	92%	91%	92%	87%	98% a
TOTAL - BOTH OF THESE ACTIVITIES	2123	557	1063	458	2123	748	1199	907	1103
	34%	39% bcd	33%	32%	34%	37% b	32%	24%	51% a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	520	135	288	90	520	189	305	473	36
	8%	9% c	9% c	6%	8% c	9%	8%	13% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
YouTube (Live)	2594	410	667	580	482	302	152	2594	1509	1063	814	714	607	447	1527	1054	2594
	42%	55%	58%	55%	44%	30%	14%	42%	51%	33%	46%	38%	47%	37%	42%	42%	42%
		defg	defg	defg	ef	f		ef	b		bdefg		bdefg		bd	bd	bd
Instagram (Live)	1876	381	611	451	262	122	48	1876	893	967	668	562	368	270	1230	638	1876
	30%	51%	53%	42%	24%	12%	4%	30%	30%	30%	38%	30%	29%	22%	34%	25%	30%
		cdefg	cdefg	defg	ef	f		def			bcdefg	df	d		bcdfg	d	df
Facebook (Live)	1866	146	462	498	383	256	120	1866	915	944	592	485	427	354	1078	782	1866
	30%	20%	40%	47%	35%	25%	11%	30%	31%	30%	33%	26%	33%	29%	30%	31%	30%
		f	adefg	abdefg	aefg	af		aef			bdeg		bde		b	b	b
TikTok (LIVE)	1774	448	580	378	239	108	20	1774	793	966	567	498	394	299	1065	692	1774
	29%	60%	50%	36%	22%	11%	2%	29%	27%	30%	32%	27%	31%	24%	29%	28%	29%
		bcdefg	cdefg	defg	ef	f		def		a	bdfg		bd		d	d	d
Twitch	592	208	225	98	45	11	5	592	405	173	202	175	129	80	377	210	592
	10%	28%	20%	9%	4%	1%	*%	10%	14%	5%	11%	9%	10%	7%	10%	8%	10%
		bcdefg	cdefg	def	ef			def	b		dfg	d	d		df		d
YouNow	72	10	31	18	10	1	2	72	45	27	47	11	11	3	58	14	72
	1%	1%	3%	2%	1%	*%	*%	1%	2%	1%	3%	1%	1%	*%	2%	1%	1%
		ef	adefg	ef	ef			ef	b		bcdefg				bdf		df
I watch live streamed videos on other apps/sites	131	12	18	21	34	19	27	131	75	56	39	35	33	24	74	57	131
	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
					b												
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3972	657	1007	839	740	472	256	3972	2013	1929	1182	1154	898	715	2337	1613	3972
	64%	89%	88%	79%	67%	47%	23%	64%	68%	60%	67%	62%	70%	58%	64%	64%	64%
		cdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
I do not watch live streamed videos on ANY apps/ sites	1992	78	133	201	310	480	790	1992	862	1121	548	657	331	448	1205	780	1992
	32%	10%	12%	19%	28%	47%	71%	32%	29%	35%	31%	35%	26%	37%	33%	31%	32%
				ab	abc	abcdg	abcdeg	abcd		a	c	acfg		acefg	c	c	c
Don't know	221	6	9	23	50	62	72	221	72	148	45	56	57	61	101	118	221
	4%	1%	1%	2%	5%	6%	6%	4%	2%	5%	3%	3%	4%	5%	3%	5%	4%
				ab	abc	abcg	abcg	abc		a			ae	abeg		abeg	
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 7)	1.4	2.2	2.3	1.9	1.3	.8	.3	1.4	1.6	1.3	1.6	1.3	1.5	1.2	1.5	1.4	1.4
		cdefg	cdefg	defg	ef	f		def	b		bcdefg	d	bdfg		bdf	d	bdf
Standard deviation	1.43	1.34	1.43	1.47	1.29	1.06	.71	1.43	1.47	1.39	1.58	1.36	1.38	1.32	1.48	1.36	1.43
Standard error	.02	.05	.04	.04	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.02	.03	.02

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
YouTube (Live)	2594	2217	195	111	71	2594	2339	254	306	2288	269	1038	1287	2594	504	929	816
	42%	43% bc	38%	38%	41%	42%	43% b	32%	36%	43% a	21%	38% a	59% abd	42% ab	52% bc	38%	42% b
Instagram (Live)	1876	1623	119	80	54	1876	1723	153	241	1635	182	688	1005	1876	353	614	650
	30%	31% b	23%	27%	31% b	30% b	32% b	19%	28%	31%	14%	25% a	46% abd	30% ab	37% b	25%	34% b
Facebook (Live)	1866	1570	146	93	57	1866	1653	213	264	1602	192	690	984	1866	379	661	625
	30%	30%	28%	32%	33%	30%	31% b	27%	31%	30%	15%	25% a	45% abd	30% ab	39% bc	27%	32% b
TikTok (LIVE)	1774	1529	124	68	53	1774	1636	137	297	1476	198	698	877	1774	385	548	552
	29%	29% bc	24%	23%	30% bc	29% bc	30% b	17%	35% b	28%	16%	26% a	40% abd	29% ab	40% bc	23%	28% b
Twitch	592	503	47	26	17	592	562	30	40	552	52	204	337	592	123	190	181
	10%	10%	9%	9%	10%	10%	10% b	4%	5%	10% a	4%	8% a	15% abd	10% ab	13% bc	8%	9%
YouNow	72	65	3	2	2	72	69	3	4	68	2	19	51	72	15	24	28
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1% a	2% abd	1% a	2%	1%	1%
I watch live streamed videos on other apps/sites	131	116	6	5	3	131	120	11	10	121	7	51	72	131	26	49	41
	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2% a	3% abd	2% a	3%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3972	3368	305	181	118	3972	3572	400	571	3401	494	1639	1839	3972	754	1408	1247
	64%	65% b	59%	62%	68% bc	64% b	66% b	51%	67%	64%	39%	61% a	84% abd	64% ab	78% bc	58%	64% 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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
I do not watch live streamed videos on ANY apps/ sites	1992	1650	197	97	48	1992	1646	346	235	1757	674	986	306	1992	186	945	633
	32%	32%	38%	33%	28%	32%	31%	44%	28%	33%	53%	36%	14%	32%	19%	39%	33%
			ade	d		d		a		a	bcd	cd		c		ac	a
Don't know	221	185	17	12	7	221	177	45	46	175	94	82	32	221	26	82	57
	4%	4%	3%	4%	4%	4%	3%	6%	5%	3%	7%	3%	1%	4%	3%	3%	3%
								a	b		bcd	c		c			
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
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	1.5	.7	1.3	2.1	1.4	1.8	1.2	1.5
		bc			bc	b	b					a	abd	ab	bc		b
Standard deviation	1.43	1.45	1.34	1.36	1.36	1.43	1.45	1.26	1.31	1.45	1.09	1.30	1.48	1.43	1.43	1.38	1.48
Standard error	.02	.02	.05	.06	.06	.02	.02	.04	.04	.02	.03	.02	.03	.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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
YouTube (Live)	2594	646	1335	556	2594	865	1554	1260	1200
	42%	45% bcd	41%	39%	42%	42%	42%	33%	56% a
Instagram (Live)	1876	495	946	404	1876	613	1126	826	959
	30%	35% bcd	29%	29%	30%	30%	30%	22%	44% a
Facebook (Live)	1866	426	945	472	1866	616	1131	810	988
	30%	30%	29%	33% bd	30%	30%	30%	22%	46% a
TikTok (LIVE)	1774	468	860	403	1774	633	1001	748	923
	29%	33% bcd	27%	28%	29%	31% b	27%	20%	43% a
Twitch	592	187	285	111	592	224	310	305	244
	10%	13% bcd	9%	8%	10%	11% b	8%	8%	11% a
YouNow	72	25	40	5	72	34	31	16	51
	1%	2% c	1% c	*%	1% c	2% b	1%	*%	2% a
I watch live streamed videos on other apps/sites	131	23	64	40	131	56	68	73	53
	2%	2%	2%	3% a	2%	3% b	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO WATCH LIVE STREAM VIDEOS	3972	921	2019	945	3972	1343	2330	1998	1771
	64%	64%	63%	67% b	64%	66% b	63%	53%	82% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
I do not watch live streamed videos on ANY apps/ sites	1992	470	1085	412	1992	646	1260	1610	345
	32%	33%	34%	29%	32%	32%	34%	43%	16%
		c	c		c			b	
Don't know	221	39	115	60	221	55	133	160	43
	4%	3%	4%	4%	4%	3%	4%	4%	2%
								b	
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 7)	1.4	1.6	1.4	1.4	1.4	1.5	1.4	1.1	2.0
		bcd				b			a
Standard deviation	1.43	1.57	1.41	1.34	1.43	1.45	1.43	1.28	1.47
Standard error	.02	.04	.03	.03	.02	.03	.02	.02	.03

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	2213	84	142	224	360	542	862	2213	934	1269	594	713	388	509	1306	898	2213
	36%	11%	12%	21%	33%	53%	77%	36%	32%	40%	33%	38%	30%	42%	36%	36%	36%
				ab	abc	abcdg	abcdeg	abc		a		ac		acefg	c	c	c
Only one site or app used	1339	155	229	233	316	238	169	1339	646	687	335	414	296	288	749	584	1339
	22%	21%	20%	22%	29%	23%	15%	22%	22%	21%	19%	22%	23%	24%	21%	23%	22%
		f	f	f	abcefg	f		f				a	a	ae		ae	a
More than one site or app used	2632	503	779	606	424	234	88	2632	1367	1243	847	741	602	427	1588	1029	2632
	43%	68%	68%	57%	39%	23%	8%	43%	46%	39%	48%	40%	47%	35%	44%	41%	43%
		cdefg	cdefg	defg	ef	f		def	b		bdefg	d	bdfg		bd	d	bd
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 7)	1.4	2.2	2.3	1.9	1.3	.8	.3	1.4	1.6	1.3	1.6	1.3	1.5	1.2	1.5	1.4	1.4
		cdefg	cdefg	defg	ef	f		def	b		bcdefg	d	bdfg		bdf	d	bdf
Standard deviation	1.43	1.34	1.43	1.47	1.29	1.06	.71	1.43	1.47	1.39	1.58	1.36	1.38	1.32	1.48	1.36	1.43
Standard error	.02	.05	.04	.04	.04	.03	.02	.02	.03	.02	.04	.03	.04	.03	.02	.03	.02

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	2213	1835	214	109	55	2213	1822	391	281	1932	768	1068	338	2213	212	1027	690
	36%	35%	41%	38%	32%	36%	34%	49%	33%	36%	61%	39%	16%	36%	22%	42%	36%
			ade	d				a			bcd	cd		c		ac	a
Only one site or app used	1339	1124	112	67	37	1339	1177	162	229	1110	241	611	488	1339	214	534	391
	22%	22%	22%	23%	21%	22%	22%	20%	27%	21%	19%	23%	22%	22%	22%	22%	20%
									b			a	a				
More than one site or app used	2632	2244	193	115	81	2632	2394	238	341	2291	253	1028	1351	2632	540	875	856
	43%	43%	37%	39%	47%	43%	44%	30%	40%	43%	20%	38%	62%	43%	56%	36%	44%
		b			bce	b	b					a	abd	ab	bc		b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
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	1.5	.7	1.3	2.1	1.4	1.8	1.2	1.5
		bc			bc	b	b					a	abd	ab	bc		b
Standard deviation	1.43	1.45	1.34	1.36	1.36	1.43	1.45	1.26	1.31	1.45	1.09	1.30	1.48	1.43	1.43	1.38	1.48
Standard error	.02	.02	.05	.06	.06	.02	.02	.04	.04	.02	.03	.02	.03	.02	.05	.03	.03

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	2213	509	1199	472	2213	702	1393	1770	388
	36%	36%	37% c	33%	36%	34%	37% a	47% b	18%
Only one site or app used	1339	257	694	349	1339	448	777	802	462
	22%	18%	22% a	25% abd	22% a	22%	21%	21%	21%
More than one site or app used	2632	664	1325	595	2632	895	1553	1196	1309
	43%	46% bcd	41%	42%	43%	44%	42%	32%	61% a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 7)	1.4	1.6 bcd	1.4	1.4	1.4	1.5 b	1.4	1.1	2.0 a
Standard deviation	1.43	1.57	1.41	1.34	1.43	1.45	1.43	1.28	1.47
Standard error	.02	.04	.03	.03	.02	.03	.02	.02	.03

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Yes	1052	171	378	270	152	68	11	1052	630	416	411	248	252	136	659	388	1052
	17%	23%	33%	25%	14%	7%	1%	17%	21%	13%	23%	13%	20%	11%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		bdf		bdf	d	bd
No	5091	562	765	784	937	938	1104	5091	2308	2749	1356	1612	1026	1072	2968	2098	5091
	82%	76%	67%	74%	85%	93%	99%	82%	78%	86%	76%	86%	80%	88%	81%	84%	82%
		b		b	abcg	abcdg	abcdeg	abc		a		acefg		acefg	a	ac	a
Don't know	43	8	6	8	11	7	3	43	9	34	9	7	8	17	16	25	43
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
		f								a				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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Yes	1052	906	86	40	20	1052	982	69	152	900	135	380	536	1052	239	371	321
	17%	17%	17%	14%	11%	17%	18%	9%	18%	17%	11%	14%	25%	17%	25%	15%	17%
		cd	d			d	b					a	abd	ab	bc		
No	5091	4257	433	250	151	5091	4374	717	683	4407	1109	2311	1633	5091	721	2058	1609
	82%	82%	83%	86%	87%	82%	81%	91%	80%	83%	88%	85%	75%	82%	75%	85%	83%
				ae	ae			a			cd	cd		c		a	a
Don't know	43	40	-	*	2	43	38	5	16	26	18	16	7	43	6	6	7
	1%	1%	-%	*%	1%	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	*%	*%
		b			bc				b		bcd						

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yes	1052	343	505	187	1052	393	570	352	640
	17%	24% bcd	16% c	13%	17% c	19% b	15%	9%	30% a
No	5091	1079	2697	1222	5091	1641	3136	3403	1502
	82%	75%	84% a	86% ad	82% a	80%	84% a	90% b	70%
Don't know	43	9	16	8	43	10	17	13	17
	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	996	194	324	278	125	62	13	996	595	395	393	219	215	165	612	380	996
Effective Weighted Sample	822	166	272	231	107	49	9	822	488	328	322	186	181	138	508	311	822
Total	1052	171	378	270	152	68	11	1052	630	416	411	248	252	136	659	388	1052
Facebook (Live)	594	39	225	175	92	**	**	594	343	249	252	122	141	79	374	220	594
	56%	23%	60%	65%	61%	**	**	56%	54%	60%	61%	49%	56%	58%	57%	57%	56%
			a	ag	a			a			b						
YouTube (Live)	580	84	200	171	91	**	**	580	376	201	259	115	137	65	374	202	580
	55%	49%	53%	63%	60%	**	**	55%	60%	48%	63%	47%	54%	48%	57%	52%	55%
				abg					b		bdfg				b		b
Instagram (Live)	577	87	240	161	63	**	**	577	343	231	265	135	126	50	401	176	577
	55%	51%	64%	59%	42%	**	**	55%	54%	56%	65%	55%	50%	37%	61%	45%	55%
			adg	d				d			bcdfg	df	d		cdfg		df
TikTok (LIVE)	525	106	216	142	50	**	**	525	290	233	228	113	128	54	341	182	525
	50%	62%	57%	52%	33%	**	**	50%	46%	56%	55%	46%	51%	40%	52%	47%	50%
		dg	dg	d				d		a	bdf		d		d		d
Twitch	167	49	58	40	19	**	**	167	124	41	74	40	37	16	113	53	167
	16%	29%	15%	15%	13%	**	**	16%	20%	10%	18%	16%	15%	12%	17%	14%	16%
		bcdg							b								
YouNow	60	5	14	23	16	**	**	60	39	22	35	9	13	4	44	16	60
	6%	3%	4%	8%	10%	**	**	6%	6%	5%	9%	3%	5%	3%	7%	4%	6%
				ab	ab						bdf						
I post or share my own live streamed videos to other apps/ sites	25	2	6	6	9	**	**	25	10	15	8	5	5	7	14	12	25
	2%	1%	2%	2%	6%	**	**	2%	2%	4%	2%	2%	2%	5%	2%	3%	2%
					ab												
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	168	378	268	152	**	**	1044	625	414	409	246	251	133	655	384	1044
	99%	98%	100%	99%	100%	**	**	99%	99%	99%	99%	99%	100%	98%	99%	99%	99%
			a														
Don't know	7	3	-	2	-	**	**	7	5	2	2	2	1	3	4	3	7
	1%	2%	-%	1%	-%	**	**	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	a	b	c	d	a	b	c
Unweighted total	996	733	100	88	75	996	929	67	142	854	132	366	498	996	229	353	302
Effective Weighted Sample	822	664	86	84	68	822	769	53	116	706	108	301	413	822	190	290	248
Total	1052	906	86	40	20	1052	982	69	152	900	135	380	536	1052	239	371	321
Facebook (Live)	594	512	46	**	**	594	560	**	89	505	55	205	334	594	137	194	208
	56%	57%	53%	**	**	56%	57%	**	58%	56%	41%	54% a	62% abd	56% a	57%	52%	65% b
YouTube (Live)	580	502	48	**	**	580	539	**	67	513	59	204	316	580	136	194	187
	55%	55%	56%	**	**	55%	55%	**	44%	57% a	44%	54%	59% a	55% a	57%	52%	58%
Instagram (Live)	577	513	35	**	**	577	552	**	70	507	55	187	335	577	121	197	203
	55%	57% b	41%	**	**	55% b	56%	**	46%	56% a	41%	49%	62% abd	55% a	51%	53%	63% ab
TikTok (LIVE)	525	461	37	**	**	525	501	**	75	450	62	175	288	525	136	165	172
	50%	51%	44%	**	**	50%	51%	**	49%	50%	46%	46%	54% b	50%	57% b	44%	54% b
Twitch	167	140	16	**	**	167	160	**	11	157	19	53	95	167	41	60	50
	16%	15%	19%	**	**	16%	16%	**	7%	17% a	14%	14%	18%	16%	17%	16%	16%
YouNow	60	56	1	**	**	60	56	**	4	57	3	23	35	60	14	19	23
	6%	6%	1%	**	**	6%	6%	**	3%	6%	2%	6%	6%	6%	6%	5%	7%
I post or share my own live streamed videos to other apps/ sites	25	24	-	**	**	25	22	**	4	21	1	4	20	25	5	8	6
	2%	3%	-%	**	**	2%	2%	**	3%	2%	1%	1%	4% b	2%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	900	85	**	**	1044	978	**	152	893	132	378	534	1044	237	370	320
	99%	99%	99%	**	**	99%	100%	**	100%	99%	98%	99%	100% a	99%	99%	100%	99%
Don't know	7	6	1	**	**	7	5	**	*	7	3	2	2	7	2	1	2
	1%	1%	1%	**	**	1%	*%	**	*%	1%	2% c	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	996	328	467	185	996	391	520	375	553
Effective Weighted Sample	822	269	388	151	822	319	432	292	476
Total	1052	343	505	187	1052	393	570	352	640
Facebook (Live)	594	198	282	106	594	205	344	174	398
	56%	58%	56%	57%	56%	52%	60% a	49%	62% a
YouTube (Live)	580	216	264	89	580	215	311	170	383
	55%	63% bcd	52%	48%	55%	55%	55%	48%	60% a
Instagram (Live)	577	211	277	85	577	199	330	172	381
	55%	62% cd	55% c	45%	55% c	51%	58% a	49%	60% a
TikTok (LIVE)	525	202	236	80	525	191	290	150	346
	50%	59% bcd	47%	43%	50%	49%	51%	43%	54% a
Twitch	167	69	77	19	167	77	75	53	103
	16%	20% c	15%	10%	16%	20% b	13%	15%	16%
YouNow	60	22	31	7	60	35	20	15	39
	6%	6%	6%	4%	6%	9% b	3%	4%	6%
I post or share my own live streamed videos to other apps/ sites	25	7	14	3	25	10	10	7	15
	2%	2%	3%	1%	2%	3%	2%	2%	2%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	343	500	185	1044	389	567	348	637
	99%	100%	99%	99%	99%	99%	100%	99%	100%
Don't know	7	-	5	2	7	4	3	4	3
	1%	-%	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Facebook (Live)	594	39	225	175	92	53	9	594	343	249	252	122	141	79	374	220	594
	10%	5%	20%	16%	8%	5%	1%	10%	12%	8%	14%	7%	11%	6%	10%	9%	10%
		f	adefg	adefg	aef	f		aef	b		bcdefg		bd		bd	bd	bd
YouTube (Live)	580	84	200	171	91	29	5	580	376	201	259	115	137	65	374	202	580
	9%	11%	17%	16%	8%	3%	*%	9%	13%	6%	15%	6%	11%	5%	10%	8%	9%
		def	adefg	adefg	ef	f		ef	b		bcdefg		bdf		bdf	bd	bd
Instagram (Live)	577	87	240	161	63	21	4	577	343	231	265	135	126	50	401	176	577
	9%	12%	21%	15%	6%	2%	*%	9%	12%	7%	15%	7%	10%	4%	11%	7%	9%
		defg	acdefg	defg	ef	f		def	b		bcdefg	d	bdf		bdfg	d	bdf
TikTok (LIVE)	525	106	216	142	50	9	4	525	290	233	228	113	128	54	341	182	525
	8%	14%	19%	13%	5%	1%	*%	8%	10%	7%	13%	6%	10%	4%	9%	7%	8%
		defg	acdefg	defg	ef			def	b		bcdefg		bdf		bdf	d	bd
Twitch	167	49	58	40	19	1	*	167	124	41	74	40	37	16	113	53	167
	3%	7%	5%	4%	2%	*%	*%	3%	4%	1%	4%	2%	3%	1%	3%	2%	3%
		cdefg	defg	def	ef			ef	b		bdfg		d		df		d
YouNow	60	5	14	23	16	3	*	60	39	22	35	9	13	4	44	16	60
	1%	1%	1%	2%	1%	*%	*%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%
		f	ef	aefg	ef			f	b		bdefg		d		bd		d
I post or share my own live streamed videos to other apps/ sites	25	2	6	6	9	2	2	25	10	15	8	5	5	7	14	12	25
	*%	*%	1%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	168	378	268	152	66	11	1044	625	414	409	246	251	133	655	384	1044
	17%	23%	33%	25%	14%	7%	1%	17%	21%	13%	23%	13%	20%	11%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		bdfg		bdf	d	bd
DO NOT LIVE STREAM THEIR OWN VIDEOS	5091	562	765	784	937	938	1104	5091	2308	2749	1356	1612	1026	1072	2968	2098	5091
	82%	76%	67%	74%	85%	93%	99%	82%	78%	86%	76%	86%	80%	88%	81%	84%	82%
		b		b	abcg	abcdg	abcdeg	abc		a		acefg		acefg	a	ac	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Don't know	50	11	6	10	11	9	3	50	13	36	11	9	9	20	20	29	50
	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	2%	1%	1%	1%
		bf		f						a				abeg		be	
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 7)	.4	.5	.8	.7	.3	.1	*	.4	.5	.3	.6	.3	.5	.2	.5	.3	.4
		defg	acdefg	adefg	ef	f		def	b		bcdefg	d	bdf		bdfg	d	bdf
Standard deviation	1.06	1.09	1.41	1.34	.93	.51	.25	1.06	1.16	.94	1.33	.85	1.08	.76	1.12	.95	1.06
Standard error	.01	.04	.04	.04	.03	.02	.01	.01	.02	.02	.03	.02	.03	.02	.02	.02	.01

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Facebook (Live)	594	512	46	26	10	594	560	34	89	505	55	205	334	594	137	194	208
	10%	10% d	9% d	9% d	5%	10% d	10% b	4%	10%	9%	4%	8% a	15% abd	10% ab	14% bc	8%	11% b
YouTube (Live)	580	502	48	19	11	580	539	41	67	513	59	204	316	580	136	194	187
	9%	10% cd	9%	7%	7%	9% cd	10% b	5%	8%	10%	5%	8% a	15% abd	9% ab	14% bc	8%	10%
Instagram (Live)	577	513	35	18	11	577	552	25	70	507	55	187	335	577	121	197	203
	9%	10% bcd	7%	6%	6%	9% cd	10% b	3%	8%	9%	4%	7% a	15% abd	9% ab	13% b	8%	11% b
TikTok (LIVE)	525	461	37	18	8	525	501	25	75	450	62	175	288	525	136	165	172
	8%	9% cd	7%	6%	5%	8% d	9% b	3%	9%	8%	5%	6%	13% abd	8% ab	14% bc	7%	9% b
Twitch	167	140	16	6	5	167	160	7	11	157	19	53	95	167	41	60	50
	3%	3%	3%	2%	3%	3%	3% b	1%	1%	3% a	2%	2%	4% abd	3% a	4% bc	2%	3%
YouNow	60	56	1	1	2	60	56	4	4	57	3	23	35	60	14	19	23
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1% a	2% abd	1% a	1%	1%	1%
I post or share my own live streamed videos to other apps/ sites	25	24	-	*	1	25	22	4	4	21	1	4	20	25	5	8	6
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% abd	*%	1%	*%	*%
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	900	85	40	19	1044	978	67	152	893	132	378	534	1044	237	370	320
	17%	17% cd	16% d	14%	11%	17% d	18% b	8%	18%	17%	10%	14% a	25% abd	17% ab	25% bc	15%	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
DO NOT LIVE STREAM THEIR OWN VIDEOS	5091	4257	433	250	151	5091	4374	717	683	4407	1109	2311	1633	5091	721	2058	1609
	82%	82%	83%	86%	87%	82%	81%	91%	80%	83%	88%	85%	75%	82%	75%	85%	83%
				ae	ae			a			cd	cd		c		a	a
Don't know	50	46	1	*	3	50	42	8	17	33	21	18	9	50	8	7	8
	1%	1%	*%	*%	2%	1%	1%	1%	2%	1%	2%	1%	*%	1%	1%	*%	*%
					bce				b		bcd						
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 7)	.4	.4	.4	.3	.3	.4	.4	.2	.4	.4	.2	.3	.7	.4	.6	.3	.4
		cd				cd	b					a	abd	ab	bc		b
Standard deviation	1.06	1.08	.91	.91	.89	1.06	1.10	.69	.94	1.07	.68	.89	1.35	1.06	1.24	.95	1.14
Standard error	.01	.02	.04	.04	.04	.01	.01	.02	.03	.01	.02	.02	.03	.01	.04	.02	.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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Facebook (Live)	594	198	282	106	594	205	344	174	398
	10%	14% bcd	9%	7%	10% c	10%	9%	5%	18% a
YouTube (Live)	580	216	264	89	580	215	311	170	383
	9%	15% bcd	8% c	6%	9% c	11% b	8%	5%	18% a
Instagram (Live)	577	211	277	85	577	199	330	172	381
	9%	15% bcd	9% c	6%	9% c	10%	9%	5%	18% a
TikTok (LIVE)	525	202	236	80	525	191	290	150	346
	8%	14% bcd	7%	6%	8% c	9%	8%	4%	16% a
Twitch	167	69	77	19	167	77	75	53	103
	3%	5% bcd	2% c	1%	3% c	4% b	2%	1%	5% a
YouNow	60	22	31	7	60	35	20	15	39
	1%	2% c	1%	1%	1%	2% b	1%	*%	2% a
I post or share my own live streamed videos to other apps/ sites	25	7	14	3	25	10	10	7	15
	*%	*%	*%	*%	*%	*%	*%	*%	1% a
USE ANY OF THESE APPS/ SITES TO SHARE LIVE STREAMED VIDEOS	1044	343	500	185	1044	389	567	348	637
	17%	24% bcd	16% c	13%	17% c	19% b	15%	9%	30% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
DO NOT LIVE STREAM THEIR OWN VIDEOS	5091	1079	2697	1222	5091	1641	3136	3403	1502
	82%	75%	84%	86%	82%	80%	84%	90%	70%
			a	ad	a		a	b	
Don't know	50	9	20	10	50	14	20	17	20
	1%	1%	1%	1%	1%	1%	1%	*%	1%
									a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3	.4	.5	.4	.2	.8
		bcd	c		c	b			a
Standard deviation	1.06	1.33	1.00	.83	1.06	1.11	1.01	.72	1.40
Standard error	.01	.04	.02	.02	.01	.02	.02	.01	.03

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	5141	573	771	795	948	947	1107	5141	2322	2785	1367	1621	1035	1092	2988	2126	5141
	83%	77%	67%	75%	86%	93%	99%	83%	79%	87%	77%	87%	80%	89%	82%	85%	83%
		b		b	abcg	abcdg	abcdeg	abc		a		aceg	a	acefg	a	ace	ac
Only one site or app used	330	60	105	67	57	35	6	330	189	140	96	83	85	63	180	148	330
	5%	8%	9%	6%	5%	3%	1%	5%	6%	4%	5%	4%	7%	5%	5%	6%	5%
		defg	cdefg	ef	f	f		ef	b				b				
More than one site or app used	714	108	274	201	95	30	5	714	436	273	313	163	167	70	476	236	714
	12%	15%	24%	19%	9%	3%	*%	12%	15%	9%	18%	9%	13%	6%	13%	9%	12%
		defg	acdefg	adefg	ef	f		def	b		bcdefg	d	bdf		bdfg	d	bdf
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 7)	.4	.5	.8	.7	.3	.1	*	.4	.5	.3	.6	.3	.5	.2	.5	.3	.4
		defg	acdefg	adefg	ef	f		def	b		bcdefg	d	bdf		bdfg	d	bdf
Standard deviation	1.06	1.09	1.41	1.34	.93	.51	.25	1.06	1.16	.94	1.33	.85	1.08	.76	1.12	.95	1.06
Standard error	.01	.04	.04	.04	.03	.02	.01	.01	.02	.02	.03	.02	.03	.02	.02	.02	.01

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	5141	4303	434	250	154	5141	4416	724	700	4441	1130	2329	1643	5141	729	2065	1618
	83%	83%	84%	86% a	89% abe	83%	82%	92% a	82%	83%	90% bcd	86% cd	75%	83% c	75%	85% a	84% a
Only one site or app used	330	277	33	16	5	330	300	30	62	268	56	123	151	330	71	130	88
	5%	5% d	6% d	5% d	3%	5% d	6%	4%	7% b	5%	4%	5%	7% abd	5%	7% bc	5%	5%
More than one site or app used	714	623	52	25	14	714	677	36	89	624	76	255	383	714	166	240	232
	12%	12% cd	10%	9%	8%	12% cd	13% b	5%	11%	12%	6%	9% a	18% abd	12% ab	17% bc	10%	12% b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 7)	.4	.4 cd	.4	.3	.3	.4 cd	.4 b	.2	.4	.4	.2	.3 a	.7 abd	.4 ab	.6 bc	.3	.4 b
Standard deviation	1.06	1.08	.91	.91	.89	1.06	1.10	.69	.94	1.07	.68	.89	1.35	1.06	1.24	.95	1.14
Standard error	.01	.02	.04	.04	.04	.01	.01	.02	.03	.01	.02	.02	.03	.01	.04	.02	.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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	5141	1088	2718	1232	5141	1656	3156	3420	1522
	83%	76%	84%	87%	83%	81%	85%	91%	70%
			a	abd	a		a	b	
Only one site or app used	330	80	169	74	330	124	178	141	166
	5%	6%	5%	5%	5%	6%	5%	4%	8%
									a
More than one site or app used	714	263	331	111	714	265	389	207	471
	12%	18%	10%	8%	12%	13%	10%	6%	22%
		bcd	c		c	b			a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 7)	.4	.6	.4	.3	.4	.5	.4	.2	.8
		bcd	c		c	b			a
Standard deviation	1.06	1.33	1.00	.83	1.06	1.11	1.01	.72	1.40
Standard error	.01	.04	.02	.02	.01	.02	.02	.01	.03

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3972	657	1007	839	740	472	256	3972	2013	1929	1182	1154	898	715	2337	1613	3972
	64%	89%	88%	79%	67%	47%	23%	64%	68%	60%	67%	62%	70%	58%	64%	64%	64%
		cdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		d	d	d
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	1044	168	378	268	152	66	11	1044	625	414	409	246	251	133	655	384	1044
	17%	23%	33%	25%	14%	7%	1%	17%	21%	13%	23%	13%	20%	11%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bcdefg		bdfg		bdf	d	bd
TOTAL - EITHER OF THESE ACTIVITIES	3989	659	1014	841	744	473	258	3989	2022	1938	1187	1163	899	718	2350	1617	3989
	65%	89%	88%	79%	68%	47%	23%	65%	69%	61%	67%	62%	70%	59%	64%	64%	65%
		cdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		d	d	d
TOTAL - BOTH OF THESE ACTIVITIES	1027	167	372	266	149	64	9	1027	616	405	404	238	250	130	643	381	1027
	17%	22%	32%	25%	14%	6%	1%	17%	21%	13%	23%	13%	19%	11%	18%	15%	17%
		defg	acdefg	defg	ef	f		def	b		bdefg		bdfg		bdf	bd	bd
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2196	82	135	222	356	540	860	2196	925	1260	589	705	387	507	1294	894	2196
	35%	11%	12%	21%	32%	53%	77%	35%	31%	39%	33%	38%	30%	41%	36%	36%	35%
				ab	abc	abcdg	abcdeg	abc		a		ac		acefg	c	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 LIVE STREAMING PLATFORM

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3972	3368	305	181	118	3972	3572	400	571	3401	494	1639	1839	3972	754	1408	1247
	64%	65%	59%	62%	68%	64%	66%	51%	67%	64%	39%	61%	84%	64%	78%	58%	64%
		b			bc	b	b					a	abd	ab	bc		b
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	1044	900	85	40	19	1044	978	67	152	893	132	378	534	1044	237	370	320
	17%	17%	16%	14%	11%	17%	18%	8%	18%	17%	10%	14%	25%	17%	25%	15%	16%
		cd	d			d	b					a	abd	ab	bc		
TOTAL - EITHER OF THESE ACTIVITIES	3989	3382	306	182	118	3989	3585	405	578	3412	499	1648	1843	3989	756	1416	1249
	65%	65%	59%	63%	68%	65%	66%	51%	68%	64%	40%	61%	85%	65%	78%	58%	64%
		b			bc	b	b		b			a	abd	ab	bc		b
TOTAL - BOTH OF THESE ACTIVITIES	1027	886	83	39	19	1027	964	62	145	882	127	369	530	1027	235	362	318
	17%	17%	16%	13%	11%	17%	18%	8%	17%	17%	10%	14%	24%	17%	24%	15%	16%
		cd	d			d	b					a	abd	ab	bc		
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2196	1820	213	108	55	2196	1809	386	274	1922	763	1059	334	2196	210	1019	688
	35%	35%	41%	37%	32%	35%	34%	49%	32%	36%	60%	39%	15%	35%	22%	42%	36%
			ade	d				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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WATCHES CONTENT ON ANY LIVE STREAMING PLATFORM	3972	921	2019	945	3972	1343	2330	1998	1771
	64%	64%	63%	67% b	64%	66% b	63%	53%	82% a
POSTS/ SHARES CONTENT ON ANY LIVE STREAMING PLATFORM	1044	343	500	185	1044	389	567	348	637
	17%	24% bcd	16% c	13%	17% c	19% b	15%	9%	30% a
TOTAL - EITHER OF THESE ACTIVITIES	3989	927	2030	945	3989	1348	2341	2008	1777
	65%	65%	63%	67% b	65%	66% b	63%	53%	82% a
TOTAL - BOTH OF THESE ACTIVITIES	1027	337	489	184	1027	384	557	338	631
	17%	24% bcd	15%	13%	17% c	19% b	15%	9%	29% a
DO NOT DO EITHER/ UNSURE WHETHER DO EITHER OF THESE ACTIVITIES	2196	503	1188	471	2196	697	1383	1760	382
	35%	35%	37% c	33%	35%	34%	37% a	47% b	18%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Facebook	4384	386	848	857	851	717	726	4384	1954	2415	1235	1313	946	874	2548	1820	4384
	71%	52%	74%	81%	77%	71%	65%	71%	66%	76%	70%	70%	74%	71%	70%	72%	71%
			af	abefg	aefg	af	a	af		a			ae			e	
Instagram	3397	633	933	712	565	327	227	3397	1477	1894	1031	1055	717	575	2086	1292	3397
	55%	85%	81%	67%	51%	32%	20%	55%	50%	59%	58%	57%	56%	47%	57%	51%	55%
		bcdefg	cdefg	defg	ef	f		ef		a	dfg	df	df		dfg	d	df
TikTok	2423	581	754	489	353	186	60	2423	1057	1340	706	720	550	433	1426	983	2423
	39%	78%	66%	46%	32%	18%	5%	39%	36%	42%	40%	39%	43%	35%	39%	39%	39%
		bcdefg	cdefg	defg	ef	f		def		a	d		bdeg		d	d	d
X/Twitter	1832	294	476	380	330	216	136	1832	1040	780	624	609	332	255	1233	587	1832
	30%	40%	41%	36%	30%	21%	12%	30%	35%	24%	35%	33%	26%	21%	34%	23%	30%
		defg	cdefg	defg	ef	f		ef	b		cdfg	cdfg	d		cdfg		cdf
Snapchat	1674	559	576	285	166	70	20	1674	739	922	504	495	376	283	999	659	1674
	27%	75%	50%	27%	15%	7%	2%	27%	25%	29%	28%	27%	29%	23%	27%	26%	27%
		bcdefg	cdefg	def	ef	f		def		a	d	d	d		d	d	d
LinkedIn	1329	132	318	307	259	195	120	1329	738	583	599	457	166	102	1056	268	1329
	21%	18%	28%	29%	24%	19%	11%	21%	25%	18%	34%	24%	13%	8%	29%	11%	21%
		f	aefg	adefg	aef	f		af	b		bcdefg	cdfg	d		bcdfg	d	cdf
Pinterest	1301	299	292	238	195	162	115	1301	396	886	446	408	241	195	854	435	1301
	21%	40%	25%	22%	18%	16%	10%	21%	13%	28%	25%	22%	19%	16%	23%	17%	21%
		bcdefg	defg	def	f	f		def		a	bcdfg	df			cdfg		df
Reddit	880	193	278	189	129	66	24	880	519	345	280	307	183	101	587	284	880
	14%	26%	24%	18%	12%	7%	2%	14%	18%	11%	16%	16%	14%	8%	16%	11%	14%
		cdefg	cdefg	defg	ef	f		ef	b		df	dfg	df		dfg	d	df
Threads	439	74	142	108	58	38	20	439	209	226	178	137	67	55	315	122	439
	7%	10%	12%	10%	5%	4%	2%	7%	7%	7%	10%	7%	5%	5%	9%	5%	7%
		defg	defg	defg	f	f		ef			bcdfg	cdf			cdfg		cdf
Tumblr	238	44	91	53	31	10	10	238	113	116	105	56	34	43	160	77	238
	4%	6%	8%	5%	3%	1%	1%	4%	4%	4%	6%	3%	3%	3%	4%	3%	4%
		defg	cdefg	def	ef			ef			bcdefg				bcf		

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
BeReal	226	124	57	24	15	4	2	226	83	139	86	81	36	22	167	58	226
	4%	17%	5%	2%	1%	*%	*%	4%	3%	4%	5%	4%	3%	2%	5%	2%	4%
		bcdefg	cdef	ef	ef			cdef		a	cdfg	cdf			cdfg		df
Goodreads	177	37	56	35	28	11	10	177	55	115	61	70	21	25	130	46	177
	3%	5%	5%	3%	3%	1%	1%	3%	2%	4%	3%	4%	2%	2%	4%	2%	3%
		defg	defg	ef	ef			ef		a	cdf	cdf			cdf		cf
Yubo	101	35	37	19	8	1	1	101	54	45	47	18	17	17	65	34	101
	2%	5%	3%	2%	1%	*%	*%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
		cdefg	cdefg	def	ef			def			bcdfg				b		
Letterboxd	88	31	29	14	12	-	2	88	47	36	34	29	12	13	63	25	88
	1%	4%	3%	1%	1%	-%	*%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
		cdefg	defg	ef	ef			ef			f				f		
I use other social media apps or sites	142	12	14	13	28	25	50	142	79	61	39	51	21	31	90	52	142
	2%	2%	1%	1%	3%	2%	4%	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%
					c		abcdeg	bc									
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
	90%	99%	98%	95%	91%	86%	75%	90%	89%	92%	91%	92%	92%	87%	91%	89%	90%
		cdefg	cdefg	defg	ef	f		ef		a	d	df	df		df	d	d
None/ I do not use any social media apps or sites	548	3	16	42	87	134	267	548	311	236	152	148	98	147	300	245	548
	9%	*%	1%	4%	8%	13%	24%	9%	11%	7%	9%	8%	8%	12%	8%	10%	9%
			a	ab	abc	abcdg	abcdeg	abc	b					abcefg			
Don't know	46	5	3	11	14	5	8	46	22	24	9	9	7	18	18	25	46
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
				b	b									abceg		e	
ONLY USES FACEBOOK	887	2	24	81	149	247	385	887	404	481	215	241	192	238	456	430	887
	14%	*%	2%	8%	14%	24%	34%	14%	14%	15%	12%	13%	15%	19%	13%	17%	14%
			a	ab	abc	abcdg	abcdeg	abc					a	abceg		abeg	ae
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 15)	3.0	4.6 bcdefg	4.3 cdefg	3.5 defg	2.8 ef	2.0 f	1.4	3.0 def	2.9	3.1 a	3.4 bcdfg	3.1 cdf	2.9 df	2.5	3.2 cdfg	2.7 d	3.0 df
Standard deviation	2.27	2.17	2.26	2.22	2.05	1.63	1.31	2.27	2.26	2.27	2.53	2.25	2.02	2.03	2.39	2.04	2.27
Standard error	.03	.08	.07	.07	.06	.05	.04	.03	.04	.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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Facebook	4384	3673	369	215	127	4384	3811	573	605	3780	769	1862	1740	4384	710	1740	1418
	71%	71%	71%	74%	73%	71%	71%	72%	71%	71%	61%	69% a	80% abd	71% a	73%	71%	73%
Instagram	3397	2869	273	154	101	3397	3049	348	480	2918	425	1370	1597	3397	593	1176	1115
	55%	55%	53%	53%	59% b	55%	57% b	44%	56%	55%	34%	51% a	73% abd	55% ab	61% b	48%	58% b
TikTok	2423	2050	194	107	72	2423	2222	200	387	2036	279	982	1160	2423	495	820	717
	39%	39%	37%	37%	42%	39%	41% b	25%	45% b	38%	22%	36% a	53% abd	39% ab	51% bc	34%	37% b
X/Twitter	1832	1524	168	87	53	1832	1673	159	152	1681	124	689	1018	1832	277	654	693
	30%	29%	32%	30%	31%	30%	31% b	20%	18%	32% a	10%	25% a	47% abd	30% ab	29%	27%	36% ab
Snapchat	1674	1402	136	76	60	1674	1537	137	267	1407	199	649	821	1674	381	532	472
	27%	27%	26%	26%	35% abce	27%	29% b	17%	31% b	26%	16%	24% a	38% abd	27% ab	39% bc	22%	24%
LinkedIn	1329	1135	101	60	32	1329	1188	141	88	1241	85	434	810	1329	158	419	614
	21%	22%	20%	21%	19%	21%	22% b	18%	10%	23% a	7%	16% a	37% abd	21% ab	16%	17%	32% ab
Pinterest	1301	1086	115	61	38	1301	1133	168	136	1166	131	447	721	1301	216	415	453
	21%	21%	22%	21%	22%	21%	21%	21%	16%	22% a	10%	16% a	33% abd	21% ab	22% b	17%	23% b
Reddit	880	728	82	41	29	880	808	72	48	832	54	252	575	880	150	310	310
	14%	14%	16%	14%	17%	14%	15% b	9%	6%	16% a	4%	9% a	26% abd	14% ab	16%	13%	16% b
Threads	439	373	35	20	11	439	406	33	32	406	33	131	275	439	76	153	159
	7%	7%	7%	7%	6%	7%	8% b	4%	4%	8% a	3%	5% a	13% abd	7% ab	8%	6%	8% b
Tumblr	238	211	15	6	6	238	226	12	11	228	19	51	169	238	47	88	77
	4%	4% c	3%	2%	4%	4% c	4% b	2%	1%	4% a	1%	2%	8% abd	4% ab	5%	4%	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
BeReal	226	195	14	8	9	226	210	17	26	200	24	90	113	226	52	55	59
	4%	4%	3%	3%	5% bc	4%	4% b	2%	3%	4%	2%	3% a	5% abd	4% a	5% bc	2%	3%
Goodreads	177	139	18	13	7	177	159	17	15	162	8	47	122	177	29	56	64
	3%	3%	3%	4% ae	4%	3%	3%	2%	2%	3%	1%	2% a	6% abd	3% ab	3%	2%	3%
Yubo	101	93	2	3	2	101	97	4	15	85	18	34	48	101	27	38	20
	2%	2% b	*%	1%	1%	2% b	2% b	*%	2%	2%	1%	1%	2% b	2%	3% bc	2%	1%
Letterboxd	88	76	4	5	3	88	85	3	7	81	2	22	62	88	14	24	34
	1%	1%	1%	2%	2%	1%	2% b	*%	1%	2%	*%	1% a	3% abd	1% ab	1%	1%	2% b
I use other social media apps or sites	142	122	9	6	5	142	125	17	15	127	21	63	59	142	20	64	42
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
	90%	90%	90%	89%	93% ace	90%	91% b	87%	92%	90%	80%	90% a	98% abd	90% a	94% bc	88%	91% b
None/ I do not use any social media apps or sites	548	461	46	30	10	548	454	94	51	497	225	263	41	548	54	272	163
	9%	9% d	9%	10% d	6%	9% d	8%	12% a	6%	9% a	18% bcd	10% c	2%	9% c	6%	11% ac	8% a
Don't know	46	38	5	2	1	46	38	9	14	32	30	14	1	46	5	21	5
	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	2% bcd	1% c	*%	1% c	1%	1% c	*%
ONLY USES FACEBOOK	887	753	75	41	18	887	726	161	132	755	346	438	98	887	115	442	235
	14%	14% d	14% d	14%	10%	14% d	13%	20% a	16%	14%	27% bcd	16% cd	4%	14% c	12%	18% ac	12%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 15)	3.0	3.0	3.0	3.0	3.2 abce	3.0	3.1 b	2.4	2.7	3.1 a	1.7	2.6 a	4.3 abd	3.0 ab	3.4 b	2.7	3.2 b
Standard deviation	2.27	2.29	2.20	2.19	2.27	2.27	2.30	1.96	1.88	2.33	1.64	1.92	2.40	2.27	2.29	2.16	2.39
Standard error	.03	.03	.09	.09	.09	.03	.03	.07	.06	.03	.05	.04	.05	.03	.07	.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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Facebook	4384	964	2286	1062	4384	1460	2675	2534	1713
	71%	67%	71% a	75% abd	71% a	71%	72%	67%	79% a
Instagram	3397	807	1731	786	3397	1108	2027	1742	1503
	55%	56%	54%	55%	55%	54%	54%	46%	70% a
TikTok	2423	600	1195	567	2423	859	1370	1134	1164
	39%	42% b	37%	40%	39%	42% b	37%	30%	54% a
X/Twitter	1832	455	952	397	1832	563	1154	998	769
	30%	32% c	30%	28%	30%	28%	31% a	26%	36% a
Snapchat	1674	457	791	379	1674	642	880	768	813
	27%	32% bcd	25%	27%	27% b	31% b	24%	20%	38% a
LinkedIn	1329	343	695	275	1329	369	883	675	624
	21%	24% c	22%	19%	21%	18%	24% a	18%	29% a
Pinterest	1301	328	651	287	1301	479	724	672	560
	21%	23%	20%	20%	21%	23% b	19%	18%	26% a
Reddit	880	232	436	191	880	346	476	456	391
	14%	16% b	14%	13%	14%	17% b	13%	12%	18% a
Threads	439	130	211	88	439	169	242	189	232
	7%	9% bcd	7%	6%	7%	8% b	7%	5%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Tumblr	238	74	110	53	238	105	119	106	119
	4%	5%	3%	4%	4%	5%	3%	3%	6%
		bd				b			a
BeReal	226	66	111	41	226	98	101	125	83
	4%	5%	3%	3%	4%	5%	3%	3%	4%
		c				b			
Goodreads	177	43	84	38	177	72	89	88	81
	3%	3%	3%	3%	3%	4%	2%	2%	4%
						b			a
Yubo	101	36	46	15	101	55	32	27	62
	2%	3%	1%	1%	2%	3%	1%	1%	3%
		bcd				b			a
Letterboxd	88	28	45	12	88	40	39	48	33
	1%	2%	1%	1%	1%	2%	1%	1%	2%
		c				b			
I use other social media apps or sites	142	44	63	30	142	59	75	96	37
	2%	3%	2%	2%	2%	3%	2%	3%	2%
		b							
USES ANY APPS OR SITES FOR SOCIAL MEDIA	5591	1278	2888	1311	5591	1873	3339	3271	2084
	90%	89%	90%	93%	90%	92%	90%	87%	97%
				abd		b			a
None/ I do not use any social media apps or sites	548	146	306	92	548	163	358	476	60
	9%	10%	10%	7%	9%	8%	10%	13%	3%
		c	c		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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Don't know	46	6	24	13	46	9	27	20	15
	1%	*%	1%	1%	1%	*%	1%	1%	1%
ONLY USES FACEBOOK	887	180	486	203	887	307	543	711	160
	14%	13%	15%	14%	14%	15%	15%	19%	7%
			a					b	
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 15)	3.0	3.2	2.9	3.0	3.0	3.1	2.9	2.6	3.8
		bcd				b			a
Standard deviation	2.27	2.51	2.21	2.13	2.27	2.31	2.25	2.10	2.36
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 FOR SOCIAL MEDIA

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None used	594	8	19	53	101	139	275	594	333	259	161	157	105	165	318	270	594
	10%	1%	2%	5%	9%	14%	25%	10%	11%	8%	9%	8%	8%	13%	9%	11%	10%
				ab	abc	abcdg	abcdeg	abc	b					abcefg		bce	
Only one site or app used	1328	54	90	147	220	344	472	1328	649	675	341	391	265	328	732	594	1328
	21%	7%	8%	14%	20%	34%	42%	21%	22%	21%	19%	21%	21%	27%	20%	24%	21%
				ab	abc	abcdg	abcdeg	abc						abcefg		aeg	
More than one site or app used	4263	679	1040	863	779	531	371	4263	1964	2265	1274	1319	916	732	2592	1648	4263
	69%	92%	90%	81%	71%	52%	33%	69%	67%	71%	72%	71%	71%	60%	71%	66%	69%
		cdefg	cdefg	defg	ef	f		ef		a	dfg	df	df		dfg	d	df
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of apps/ sites used (out of 15)	3.0	4.6	4.3	3.5	2.8	2.0	1.4	3.0	2.9	3.1	3.4	3.1	2.9	2.5	3.2	2.7	3.0
		bcdefg	cdefg	defg	ef	f		def		a	bcdfg	cdf	df		cdfg	d	df
Standard deviation	2.27	2.17	2.26	2.22	2.05	1.63	1.31	2.27	2.26	2.27	2.53	2.25	2.02	2.03	2.39	2.04	2.27
Standard error	.03	.08	.07	.07	.06	.05	.04	.03	.04	.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 FOR SOCIAL MEDIA

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None used	594	499	51	32	12	594	492	103	65	530	255	277	42	594	59	293	168
	10%	10%	10%	11%	7%	10%	9%	13%	8%	10%	20%	10%	2%	10%	6%	12%	9%
		d		d		d		a			bcd	c		c		ac	a
Only one site or app used	1328	1132	111	56	29	1328	1110	217	209	1119	474	648	197	1328	180	597	377
	21%	22%	21%	19%	17%	21%	21%	27%	25%	21%	38%	24%	9%	21%	19%	25%	19%
		d	d			d		a	b		bcd	cd		c		ac	
More than one site or app used	4263	3571	356	202	133	4263	3792	471	578	3685	533	1783	1938	4263	727	1545	1391
	69%	69%	69%	70%	77%	69%	70%	60%	68%	69%	42%	66%	89%	69%	75%	63%	72%
					abce		b					a	abd	ab	b		b
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of apps/ sites used (out of 15)	3.0	3.0	3.0	3.0	3.2	3.0	3.1	2.4	2.7	3.1	1.7	2.6	4.3	3.0	3.4	2.7	3.2
					abce		b			a		a	abd	ab	b		b
Standard deviation	2.27	2.29	2.20	2.19	2.27	2.27	2.30	1.96	1.88	2.33	1.64	1.92	2.40	2.27	2.29	2.16	2.39
Standard error	.03	.03	.09	.09	.09	.03	.03	.07	.06	.03	.05	.04	.05	.03	.07	.04	.05

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None used	594	152	330	105	594	172	385	497	75
	10%	11% c	10% c	7%	10% c	8%	10% a	13% b	3%
Only one site or app used	1328	293	705	299	1328	432	821	1016	266
	21%	20%	22%	21%	21%	21%	22%	27% b	12%
More than one site or app used	4263	986	2183	1012	4263	1440	2517	2255	1818
	69%	69%	68%	71% b	69%	70% b	68%	60%	84% a
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of apps/ sites used (out of 15)	3.0	3.2 bcd	2.9	3.0	3.0	3.1 b	2.9	2.6	3.8 a
Standard deviation	2.27	2.51	2.21	2.13	2.27	2.31	2.25	2.10	2.36
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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5572	812	1056	1085	918	842	859	5572	2545	2987	1605	1641	1031	1271	3246	2302	5572
Effective Weighted Sample	4505	675	859	891	748	681	676	4505	2059	2415	1305	1339	864	1012	2643	1843	4505
Total	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
Facebook	2592	46	280	471	584	577	634	2592	1157	1430	693	720	574	601	1413	1175	2592
	46%	6%	25%	47%	58%	66%	75%	46%	44%	49%	43%	42%	49%	57%	42%	52%	46%
			a	ab	abcg	abcdg	abcdeg	ab		a			abe	abcefg		abeg	abe
Instagram	1098	193	375	246	143	86	56	1098	496	588	370	393	204	127	763	331	1098
	20%	26%	33%	24%	14%	10%	7%	20%	19%	20%	23%	23%	17%	12%	23%	15%	20%
		defg	acdefg	defg	ef	f		def			cdfg	cdfg	d		cdfg	d	df
TikTok	755	256	228	121	101	38	11	755	278	468	187	218	197	144	406	341	755
	14%	35%	20%	12%	10%	4%	1%	14%	11%	16%	12%	13%	17%	14%	12%	15%	14%
		bcdefg	cdefg	ef	ef	f		def		a			abeg			ae	
X/Twitter	403	29	96	80	79	72	47	403	283	118	129	139	73	60	268	132	403
	7%	4%	9%	8%	8%	8%	6%	7%	11%	4%	8%	8%	6%	6%	8%	6%	7%
			af	a	a	a		a	b		df	df			df		
Snapchat	279	159	71	22	16	6	4	279	129	150	79	78	65	54	157	119	279
	5%	22%	6%	2%	2%	1%	1%	5%	5%	5%	5%	5%	6%	5%	5%	5%	5%
		bcdefg	cdef	ef				cdef									
LinkedIn	122	4	10	26	28	35	19	122	84	37	65	37	14	6	102	20	122
	2%	*%	1%	3%	3%	4%	2%	2%	3%	1%	4%	2%	1%	1%	3%	1%	2%
				ab	ab	abg	ab	ab	b		bcdfg	df			cdfg		df
Reddit	102	13	35	22	17	13	3	102	75	25	19	45	27	12	64	38	102
	2%	2%	3%	2%	2%	1%	*%	2%	3%	1%	1%	3%	2%	1%	2%	2%	2%
		f	efg	f	f	f		f	b			ad	ad				
Pinterest	77	11	5	4	11	23	22	77	22	53	25	20	11	19	45	30	77
	1%	2%	*%	*%	1%	3%	3%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
		bc				bcdg	bcdg	bc		a							
Tumblr	18	6	8	3	*	-	2	18	9	9	8	5	1	4	14	5	18
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
		de	de														
Threads	9	1	4	2	1	-	-	9	8	2	5	2	-	2	7	2	9
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5572	812	1056	1085	918	842	859	5572	2545	2987	1605	1641	1031	1271	3246	2302	5572
Effective Weighted Sample	4505	675	859	891	748	681	676	4505	2059	2415	1305	1339	864	1012	2643	1843	4505
Total	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
Yubo	9	4	4	-	-	1	-	9	7	2	3	2	1	3	5	4	9
	*%	1%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		cd															
Goodreads	7	2	1	1	1	-	2	7	4	3	2	3	1	1	4	2	7
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	6	1	2	2	2	-	-	6	4	2	4	1	-	1	5	1	6
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Letterboxd	5	*	2	-	2	-	-	5	3	2	*	1	-	3	2	3	5
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Other social media app or site	80	5	5	6	9	16	40	80	45	35	21	35	7	17	56	25	80
	1%	1%	*%	1%	1%	2%	5%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%
						bc	abcdeg	bc				cf			c		
Don't know	28	3	4	3	7	8	3	28	11	17	4	10	5	8	14	13	28
	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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5572	3908	551	543	570	5572	4855	717	797	4775	1003	2475	2074	5572	932	2132	1722
Effective Weighted Sample	4505	3515	473	513	514	4505	3938	568	638	3867	808	1984	1699	4505	735	1726	1409
Total	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
Facebook	2592	2182	218	126	66	2592	2196	396	361	2230	578	1151	853	2592	420	1112	800
	46%	46% d	47%	49% d	41%	46% d	45%	57% a	46%	46%	57% bcd	47% c	40%	46% c	46%	52% ac	45%
Instagram	1098	933	80	49	36	1098	984	114	134	964	132	453	512	1098	146	385	392
	20%	20%	17%	19%	22%	20%	20% b	17%	17%	20%	13%	19% a	24% abd	20% a	16%	18%	22% ab
TikTok	755	645	57	30	24	755	698	57	146	609	113	333	307	755	159	237	202
	14%	14%	12%	11%	15%	14%	14% b	8%	19% b	13%	11%	14%	14% a	14%	18% bc	11%	11%
X/Twitter	403	327	45	20	11	403	369	34	40	363	34	166	203	403	49	168	150
	7%	7%	10% a	8%	7%	7%	8% b	5%	5%	8% a	3%	7% a	9% abd	7% a	5%	8% a	8% a
Snapchat	279	232	23	13	11	279	259	20	66	213	60	131	84	279	71	76	61
	5%	5%	5%	5%	7%	5%	5% b	3%	8% b	4%	6% c	5% c	4%	5%	8% bc	4%	3%
LinkedIn	122	105	10	4	3	122	102	20	6	116	15	51	56	122	13	36	58
	2%	2%	2%	2%	2%	2%	2%	3%	1%	2% a	1%	2%	3%	2%	1%	2%	3% ab
Reddit	102	78	16	6	3	102	91	11	3	99	12	32	58	102	15	35	39
	2%	2%	3% ae	2%	2%	2%	2%	2%	*%	2% a	1%	1%	3% abd	2%	2%	2%	2%
Pinterest	77	61	7	5	4	77	63	13	8	69	20	36	18	77	11	22	25
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2% c	1%	1%	1%	1%	1%	1%
Tumblr	18	14	4	1	*	18	17	1	1	17	2	11	6	18	4	6	5
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Threads	9	9	-	-	-	9	9	-	-	9	2	3	5	9	4	2	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5572	3908	551	543	570	5572	4855	717	797	4775	1003	2475	2074	5572	932	2132	1722
Effective Weighted Sample	4505	3515	473	513	514	4505	3938	568	638	3867	808	1984	1699	4505	735	1726	1409
Total	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
Yubo	9	9	-	-	*	9	7	2	3	6	7	-	2	9	2	5	2
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1% bcd	-%	*%	*%	*%	*%	*%
Goodreads	7	6	-	1	-	7	4	2	-	7	1	4	1	7	2	2	2
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	6	5	1	1	-	6	6	-	1	5	2	3	1	6	1	2	1
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Letterboxd	5	4	-	*	*	5	5	-	2	3	-	1	3	5	-	*	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%
Other social media app or site	80	70	5	3	3	80	68	12	10	70	19	41	20	80	7	39	27
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2% c	2%	1%	1%	1%	2%	2%
Don't know	28	25	2	*	1	28	23	6	5	23	9	15	4	28	1	16	2
	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1% c	1%	*%	1%	*%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5572	1239	2847	1372	5572	1961	3220	3441	1859
Effective Weighted Sample	4505	1014	2315	1084	4505	1557	2631	2739	1560
Total	5591	1278	2888	1311	5591	1873	3339	3271	2084
Facebook	2592	536	1347	675	2592	851	1622	1606	921
	46%	42%	47% a	52% abd	46% a	45%	49%	49% b	44%
Instagram	1098	283	578	211	1098	319	690	575	471
	20%	22% c	20% c	16%	20% c	17%	21% a	18%	23% a
TikTok	755	191	354	186	755	301	388	381	321
	14%	15% b	12%	14%	14%	16% b	12%	12%	15% a
X/Twitter	403	84	229	88	403	93	280	247	146
	7%	7%	8%	7%	7%	5%	8% a	8%	7%
Snapchat	279	71	136	59	279	135	104	149	104
	5%	6%	5%	5%	5%	7% b	3%	5%	5%
LinkedIn	122	28	74	20	122	37	77	73	41
	2%	2%	3%	2%	2%	2%	2%	2%	2%
Reddit	102	16	57	24	102	43	54	72	26
	2%	1%	2%	2%	2%	2%	2%	2% b	1%
Pinterest	77	21	34	19	77	26	39	59	16
	1%	2%	1%	1%	1%	1%	1%	2% b	1%
Tumblr	18	7	8	3	18	13	6	9	9
	*%	1%	*%	*%	*%	1% b	*%	*%	*%
Threads	9	2	6	-	9	2	7	3	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5572	1239	2847	1372	5572	1961	3220	3441	1859
Effective Weighted Sample	4505	1014	2315	1084	4505	1557	2631	2739	1560
Total	5591	1278	2888	1311	5591	1873	3339	3271	2084
Yubo	9	1	8	*	9	6	3	5	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Goodreads	7	4	2	1	7	5	1	5	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
						b			
BeReal	6	1	4	-	6	2	2	-	3
	*%	*%	*%	-%	*%	*%	*%	-%	*%
									a
Letterboxd	5	1	1	-	5	1	1	*	2
	*%	*%	*%	-%	*%	*%	*%	*%	*%
Other social media app or site	80	25	37	17	80	24	52	62	14
	1%	2%	1%	1%	1%	1%	2%	2%	1%
								b	
Don't know	28	7	12	8	28	15	11	24	2
	1%	1%	*%	1%	1%	1%	*%	1%	*%
						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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Facebook	2592	46	280	471	584	577	634	2592	1157	1430	693	720	574	601	1413	1175	2592
	42%	6%	24%	44%	53%	57%	57%	42%	39%	45%	39%	39%	45%	49%	39%	47%	42%
			a	ab	abcg	abcg	abcg	ab		a			abe	abceg		abeg	be
Instagram	1098	193	375	246	143	86	56	1098	496	588	370	393	204	127	763	331	1098
	18%	26%	33%	23%	13%	8%	5%	18%	17%	18%	21%	21%	16%	10%	21%	13%	18%
		defg	acdefg	defg	ef	f		def			cdfg	cdfg	d		cdfg	d	df
TikTok	755	256	228	121	101	38	11	755	278	468	187	218	197	144	406	341	755
	12%	34%	20%	11%	9%	4%	1%	12%	9%	15%	11%	12%	15%	12%	11%	14%	12%
		bcdefg	cdefg	ef	ef	f		def		a			abdeg			ae	
X/Twitter	403	29	96	80	79	72	47	403	283	118	129	139	73	60	268	132	403
	7%	4%	8%	8%	7%	7%	4%	7%	10%	4%	7%	7%	6%	5%	7%	5%	7%
			afg	af	af	af		af	b		df	df			df		df
Snapchat	279	159	71	22	16	6	4	279	129	150	79	78	65	54	157	119	279
	5%	21%	6%	2%	1%	1%	*%	5%	4%	5%	4%	4%	5%	4%	4%	5%	5%
		bcdefg	cdefg	ef	f			cdef									
LinkedIn	122	4	10	26	28	35	19	122	84	37	65	37	14	6	102	20	122
	2%	*%	1%	2%	3%	3%	2%	2%	3%	1%	4%	2%	1%	*%	3%	1%	2%
				ab	ab	abfg	a	ab	b		bcdfg	df			cdfg		df
Reddit	102	13	35	22	17	13	3	102	75	25	19	45	27	12	64	38	102
	2%	2%	3%	2%	2%	1%	*%	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%
		f	defg	f	f	f		f	b			ad	ad				
Pinterest	77	11	5	4	11	23	22	77	22	53	25	20	11	19	45	30	77
	1%	2%	*%	*%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
		bc				bcdg	bc	bc		a							
Tumblr	18	6	8	3	*	-	2	18	9	9	8	5	1	4	14	5	18
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		defg	de														
Threads	9	1	4	2	1	-	-	9	8	2	5	2	-	2	7	2	9
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Yubo	9	4	4	-	-	1	-	9	7	2	3	2	1	3	5	4	9
	*%	1%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		cdfg															
Goodreads	7	2	1	1	1	-	2	7	4	3	2	3	1	1	4	2	7
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	6	1	2	2	2	-	-	6	4	2	4	1	-	1	5	1	6
	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Letterboxd	5	*	2	-	2	-	-	5	3	2	*	1	-	3	2	3	5
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Other social media app or site	80	5	5	6	9	16	40	80	45	35	21	35	7	17	56	25	80
	1%	1%	*%	1%	1%	2%	4%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
						bc	abcdeg	b				cf			c		
Don't know	75	8	7	14	21	13	11	75	33	41	13	20	12	26	32	38	75
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
					b									abceg		ae	
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5562	731	1126	1007	992	866	840	5562	2602	2922	1611	1700	1176	1052	3311	2228	5562
	90%	99%	98%	95%	90%	85%	75%	90%	88%	91%	91%	91%	91%	86%	91%	89%	90%
		cdefg	cdefg	defg	ef	f		ef		a	d	df	df		df	d	d
DO NOT USE SOCIAL MEDIA SITES OR APPS	548	3	16	42	87	134	267	548	311	236	152	148	98	147	300	245	548
	9%	*%	1%	4%	8%	13%	24%	9%	11%	7%	9%	8%	8%	12%	8%	10%	9%
			a	ab	abc	abcdg	abcdeg	abc	b					abcefg			

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Facebook	2592	2182	218	126	66	2592	2196	396	361	2230	578	1151	853	2592	420	1112	800
	42%	42%	42%	43%	38%	42%	41%	50% a	42%	42%	46% cd	43% c	39%	42% c	43%	46% c	41%
Instagram	1098	933	80	49	36	1098	984	114	134	964	132	453	512	1098	146	385	392
	18%	18%	15%	17%	21% b	18%	18% b	14%	16%	18%	10%	17% a	24% abd	18% a	15%	16%	20% ab
TikTok	755	645	57	30	24	755	698	57	146	609	113	333	307	755	159	237	202
	12%	12%	11%	10%	14%	12%	13% b	7%	17% b	11%	9%	12% a	14% ad	12% a	16% bc	10%	10%
X/Twitter	403	327	45	20	11	403	369	34	40	363	34	166	203	403	49	168	150
	7%	6%	9% a	7%	6%	7%	7% b	4%	5%	7% a	3%	6% a	9% abd	7% a	5%	7%	8% a
Snapchat	279	232	23	13	11	279	259	20	66	213	60	131	84	279	71	76	61
	5%	4%	4%	4%	6% ae	5%	5% b	3%	8% b	4%	5%	5%	4%	5%	7% bc	3%	3%
LinkedIn	122	105	10	4	3	122	102	20	6	116	15	51	56	122	13	36	58
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2% a	1%	2%	3% a	2%	1%	1%	3% ab
Reddit	102	78	16	6	3	102	91	11	3	99	12	32	58	102	15	35	39
	2%	1%	3% ae	2%	2%	2%	2%	1%	*%	2% a	1%	1%	3% abd	2%	2%	1%	2%
Pinterest	77	61	7	5	4	77	63	13	8	69	20	36	18	77	11	22	25
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Tumblr	18	14	4	1	*	18	17	1	1	17	2	11	6	18	4	6	5
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Threads	9	9	-	-	-	9	9	-	-	9	2	3	5	9	4	2	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Yubo	9	9	-	-	*	9	7	2	3	6	7	-	2	9	2	5	2
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1% bcd	-%	*%	*%	*%	*%	*%
Goodreads	7	6	-	1	-	7	4	2	-	7	1	4	1	7	2	2	2
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
BeReal	6	5	1	1	-	6	6	-	1	5	2	3	1	6	1	2	1
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Letterboxd	5	4	-	*	*	5	5	-	2	3	-	1	3	5	-	*	-
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%
Other social media app or site	80	70	5	3	3	80	68	12	10	70	19	41	20	80	7	39	27
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%
Don't know	75	63	8	2	2	75	60	15	19	56	39	29	5	75	6	36	7
	1%	1%	2%	1%	1%	1%	1%	2%	2% b	1%	3% bcd	1% c	*%	1% c	1%	1% c	*%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5562	4679	465	258	161	5562	4880	682	782	4781	997	2416	2130	5562	905	2127	1767
	90%	90%	90%	89%	93% ace	90%	90% b	86%	92%	90%	79%	89% a	98% abd	90% a	94% bc	87%	91% b
DO NOT USE SOCIAL MEDIA SITES OR APPS	548	461	46	30	10	548	454	94	51	497	225	263	41	548	54	272	163
	9%	9% d	9%	10% d	6%	9% d	8%	12% a	6%	9% a	18% bcd	10% c	2%	9% c	6%	11% ac	8% 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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Facebook	2592	536	1347	675	2592	851	1622	1606	921
	42%	38%	42% a	48% abd	42% a	42%	44%	43%	43%
Instagram	1098	283	578	211	1098	319	690	575	471
	18%	20% c	18% c	15%	18% c	16%	19% a	15%	22% a
TikTok	755	191	354	186	755	301	388	381	321
	12%	13% b	11%	13%	12%	15% b	10%	10%	15% a
X/Twitter	403	84	229	88	403	93	280	247	146
	7%	6%	7%	6%	7%	5%	8% a	7%	7%
Snapchat	279	71	136	59	279	135	104	149	104
	5%	5%	4%	4%	5%	7% b	3%	4%	5%
LinkedIn	122	28	74	20	122	37	77	73	41
	2%	2%	2%	1%	2%	2%	2%	2%	2%
Reddit	102	16	57	24	102	43	54	72	26
	2%	1%	2%	2%	2%	2%	1%	2%	1%
Pinterest	77	21	34	19	77	26	39	59	16
	1%	1%	1%	1%	1%	1%	1%	2% b	1%
Tumblr	18	7	8	3	18	13	6	9	9
	*%	*%	*%	*%	*%	1% b	*%	*%	*%
Threads	9	2	6	-	9	2	7	3	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yubo	9 *%	1 *%	8 *%	* *%	9 *%	6 *%	3 *%	5 *%	2 *%
Goodreads	7 *%	4 *%	2 *%	1 *%	7 *%	5 *% b	1 *%	5 *%	1 *%
BeReal	6 *%	1 *%	4 *%	- -%	6 *%	2 *%	2 *%	- -%	3 *% a
Letterboxd	5 *%	1 *%	1 *%	- -%	5 *%	1 *%	1 *%	* *%	2 *%
Other social media app or site	80 1%	25 2%	37 1%	17 1%	80 1%	24 1%	52 1%	62 2% b	14 1%
Don't know	75 1%	13 1%	36 1%	21 1%	75 1%	24 1%	38 1%	44 1%	17 1%
USES ANY OF THESE APPS/ SITES FOR SOCIAL MEDIA - NOMINATING A MAIN APP/ SITE	5562 90%	1272 89%	2876 89%	1303 92% abd	5562 90%	1858 91%	3327 89%	3247 86%	2082 96% a
DO NOT USE SOCIAL MEDIA SITES OR APPS	548 9%	146 10% c	306 10% c	92 7%	548 9% c	163 8%	358 10%	476 13% b	60 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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5572	812	1056	1085	918	842	859	5572	2545	2987	1605	1641	1031	1271	3246	2302	5572
Effective Weighted Sample	4505	675	859	891	748	681	676	4505	2059	2415	1305	1339	864	1012	2643	1843	4505
Total	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
I often share, post or comment on social media sites or apps	1607	274	458	348	278	155	94	1607	791	805	569	421	320	289	989	610	1607
	29%	37%	40%	35%	28%	18%	11%	29%	30%	27%	35%	25%	27%	27%	30%	27%	29%
		defg	cdefg	defg	ef	f		ef	b		bcdefg				b		b
I sometimes share, post or comment on social media sites or apps	1817	210	367	351	338	280	271	1817	859	944	521	568	405	319	1089	724	1817
	33%	29%	32%	35%	34%	32%	32%	33%	33%	32%	32%	33%	34%	30%	33%	32%	33%
				a	a			a									
I usually just 'like' things on social media sites or apps	1165	195	206	185	192	208	180	1165	478	678	247	374	288	249	621	537	1165
	21%	27%	18%	18%	19%	24%	21%	21%	18%	23%	15%	22%	24%	23%	19%	24%	21%
		bcdfg				bcd				a		ae	aeg	ae	a	aeg	ae
I tend to only read things on these sites or apps and rarely like or post anything	967	48	93	122	187	224	293	967	466	500	276	341	157	189	617	346	967
	17%	7%	8%	12%	19%	26%	35%	17%	18%	17%	17%	20%	13%	18%	19%	15%	17%
				ab	abc	abcdg	abcdeg	abc			c	cfg		c	cf		c
Don't know	35	6	6	3	5	7	6	35	20	13	2	6	11	14	8	24	35
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%
													ae	abeg		abe	ae
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3424	484	825	700	616	435	365	3424	1650	1748	1090	989	725	608	2078	1334	3424
	61%	66%	73%	69%	62%	50%	43%	61%	63%	59%	67%	58%	61%	57%	63%	60%	61%
		efg	adefg	defg	ef	f		ef	b		bcdefg				bdf		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5572	3908	551	543	570	5572	4855	717	797	4775	1003	2475	2074	5572	932	2132	1722
Effective Weighted Sample	4505	3515	473	513	514	4505	3938	568	638	3867	808	1984	1699	4505	735	1726	1409
Total	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
I often share, post or comment on social media sites or apps	1607	1372	125	69	41	1607	1474	132	252	1355	205	602	799	1607	364	591	452
	29%	29%	27%	27%	25%	29%	30% b	19%	32% b	28%	20%	25% a	37% abd	29% ab	40% bc	28%	26%
I sometimes share, post or comment on social media sites or apps	1817	1516	159	87	55	1817	1609	208	220	1597	283	796	735	1817	260	726	597
	33%	32%	34%	34%	34%	33%	33%	30%	28%	33% a	28%	33% a	34% a	33% a	29%	34% a	34% a
I usually just 'like' things on social media sites or apps	1165	980	94	53	38	1165	981	184	194	971	265	530	366	1165	171	435	369
	21%	21%	20%	20%	24%	21%	20%	27% a	25% b	20%	26% bcd	22% c	17%	21% c	19%	20%	21%
I tend to only read things on these sites or apps and rarely like or post anything	967	808	84	48	27	967	807	160	110	857	231	492	232	967	102	386	346
	17%	17%	18%	19%	17%	17%	16%	23% a	14%	18% a	23% cd	20% cd	11%	17% c	11%	18% a	20% a
Don't know	35	28	5	1	*	35	30	4	11	24	22	11	1	35	11	5	5
	1%	1%	1%	1%	*%	1%	1%	1%	1% b	*%	2% bcd	*% c	*%	1% c	1% bc	*%	*%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3424	2888	285	156	96	3424	3084	340	472	2952	489	1398	1534	3424	624	1317	1049
	61%	61%	61%	60%	59%	61%	63% b	49%	60%	61%	49%	57% a	72% abd	61% ab	69% bc	61%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5572	1239	2847	1372	5572	1961	3220	3441	1859
Effective Weighted Sample	4505	1014	2315	1084	4505	1557	2631	2739	1560
Total	5591	1278	2888	1311	5591	1873	3339	3271	2084
I often share, post or comment on social media sites or apps	1607	457	732	388	1607	596	889	699	827
	29%	36% bcd	25%	30% b	29% b	32% b	27%	21%	40% a
I sometimes share, post or comment on social media sites or apps	1817	366	1023	395	1817	579	1125	1059	694
	33%	29%	35% acd	30%	33% a	31%	34%	32%	33%
I usually just 'like' things on social media sites or apps	1165	229	610	301	1165	392	688	759	349
	21%	18%	21% a	23% a	21% a	21%	21%	23% b	17%
I tend to only read things on these sites or apps and rarely like or post anything	967	217	517	216	967	299	622	733	206
	17%	17%	18%	16%	17%	16%	19% a	22% b	10%
Don't know	35	9	6	11	35	7	14	21	7
	1%	1% b	*%	1% b	1% b	*%	*%	1%	*%
TOTAL - SHARE, POST OR COMMENT ON SOCIAL MEDIA SITES OR APPS	3424	823	1755	783	3424	1174	2014	1757	1521
	61%	64% bc	61%	60%	61%	63%	60%	54%	73% 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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5572	812	1056	1085	918	842	859	5572	2545	2987	1605	1641	1031	1271	3246	2302	5572
Effective Weighted Sample	4505	675	859	891	748	681	676	4505	2059	2415	1305	1339	864	1012	2643	1843	4505
Total	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
Strongly disagree	616	55	72	75	111	119	185	616	288	324	164	218	99	133	382	232	616
	11%	8%	6%	7%	11%	14%	22%	11%	11%	11%	10%	13%	8%	13%	11%	10%	11%
					abc	abcg	abcdeg	abc				acf		c	c		c
Slightly disagree	691	81	127	104	120	127	130	691	333	355	197	243	134	115	440	249	691
	12%	11%	11%	10%	12%	15%	15%	12%	13%	12%	12%	14%	11%	11%	13%	11%	12%
						c	abcg					df			df		
Neither agree nor disagree	1810	177	241	285	354	392	361	1810	761	1042	428	565	408	399	993	808	1810
	32%	24%	21%	28%	35%	45%	43%	32%	29%	35%	26%	33%	35%	38%	30%	36%	32%
				b	abc	abcdg	abcdg	abc		a		ae	ae	abeg	a	aeg	ae
Slightly agree	1373	235	332	288	248	168	101	1373	647	713	398	416	323	228	814	551	1373
	25%	32%	29%	29%	25%	19%	12%	25%	25%	24%	25%	24%	27%	21%	24%	25%	25%
		defg	defg	efg	ef	f		ef					d				d
Strongly agree	1018	173	351	243	149	64	38	1018	552	457	414	248	193	162	662	355	1018
	18%	24%	31%	24%	15%	7%	4%	18%	21%	16%	26%	14%	16%	15%	20%	16%	18%
		defg	acdefg	defg	ef	f		def	b		bcdefg				bcdf		bdf
Don't know	83	12	7	14	16	5	28	83	34	49	14	19	23	24	34	47	83
	1%	2%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%
							abcdeg	b					ae	abe		abe	
SUMMARY CODES																	
TOTAL DISAGREE	1307	137	199	179	232	246	315	1307	620	679	361	461	234	247	822	481	1307
	23%	19%	18%	18%	23%	28%	37%	23%	24%	23%	22%	27%	20%	23%	25%	21%	23%
					abc	abcdg	abcdeg	abc				acdfg			cf		c
TOTAL AGREE	2391	408	684	532	397	231	139	2391	1199	1170	812	664	516	390	1476	905	2391
	43%	56%	60%	53%	40%	26%	16%	43%	46%	40%	50%	39%	44%	37%	44%	40%	43%
		defg	cdefg	defg	ef	f		ef	b		bcdefg		bd		bdf		bd
TOTAL NEITHER/ DON'T KNOW	1892	189	248	299	370	397	390	1892	795	1091	442	585	431	423	1027	855	1892
	34%	26%	22%	30%	37%	45%	46%	34%	30%	37%	27%	34%	37%	40%	31%	38%	34%
				b	abc	abcdg	abcdg	abc		a		ae	ae	abeg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5572	3908	551	543	570	5572	4855	717	797	4775	1003	2475	2074	5572	932	2132	1722
Effective Weighted Sample	4505	3515	473	513	514	4505	3938	568	638	3867	808	1984	1699	4505	735	1726	1409
Total	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
Strongly disagree	616	514	53	32	18	616	530	86	91	525	183	279	150	616	100	248	193
	11%	11%	11%	12%	11%	11%	11%	12%	12%	11%	18% bcd	11% c	7%	11% c	11%	12%	11%
Slightly disagree	691	573	65	33	19	691	604	86	97	594	142	339	208	691	97	278	233
	12%	12%	14%	13%	12%	12%	12%	13%	12%	12%	14% c	14% c	10%	12% c	11%	13%	13%
Neither agree nor disagree	1810	1497	163	90	60	1810	1534	275	277	1532	390	855	558	1810	261	695	547
	32%	32%	35%	35%	37% ae	32%	31%	40% a	35%	32%	39% cd	35% cd	26%	32% c	29%	32%	31%
Slightly agree	1373	1162	109	61	41	1373	1234	139	172	1201	160	539	672	1373	231	525	436
	25%	25%	23%	23%	25%	25%	25% b	20%	22%	25%	16%	22% a	31% abd	25% ab	25%	24%	25%
Strongly agree	1018	883	72	41	23	1018	925	94	139	879	101	386	531	1018	206	366	344
	18%	19% d	15%	16%	14%	18% d	19% b	14%	18%	18%	10%	16% a	25% abd	18% ab	23% b	17%	19%
Don't know	83	75	5	2	1	83	74	8	11	72	31	32	15	83	11	32	15
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3% bcd	1%	1%	1% c	1%	1%	1%
SUMMARY CODES																	
TOTAL DISAGREE	1307	1087	119	65	36	1307	1135	172	187	1120	324	619	357	1307	197	525	427
	23%	23%	25%	25%	22%	23%	23%	25%	24%	23%	32% bcd	25% c	17%	23% c	22%	25%	24%
TOTAL AGREE	2391	2045	181	101	64	2391	2159	232	311	2080	261	925	1203	2391	437	891	780
	43%	43%	39%	39%	40%	43%	44% b	34%	40%	43%	26%	38% a	56% abd	43% ab	48% b	42%	44%
TOTAL NEITHER/ DON'T KNOW	1892	1571	168	92	61	1892	1609	284	288	1604	422	887	574	1892	273	727	562
	34%	33%	36%	35%	38% a	34%	33%	41% a	37%	33%	42% bcd	36% cd	27%	34% c	30%	34%	32%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5572	1239	2847	1372	5572	1961	3220	3441	1859
Effective Weighted Sample	4505	1014	2315	1084	4505	1557	2631	2739	1560
Total	5591	1278	2888	1311	5591	1873	3339	3271	2084
Strongly disagree	616	178	275	147	616	218	369	439	153
	11%	14% bd	10%	11%	11%	12%	11%	13% b	7%
Slightly disagree	691	150	395	136	691	230	418	459	214
	12%	12%	14% c	10%	12%	12%	13%	14% b	10%
Neither agree nor disagree	1810	327	931	508	1810	610	1067	1171	547
	32%	26%	32% a	39% abd	32% a	33%	32%	36% b	26%
Slightly agree	1373	248	785	319	1373	458	828	754	568
	25%	19%	27% ad	24% a	25% a	24%	25%	23%	27% a
Strongly agree	1018	361	463	182	1018	334	611	398	578
	18%	28% bcd	16%	14%	18% bc	18%	18%	12%	28% a
Don't know	83	15	38	19	83	23	46	51	25
	1%	1%	1%	1%	1%	1%	1%	2%	1%
SUMMARY CODES									
TOTAL DISAGREE	1307	328	670	283	1307	448	787	898	366
	23%	26% c	23%	22%	23%	24%	24%	27% b	18%
TOTAL AGREE	2391	609	1248	501	2391	791	1439	1152	1146
	43%	48% bcd	43% c	38%	43% c	42%	43%	35%	55% a
TOTAL NEITHER/ DON'T KNOW	1892	342	970	527	1892	633	1113	1221	572
	34%	27%	34% a	40% abd	34% a	34%	33%	37% b	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.

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? (AMENDED AT WAVE 2) (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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5980	821	1076	1134	994	933	1022	5980	2789	3148	1702	1749	1092	1409	3451	2501	5980
Effective Weighted Sample	4829	683	875	930	809	752	805	4829	2251	2544	1379	1429	916	1121	2807	2000	4829
Total	5978	741	1149	1054	1078	964	992	5978	2847	3092	1704	1826	1252	1169	3529	2421	5978
Follow friends	3789	487	778	701	697	552	575	3789	1656	2103	1105	1186	807	676	2292	1483	3789
	63%	66%	68%	66%	65%	57%	58%	63%	58%	68%	65%	65%	64%	58%	65%	61%	63%
		ef	efg	ef	ef			ef		a	df	df	d		df		d
Find people that are like me/ that share my interests	2395	392	590	480	441	292	201	2395	1191	1180	742	720	511	406	1462	917	2395
	40%	53%	51%	45%	41%	30%	20%	40%	42%	38%	44%	39%	41%	35%	41%	38%	40%
		cdefg	cdefg	efg	ef	f		ef	b		bdfg	d	d		df		d
Follow companies or brands that I like	2348	347	598	527	435	269	172	2348	1053	1276	751	757	464	362	1507	826	2348
	39%	47%	52%	50%	40%	28%	17%	39%	37%	41%	44%	41%	37%	31%	43%	34%	39%
		defg	adefg	defg	ef	f		ef		a	cdfg	cdf	d		cdfg		df
Follow celebrities or influencers	2097	417	641	462	327	169	81	2097	875	1205	633	653	434	366	1286	800	2097
	35%	56%	56%	44%	30%	18%	8%	35%	31%	39%	37%	36%	35%	31%	36%	33%	35%
		cdefg	cdefg	defg	ef	f		def		a	df	d			df		d
Support causes or organisations by sharing or commenting on posts	1384	178	352	296	228	175	156	1384	593	775	496	404	256	220	900	476	1384
	23%	24%	31%	28%	21%	18%	16%	23%	21%	25%	29%	22%	20%	19%	26%	20%	23%
		ef	adefg	defg	f			ef		a	bcdefg	d			bcdfg		df
Discuss/ debate things with people I know/ I have met in person	1279	164	292	253	247	170	153	1279	730	537	449	377	263	184	826	447	1279
	21%	22%	25%	24%	23%	18%	15%	21%	26%	17%	26%	21%	21%	16%	23%	18%	21%
		ef	efg	ef	ef			ef	b		bcdefg	d	d		bdfg		df
Discuss/ debate things with people I don't know/ I have not met in person	1108	133	296	234	212	136	97	1108	639	461	397	314	209	179	711	388	1108
	19%	18%	26%	22%	20%	14%	10%	19%	22%	15%	23%	17%	17%	15%	20%	16%	19%
		ef	adefg	aefg	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

All interviewing conducted using an online panel. Any break column with 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? (AMENDED AT WAVE 2) (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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5980	821	1076	1134	994	933	1022	5980	2789	3148	1702	1749	1092	1409	3451	2501	5980
Effective Weighted Sample	4829	683	875	930	809	752	805	4829	2251	2544	1379	1429	916	1121	2807	2000	4829
Total	5978	741	1149	1054	1078	964	992	5978	2847	3092	1704	1826	1252	1169	3529	2421	5978
Follow journalists or particular news outlets	1087	135	280	232	200	115	125	1087	592	487	401	348	197	138	749	336	1087
	18%	18%	24%	22%	19%	12%	13%	18%	21%	16%	24%	19%	16%	12%	21%	14%	18%
		ef	adefg	efg	ef			ef	b		bcdfg	cdf	d		cdfg		df
Sign petitions	1061	107	190	219	183	160	202	1061	417	630	310	335	221	186	645	407	1061
	18%	14%	17%	21%	17%	17%	20%	18%	15%	20%	18%	18%	18%	16%	18%	17%	18%
				abdeg			ab	a		a							
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	892	89	215	225	174	107	81	892	443	441	348	261	160	121	609	281	892
	15%	12%	19%	21%	16%	11%	8%	15%	16%	14%	20%	14%	13%	10%	17%	12%	15%
		f	aefg	adefg	aef			aef			bcdefg	df			bcdfg		df
Share news or information (ADDED AT WAVE 2)	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
	12%	9%	14%	14%	14%	12%	11%	12%	13%	12%	14%	13%	10%	12%	13%	11%	12%
			a	af	af			a			cf				cf		
ANY OF THESE	5238	702	1098	973	940	772	754	5238	2474	2731	1537	1593	1124	962	3130	2086	5238
	88%	95%	96%	92%	87%	80%	76%	88%	87%	88%	90%	87%	90%	82%	89%	86%	88%
		cdefg	cdefg	defg	ef	f		ef			bdfg	d	df		df	d	d
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	5215	701	1096	970	935	766	747	5215	2462	2720	1530	1591	1119	954	3121	2073	5215
	87%	95%	95%	92%	87%	79%	75%	87%	86%	88%	90%	87%	89%	82%	88%	86%	87%
		cdefg	cdefg	defg	ef	f		ef			bdfg	d	df		df	d	d
None of these	638	19	41	64	124	182	208	638	332	304	152	206	107	172	357	279	638
	11%	3%	4%	6%	11%	19%	21%	11%	12%	10%	9%	11%	9%	15%	10%	12%	11%
				ab	abc	abcdg	abcdg	abc	b			ac		abcefg		ac	

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? (AMENDED AT WAVE 2) (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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5980	821	1076	1134	994	933	1022	5980	2789	3148	1702	1749	1092	1409	3451	2501	5980
Effective Weighted Sample	4829	683	875	930	809	752	805	4829	2251	2544	1379	1429	916	1121	2807	2000	4829
Total	5978	741	1149	1054	1078	964	992	5978	2847	3092	1704	1826	1252	1169	3529	2421	5978
Don't know	102	20	10	17	14	10	31	102	41	57	15	27	20	35	42	55	102
	2%	3%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
		be					bdeg							abceg		ae	a
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4626	607	997	862	830	673	656	4626	2125	2470	1368	1413	974	850	2781	1824	4626
	77%	82%	87%	82%	77%	70%	66%	77%	75%	80%	80%	77%	78%	73%	79%	75%	77%
		defg	acdefg	defg	ef			ef		a	dfg	d	d		df		d
ANY SUPPORTING CAUSES/ PETITIONS	1864	230	434	390	302	251	257	1864	809	1036	621	553	367	311	1174	679	1864
	31%	31%	38%	37%	28%	26%	26%	31%	28%	34%	36%	30%	29%	27%	33%	28%	31%
		ef	adefg	adefg				ef		a	bcdefg	d			bcdf		df
ANY DISCUSSING/ DEBATING	1808	239	458	362	321	233	194	1808	1024	768	630	522	364	283	1152	646	1808
	30%	32%	40%	34%	30%	24%	20%	30%	36%	25%	37%	29%	29%	24%	33%	27%	30%
		ef	acdefg	defg	ef	f		ef	b		bcdefg	d	d		bcdfg		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.

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? (AMENDED AT WAVE 2) (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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5980	4191	596	591	602	5980	5195	785	854	5126	1148	2692	2114	5980	984	2318	1835
Effective Weighted Sample	4829	3759	511	559	544	4829	4206	623	683	4146	923	2155	1731	4829	775	1881	1495
Total	5978	5020	507	281	170	5978	5224	754	839	5139	1139	2643	2174	5978	952	2329	1876
Follow friends	3789	3168	333	177	111	3789	3338	451	509	3280	525	1609	1653	3789	597	1464	1258
	63%	63%	66%	63%	66%	63%	64% b	60%	61%	64%	46%	61% a	76% abd	63% ab	63%	63%	67% ab
Find people that are like me/ that share my interests	2395	2009	201	118	66	2395	2143	252	287	2107	238	922	1231	2395	403	892	792
	40%	40%	40%	42%	39%	40%	41% b	33%	34%	41% a	21%	35% a	57% abd	40% ab	42%	38%	42% b
Follow companies or brands that I like	2348	1936	223	120	69	2348	2110	238	290	2058	169	944	1235	2348	360	854	852
	39%	39%	44% ae	43%	40%	39%	40% b	32%	35%	40% a	15%	36% a	57% abd	39% ab	38%	37%	45% ab
Follow celebrities or influencers	2097	1787	161	86	63	2097	1907	190	298	1799	189	846	1062	2097	390	723	678
	35%	36% c	32%	30%	37% c	35% c	36% b	25%	36%	35%	17%	32% a	49% abd	35% ab	41% bc	31%	36% b
Support causes or organisations by sharing or commenting on posts	1384	1161	113	67	43	1384	1245	139	157	1227	86	454	844	1384	230	532	473
	23%	23%	22%	24%	25%	23%	24% b	18%	19%	24% a	8%	17% a	39% abd	23% ab	24%	23%	25%
Discuss/ debate things with people I know/ I have met in person	1279	1084	113	53	29	1279	1134	145	116	1163	107	428	744	1279	191	505	444
	21%	22% d	22% d	19%	17%	21% d	22%	19%	14%	23% a	9%	16% a	34% abd	21% ab	20%	22%	24%

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.

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? (AMENDED AT WAVE 2) (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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5980	4191	596	591	602	5980	5195	785	854	5126	1148	2692	2114	5980	984	2318	1835
Effective Weighted Sample	4829	3759	511	559	544	4829	4206	623	683	4146	923	2155	1731	4829	775	1881	1495
Total	5978	5020	507	281	170	5978	5224	754	839	5139	1139	2643	2174	5978	952	2329	1876
Discuss/ debate things with people I don't know/ I have not met in person	1108	922	103	53	30	1108	1000	107	119	989	67	378	662	1108	202	425	371
	19%	18%	20%	19%	18%	19%	19% b	14%	14%	19% a	6%	14% a	30% abd	19% ab	21%	18%	20%
Follow journalists or particular news outlets	1087	906	102	46	33	1087	985	102	89	998	58	359	670	1087	166	397	427
	18%	18%	20%	17%	19%	18%	19% b	14%	11%	19% a	5%	14% a	31% abd	18% ab	17%	17%	23% ab
Sign petitions	1061	879	96	52	34	1061	929	131	121	939	93	349	619	1061	159	449	325
	18%	18%	19%	18%	20%	18%	18%	17%	14%	18% a	8%	13% a	28% abd	18% ab	17%	19%	17%
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	892	749	74	43	25	892	799	93	89	803	42	255	595	892	144	316	358
	15%	15%	15%	15%	15%	15%	15%	12%	11%	16% a	4%	10% a	27% abd	15% ab	15%	14%	19% ab
Share news or information (ADDED AT WAVE 2)	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
	12%	12%	14%	14% d	10%	12%	13%	11%	7%	13% a	5%	9% a	20% abd	12% ab	13%	12%	14%
ANY OF THESE	5238	4401	445	243	149	5238	4619	618	729	4509	849	2286	2095	5238	854	2040	1663
	88%	88%	88%	86%	88%	88%	88% b	82%	87%	88%	75%	87% a	96% abd	88% a	90%	88%	89%

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.

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? (AMENDED AT WAVE 2) (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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5980	4191	596	591	602	5980	5195	785	854	5126	1148	2692	2114	5980	984	2318	1835
Effective Weighted Sample	4829	3759	511	559	544	4829	4206	623	683	4146	923	2155	1731	4829	775	1881	1495
Total	5978	5020	507	281	170	5978	5224	754	839	5139	1139	2643	2174	5978	952	2329	1876
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	5215	4386	441	240	148	5215	4605	610	725	4490	844	2271	2092	5215	852	2031	1657
	87%	87%	87%	86%	87%	87%	88% b	81%	86%	87%	74%	86% a	96% abd	87% a	89%	87%	88%
None of these	638	533	55	32	19	638	518	120	86	552	230	322	74	638	83	257	198
	11%	11%	11%	12%	11%	11%	10%	16% a	10%	11%	20% bcd	12% c	3%	11% c	9%	11%	11%
Don't know	102	86	7	6	3	102	87	15	24	78	60	35	5	102	15	32	14
	2%	2%	1%	2%	2%	2%	2%	2%	3% b	2%	5% bcd	1% c	*%	2% c	2%	1%	1%
SUMMARY																	
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4626	3886	397	211	131	4626	4091	534	619	4007	672	2006	1944	4626	742	1798	1505
	77%	77%	78%	75%	77%	77%	78% b	71%	74%	78% a	59%	76% a	89% abd	77% a	78%	77%	80% b
ANY SUPPORTING CAUSES/ PETITIONS	1864	1567	152	89	56	1864	1668	196	208	1655	152	642	1069	1864	298	745	612
	31%	31%	30%	32%	33%	31%	32% b	26%	25%	32% a	13%	24% a	49% abd	31% ab	31%	32%	33%
ANY DISCUSSING/ DEBATING	1808	1527	157	79	45	1808	1621	187	180	1627	155	653	999	1808	310	698	604
	30%	30%	31%	28%	26%	30%	31% b	25%	22%	32% a	14%	25% a	46% abd	30% ab	33%	30%	32%

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.

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? (AMENDED AT WAVE 2) (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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5980	1337	3064	1460	5980	2076	3480	3775	1911
Effective Weighted Sample	4829	1090	2488	1155	4829	1647	2839	3003	1604
Total	5978	1372	3100	1388	5978	1974	3595	3576	2146
Follow friends	3789 63%	873 64%	2007 65%	862 62%	3789 63%	1245 63%	2342 65%	2222 62%	1447 67% a
Find people that are like me/ that share my interests	2395 40%	565 41%	1234 40%	569 41%	2395 40%	843 43% b	1412 39%	1289 36%	1016 47% a
Follow companies or brands that I like	2348 39%	565 41% c	1267 41% c	488 35%	2348 39% c	733 37%	1480 41% a	1209 34%	1065 50% a
Follow celebrities or influencers	2097 35%	502 37%	1076 35%	481 35%	2097 35%	680 34%	1269 35%	1055 29%	969 45% a
Support causes or organisations by sharing or commenting on posts	1384 23%	334 24%	693 22%	342 25%	1384 23%	486 25%	826 23%	711 20%	632 29% a
Discuss/ debate things with people I know/ I have met in person	1279 21%	315 23% c	672 22%	272 20%	1279 21%	418 21%	795 22%	652 18%	587 27% 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.

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? (AMENDED AT WAVE 2) (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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5980	1337	3064	1460	5980	2076	3480	3775	1911
Effective Weighted Sample	4829	1090	2488	1155	4829	1647	2839	3003	1604
Total	5978	1372	3100	1388	5978	1974	3595	3576	2146
Discuss/ debate things with people I don't know/ I have not met in person	1108 19%	262 19%	574 19%	259 19%	1108 19%	399 20%	651 18%	559 16%	515 24% a
Follow journalists or particular news outlets	1087 18%	287 21% bcd	551 18%	242 17%	1087 18%	342 17%	691 19%	568 16%	486 23% a
Sign petitions	1061 18%	217 16%	547 18%	285 21% abd	1061 18%	426 22% b	590 16%	623 17%	401 19%
Contact companies or organisations for customer service queries/ to ask a question/ make a complaint	892 15%	231 17%	451 15%	200 14%	892 15%	285 14%	568 16%	431 12%	438 20% a
Share news or information (ADDED AT WAVE 2)	737 12%	194 14% c	377 12%	158 11%	737 12%	240 12%	464 13%	408 11%	307 14% a
ANY OF THESE	5238 88%	1199 87%	2751 89%	1209 87%	5238 88%	1773 90% b	3146 88%	3025 85%	2010 94% 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.

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? (AMENDED AT WAVE 2) (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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5980	1337	3064	1460	5980	2076	3480	3775	1911
Effective Weighted Sample	4829	1090	2488	1155	4829	1647	2839	3003	1604
Total	5978	1372	3100	1388	5978	1974	3595	3576	2146
ANY OF THESE FOR COMPARISON WITH WAVE 1 - REMOVING CODE - SHARE NEWS OR INFORMATION	5215	1196	2738	1201	5215	1766	3131	3007	2006
	87%	87%	88%	87%	87%	90% b	87%	84%	93% a
None of these	638	149	321	149	638	177	415	495	114
	11%	11%	10%	11%	11%	9%	12% a	14% b	5%
Don't know	102	24	28	30	102	24	33	56	22
	2%	2% b	1%	2% b	2% b	1%	1%	2%	1%
SUMMARY									
ANY FOLLOWING FRIENDS/ INFLUENCERS/ NEWS/ COMPANIES	4626	1058	2445	1060	4626	1523	2835	2672	1795
	77%	77%	79%	76%	77%	77%	79%	75%	84% a
ANY SUPPORTING CAUSES/ PETITIONS	1864	444	954	444	1864	674	1098	988	814
	31%	32%	31%	32%	31%	34% b	31%	28%	38% a
ANY DISCUSSING/ DEBATING	1808	434	951	400	1808	627	1085	918	830
	30%	32%	31%	29%	30%	32%	30%	26%	39% 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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
YouTube	5043	682	1052	955	928	774	651	5043	2552	2453	1466	1530	1075	949	2996	2024	5043
	82%	92%	92%	90%	84%	76%	58%	82%	87%	77%	83%	82%	84%	77%	82%	81%	82%
		defg	defg	defg	efg	f		ef	b		d	d	d		d	d	d
Facebook	4606	436	918	909	874	729	739	4606	2076	2512	1314	1365	997	910	2678	1908	4606
	74%	59%	80%	86%	79%	72%	66%	74%	70%	79%	74%	73%	78%	74%	74%	76%	74%
			aefg	abdefg	aefg	af	a	af		a			abeg			e	
Instagram	3649	678	997	778	605	350	241	3649	1622	1998	1120	1117	771	619	2238	1390	3649
	59%	91%	87%	73%	55%	35%	22%	59%	55%	62%	63%	60%	60%	51%	61%	55%	59%
		bcdefg	cdefg	defg	ef	f		def		a	dfg	df	df		dfg	d	df
TikTok	2891	650	884	604	430	242	81	2891	1314	1550	859	844	651	517	1703	1169	2891
	47%	88%	77%	57%	39%	24%	7%	47%	45%	48%	48%	45%	51%	42%	47%	47%	47%
		bcdefg	cdefg	defg	ef	f		def		a	d		bdefg		d	d	d
Snapchat	1919	609	672	337	196	80	24	1919	873	1030	585	563	435	318	1148	753	1919
	31%	82%	59%	32%	18%	8%	2%	31%	30%	32%	33%	30%	34%	26%	32%	30%	31%
		bcdefg	cdefg	def	ef	f		def		a	d	d	df		d	d	d
X/Twitter	1832	294	476	380	330	216	136	1832	1040	780	624	609	332	255	1233	587	1832
	30%	40%	41%	36%	30%	21%	12%	30%	35%	24%	35%	33%	26%	21%	34%	23%	30%
		defg	cdefg	defg	ef	f		ef	b		cdfg	cdfg	d		cdfg		cdf
LinkedIn	1329	132	318	307	259	195	120	1329	738	583	599	457	166	102	1056	268	1329
	21%	18%	28%	29%	24%	19%	11%	21%	25%	18%	34%	24%	13%	8%	29%	11%	21%
		f	aefg	adefg	aef	f		af	b		bcdefg	cdfg	d		bcdfg	d	cdf
Pinterest	1301	299	292	238	195	162	115	1301	396	886	446	408	241	195	854	435	1301
	21%	40%	25%	22%	18%	16%	10%	21%	13%	28%	25%	22%	19%	16%	23%	17%	21%
		bcdefg	defg	def	f	f		def		a	bcdfg	df			cdfg		df
Reddit	880	193	278	189	129	66	24	880	519	345	280	307	183	101	587	284	880
	14%	26%	24%	18%	12%	7%	2%	14%	18%	11%	16%	16%	14%	8%	16%	11%	14%
		cdefg	cdefg	defg	ef	f		ef	b		df	dfg	df		dfg	d	df
Twitch	777	253	293	139	64	23	6	777	534	228	273	217	177	103	490	281	777
	13%	34%	25%	13%	6%	2%	1%	13%	18%	7%	15%	12%	14%	8%	13%	11%	13%
		bcdefg	cdefg	def	ef	f		def	b		bdfg	d	df		df	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Threads	439	74	142	108	58	38	20	439	209	226	178	137	67	55	315	122	439
	7%	10%	12%	10%	5%	4%	2%	7%	7%	7%	10%	7%	5%	5%	9%	5%	7%
		defg	defg	defg	f	f		ef			bcdfg	cdf			cdfg		cdf
Vimeo	268	30	66	81	60	22	9	268	177	86	134	68	43	23	201	66	268
	4%	4%	6%	8%	5%	2%	1%	4%	6%	3%	8%	4%	3%	2%	6%	3%	4%
		ef	ef	aefg	ef	f		ef	b		bcdefg	d	d		bcdfg		df
Tumblr	238	44	91	53	31	10	10	238	113	116	105	56	34	43	160	77	238
	4%	6%	8%	5%	3%	1%	1%	4%	4%	4%	6%	3%	3%	3%	4%	3%	4%
		defg	cdefg	def	ef			ef			bcdefg				bcf		
Dailymotion	232	39	69	56	46	17	5	232	144	86	103	58	42	30	160	72	232
	4%	5%	6%	5%	4%	2%	*%	4%	5%	3%	6%	3%	3%	2%	4%	3%	4%
		ef	efg	efg	ef	f		ef	b		bcdefg				bdf		d
BeReal	226	124	57	24	15	4	2	226	83	139	86	81	36	22	167	58	226
	4%	17%	5%	2%	1%	*%	*%	4%	3%	4%	5%	4%	3%	2%	5%	2%	4%
		bcdefg	cdef	ef	ef			cdef		a	cdfg	cdf			cdfg		df
Goodreads	177	37	56	35	28	11	10	177	55	115	61	70	21	25	130	46	177
	3%	5%	5%	3%	3%	1%	1%	3%	2%	4%	3%	4%	2%	2%	4%	2%	3%
		defg	defg	ef	ef			ef		a	cdf	cdf			cdf		cf
OnlyFans	176	36	64	50	15	5	5	176	127	48	76	44	31	25	120	56	176
	3%	5%	6%	5%	1%	1%	*%	3%	4%	1%	4%	2%	2%	2%	3%	2%	3%
		defg	defg	defg	f			def	b		bcdfg				df		
YouNow	102	10	38	31	18	4	2	102	65	37	64	14	18	6	78	24	102
	2%	1%	3%	3%	2%	*%	*%	2%	2%	1%	4%	1%	1%	*%	2%	1%	2%
		ef	adefg	aefg	ef			ef	b		bcdefg		d		bdf		bdf
Yubo	101	35	37	19	8	1	1	101	54	45	47	18	17	17	65	34	101
	2%	5%	3%	2%	1%	*%	*%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
		cdefg	cdefg	def	ef			def			bcdfg				b		
BitChute	88	9	29	24	19	6	*	88	62	25	50	10	17	10	61	27	88
	1%	1%	3%	2%	2%	1%	*%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		f	efg	efg	ef	f		ef	b		bcdefg		b		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Letterboxd	88	31	29	14	12	-	2	88	47	36	34	29	12	13	63	25	88
	1%	4%	3%	1%	1%	-%	*%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
		cdefg	defg	ef	ef			ef			f				f		
ANY OF THESE	5956	740	1149	1054	1076	964	973	5956	2835	3083	1696	1815	1250	1167	3511	2416	5956
	96%	100%	100%	99%	98%	95%	87%	96%	96%	96%	95%	97%	97%	95%	96%	96%	96%
		defg	cdefg	defg	efg	f		f				ad	ad				
NONE OF THESE	229	1	*	9	24	49	145	229	112	116	80	52	36	58	132	94	229
	4%	*%	*%	1%	2%	5%	13%	4%	4%	4%	5%	3%	3%	5%	4%	4%	4%
				b	abc	abcd	abcdeg	abcd			bc			bc			

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
YouTube	5043	4232	433	232	146	5043	4446	597	645	4398	739	2241	2052	5043	825	1945	1596
	82%	81%	83%	80%	84% c	82%	82% b	76%	76%	82% a	59%	83% a	94% abd	82% a	85% b	80%	82%
Facebook	4606	3862	385	224	134	4606	4020	586	650	3955	829	1957	1806	4606	756	1816	1470
	74%	74%	74%	77%	78%	74%	75%	74%	76%	74%	66%	72% a	83% abd	74% a	78% b	75%	76%
Instagram	3649	3083	294	166	107	3649	3282	367	535	3113	484	1493	1666	3649	653	1272	1178
	59%	59%	57%	57%	62%	59%	61% b	46%	63% b	58%	38%	55% a	77% abd	59% ab	68% bc	52%	61% b
TikTok	2891	2452	226	127	86	2891	2651	240	473	2418	376	1182	1330	2891	598	971	856
	47%	47%	43%	44%	50% bc	47%	49% b	30%	56% b	45%	30%	44% a	61% abd	47% ab	62% bc	40%	44% b
Snapchat	1919	1613	156	86	66	1919	1771	148	311	1608	240	755	919	1919	437	619	533
	31%	31%	30%	29%	38% abce	31%	33% b	19%	37% b	30%	19%	28% a	42% abd	31% ab	45% bc	25%	27%
X/Twitter	1832	1524	168	87	53	1832	1673	159	152	1681	124	689	1018	1832	277	654	693
	30%	29%	32%	30%	31%	30%	31% b	20%	18%	32% a	10%	25% a	47% abd	30% ab	29%	27%	36% ab
LinkedIn	1329	1135	101	60	32	1329	1188	141	88	1241	85	434	810	1329	158	419	614
	21%	22%	20%	21%	19%	21%	22% b	18%	10%	23% a	7%	16% a	37% abd	21% ab	16%	17%	32% ab
Pinterest	1301	1086	115	61	38	1301	1133	168	136	1166	131	447	721	1301	216	415	453
	21%	21%	22%	21%	22%	21%	21%	21%	16%	22% a	10%	16% a	33% abd	21% ab	22% b	17%	23% b
Reddit	880	728	82	41	29	880	808	72	48	832	54	252	575	880	150	310	310
	14%	14%	16%	14%	17%	14%	15% b	9%	6%	16% a	4%	9% a	26% abd	14% ab	16%	13%	16% b
Twitch	777	660	60	35	22	777	738	39	59	718	75	267	436	777	161	254	245
	13%	13%	12%	12%	13%	13%	14% b	5%	7%	13% a	6%	10% a	20% abd	13% ab	17% bc	10%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Threads	439	373	35	20	11	439	406	33	32	406	33	131	275	439	76	153	159
	7%	7%	7%	7%	6%	7%	8%	4%	4%	8%	3%	5%	13%	7%	8%	6%	8%
							b			a		a	abd	ab			b
Vimeo	268	237	13	8	9	268	247	21	14	254	13	59	196	268	39	101	101
	4%	5%	3%	3%	5%	4%	5%	3%	2%	5%	1%	2%	9%	4%	4%	4%	5%
		b			bc		b			a		a	abd	ab			
Tumblr	238	211	15	6	6	238	226	12	11	228	19	51	169	238	47	88	77
	4%	4%	3%	2%	4%	4%	4%	2%	1%	4%	1%	2%	8%	4%	5%	4%	4%
		c				c	b			a			abd	ab			
Dailymotion	232	208	12	4	8	232	223	10	16	217	11	62	160	232	42	97	73
	4%	4%	2%	1%	5%	4%	4%	1%	2%	4%	1%	2%	7%	4%	4%	4%	4%
		c			bc	c	b			a		a	abd	ab			
BeReal	226	195	14	8	9	226	210	17	26	200	24	90	113	226	52	55	59
	4%	4%	3%	3%	5%	4%	4%	2%	3%	4%	2%	3%	5%	4%	5%	2%	3%
					bc		b					a	abd	a	bc		
Goodreads	177	139	18	13	7	177	159	17	15	162	8	47	122	177	29	56	64
	3%	3%	3%	4%	4%	3%	3%	2%	2%	3%	1%	2%	6%	3%	3%	2%	3%
				ae								a	abd	ab			
OnlyFans	176	155	10	6	5	176	166	10	16	159	24	50	102	176	40	59	57
	3%	3%	2%	2%	3%	3%	3%	1%	2%	3%	2%	2%	5%	3%	4%	2%	3%
							b						abd	b	b		
YouNow	102	93	4	3	3	102	96	6	8	94	5	35	62	102	24	33	38
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	*%	1%	3%	2%	3%	1%	2%
												a	abd	a	b		
Yubo	101	93	2	3	2	101	97	4	15	85	18	34	48	101	27	38	20
	2%	2%	*%	1%	1%	2%	2%	*%	2%	2%	1%	1%	2%	2%	3%	2%	1%
		b				b	b						b		bc		
BitChute	88	83	1	3	2	88	84	4	6	82	7	26	55	88	17	39	26
	1%	2%	*%	1%	1%	1%	2%	*%	1%	2%	1%	1%	3%	1%	2%	2%	1%
		b				b	b						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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Letterboxd	88	76	4	5	3	88	85	3	7	81	2	22	62	88	14	24	34
	1%	1%	1%	2%	2%	1%	2%	*%	1%	2%	*%	1%	3%	1%	1%	1%	2%
							b					a	abd	ab			b
ANY OF THESE	5956	5000	507	279	169	5956	5207	749	835	5121	1127	2632	2174	5956	952	2320	1866
	96%	96%	98%	96%	98%	96%	97%	95%	98%	96%	89%	97%	100%	96%	99%	95%	96%
							b		b			a	abd	a	bc		
NONE OF THESE	229	202	12	11	4	229	187	42	17	212	135	76	3	229	14	116	71
	4%	4%	2%	4%	2%	4%	3%	5%	2%	4%	11%	3%	*%	4%	1%	5%	4%
								a		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 USED TO WATCH OR UPLOAD VIDEOS OR CLIPS, TO WATCH OR SHARE LIVE STREAM VIDEOS, FOR SOCIAL MEDIA

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
YouTube	5043	1162	2618	1162	5043	1662	3043	2878	1942
	82%	81%	81%	82%	82%	81%	82%	76%	90% a
Facebook	4606	1029	2391	1107	4606	1548	2783	2606	1832
	74%	72%	74%	78% abd	74%	76%	75%	69%	85% a
Instagram	3649	872	1859	839	3649	1214	2145	1842	1630
	59%	61%	58%	59%	59%	59%	58%	49%	75% a
TikTok	2891	714	1431	675	2891	1034	1611	1324	1409
	47%	50% b	44%	48%	47%	51% b	43%	35%	65% a
Snapchat	1919	537	907	422	1919	745	989	854	953
	31%	38% bcd	28%	30%	31% b	36% b	27%	23%	44% a
X/Twitter	1832	455	952	397	1832	563	1154	998	769
	30%	32% c	30%	28%	30%	28%	31% a	26%	36% a
LinkedIn	1329	343	695	275	1329	369	883	675	624
	21%	24% c	22%	19%	21%	18%	24% a	18%	29% a
Pinterest	1301	328	651	287	1301	479	724	672	560
	21%	23%	20%	20%	21%	23% b	19%	18%	26% a
Reddit	880	232	436	191	880	346	476	456	391
	14%	16% b	14%	13%	14%	17% b	13%	12%	18% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Twitch	777	248	373	144	777	303	400	372	352
	13%	17% bcd	12%	10%	13% c	15% b	11%	10%	16% a
Threads	439	130	211	88	439	169	242	189	232
	7%	9% bcd	7%	6%	7%	8% b	7%	5%	11% a
Vimeo	268	84	136	44	268	88	156	93	161
	4%	6% bcd	4%	3%	4%	4%	4%	2%	7% a
Tumblr	238	74	110	53	238	105	119	106	119
	4%	5% bd	3%	4%	4%	5% b	3%	3%	6% a
Dailymotion	232	71	102	56	232	85	128	103	117
	4%	5% b	3%	4%	4%	4%	3%	3%	5% a
BeReal	226	66	111	41	226	98	101	125	83
	4%	5% c	3%	3%	4%	5% b	3%	3%	4%
Goodreads	177	43	84	38	177	72	89	88	81
	3%	3%	3%	3%	3%	4% b	2%	2%	4% a
OnlyFans	176	63	84	26	176	81	67	66	97
	3%	4% bcd	3%	2%	3% c	4% b	2%	2%	5% a
YouNow	102	38	54	9	102	50	41	25	69
	2%	3% bcd	2% c	1%	2% c	2% b	1%	1%	3% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yubo	101	36	46	15	101	55	32	27	62
	2%	3% bcd	1%	1%	2%	3% b	1%	1%	3% a
BitChute	88	26	40	20	88	37	39	25	58
	1%	2%	1%	1%	1%	2% b	1%	1%	3% a
Letterboxd	88	28	45	12	88	40	39	48	33
	1%	2% c	1%	1%	1%	2% b	1%	1%	2%
ANY OF THESE	5956	1360	3095	1385	5956	1968	3580	3558	2144
	96%	95%	96%	98% abd	96%	96%	96%	94%	99% a
NONE OF THESE	229	70	123	32	229	76	144	210	15
	4%	5% c	4% c	2%	4% c	4%	4%	6% b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	23	1	6	5	10	1	-	23	16	7	10	8	3	1	18	4	23
	*%	*%	*%	*%	1%	*%	-%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
			f	f	efg						df						
USE MORE THAN ONE PROFILE	7	1	2	1	2	2	-	7	6	2	3	-	3	1	3	4	7
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	58	6	22	19	8	3	*	58	41	17	37	2	11	8	39	19	58
	1%	1%	2%	2%	1%	*%	*%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
		f	defg	efg	f			f	b		bcdefg		b	b	b	b	b
DON'T USE THIS APP/ SITE	6097	733	1120	1038	1080	1008	1118	6097	2884	3173	1726	1857	1269	1215	3582	2484	6097
	99%	99%	97%	98%	98%	99%	100%	99%	98%	99%	97%	99%	99%	99%	98%	99%	99%
						bcdg	abcdeg	bc		a		aceg	a	ae	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	23	22	-	1	-	23	20	3	-	23	2	5	15	23	7	5	8
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	1% b	*%	1% b	*%	*%
USE MORE THAN ONE PROFILE	7	7	-	-	*	7	7	-	1	7	2	-	6	7	-	4	3
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*% b	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	58	54	1	2	1	58	57	1	5	53	2	21	34	58	10	29	14
	1%	1% b	*%	1%	1%	1%	1% b	*%	1%	1%	*%	1% a	2% abd	1% a	1%	1%	1%
DON'T USE THIS APP/ SITE	6097	5120	518	287	171	6097	5310	787	846	5251	1255	2681	2122	6097	949	2397	1912
	99%	98%	100% ae	99%	99%	99%	98%	100% a	99%	98%	99% cd	99% c	97%	99% c	98%	98%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	23	5	11	7	23	8	12	7	13
	*%	*%	*%	*%	*%	*%	*%	*%	1% a
USE MORE THAN ONE PROFILE	7	1	4	2	7	4	3	2	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	58	20	25	11	58	24	24	15	40
	1%	1%	1%	1%	1%	1%	1%	*%	2% a
DON'T USE THIS APP/ SITE	6097	1404	3178	1396	6097	2008	3684	3743	2101
	99%	98%	99%	99%	99%	98%	99% a	99% b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	37	12	12	3	6	3	*	37	22	15	18	12	5	2	30	7	37
	1%	2%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
		cefg	cf		f			f			df				df		
USE MORE THAN ONE PROFILE	5	*	2	1	2	-	*	5	1	5	5	-	-	*	5	*	5
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
											bf						
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	-	-	2	2	-	1	-	-	1	1	1	2
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%
		g															
USE BUT DON'T HAVE A PROFILE	188	25	55	52	38	14	4	188	120	66	79	46	37	27	124	64	188
	3%	3%	5%	5%	3%	1%	*%	3%	4%	2%	4%	2%	3%	2%	3%	3%	3%
		ef	efg	efg	ef	f		ef	b		bdfg				d		
DON'T USE THIS APP/ SITE	5953	702	1080	1007	1054	996	1113	5953	2803	3113	1673	1810	1244	1195	3483	2439	5953
	96%	95%	94%	95%	96%	98%	100%	96%	95%	97%	94%	97%	97%	98%	96%	97%	96%
						abcdg	abcdeg	bc		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	37	30	3	1	3	37	35	2	-	37	*	8	29	37	11	11	13
	1%	1%	1%	*%	2% ace	1%	1%	*%	-%	1% a	*%	*%	1% abd	1% a	1%	*%	1%
USE MORE THAN ONE PROFILE	5	4	-	*	1	5	5	-	-	5	-	*	5	5	-	2	2
	*%	*%	-%	*%	*% ae	*%	*%	-%	-%	*%	-%	*%	*% b	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	1	1	-	2	2	-	-	2	-	1	-
	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	188	172	9	3	5	188	181	7	16	173	9	54	126	188	31	83	58
	3%	3% c	2%	1%	3% c	3% c	3% b	1%	2%	3% a	1%	2% a	6% abd	3% ab	3%	3%	3%
DON'T USE THIS APP/ SITE	5953	4994	507	287	165	5953	5171	781	836	5117	1251	2646	2017	5953	924	2338	1864
	96%	96%	98% d	99% ade	95%	96%	96%	99% a	98% b	96%	99% bcd	98% cd	93%	96% c	96%	96%	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	37	12	16	8	37	10	24	12	24
	1%	1%	1%	1%	1%	*%	1%	*%	1%
									a
USE MORE THAN ONE PROFILE	5	2	3	*	5	2	2	*	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%
									a
DON'T KNOW HOW MANY PROFILES	2	-	1	1	2	2	-	-	1
	*%	-%	*%	*%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	188	57	82	47	188	71	102	91	88
	3%	4%	3%	3%	3%	3%	3%	2%	4%
		b							a
DON'T USE THIS APP/ SITE	5953	1359	3116	1360	5953	1959	3595	3664	2042
	96%	95%	97%	96%	96%	96%	97%	97%	95%
			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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	3686	286	674	725	744	630	627	3686	1612	2062	1011	1116	813	734	2127	1547	3686
	60%	39%	59%	68%	68%	62%	56%	60%	55%	64%	57%	60%	63%	60%	58%	62%	60%
			a	abefg	abefg	af	a	af		a			aeg			ae	
USE MORE THAN ONE PROFILE	382	55	113	91	62	40	22	382	175	205	127	108	70	76	235	146	382
	6%	7%	10%	9%	6%	4%	2%	6%	6%	6%	7%	6%	5%	6%	6%	6%	6%
		ef	defg	defg	f	f		ef									
DON'T KNOW HOW MANY PROFILES	20	-	2	1	7	3	7	20	10	9	4	4	8	3	8	12	20
	*%	-%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
					a		a						e				
USE BUT DON'T HAVE A PROFILE	517	95	130	92	62	56	83	517	279	235	172	137	106	98	309	203	517
	8%	13%	11%	9%	6%	6%	7%	8%	9%	7%	10%	7%	8%	8%	8%	8%	8%
		cdefg	defg	de				de	b		b						
DON'T USE THIS APP/ SITE	1579	306	231	154	226	284	380	1579	871	687	462	503	289	314	965	603	1579
	26%	41%	20%	14%	21%	28%	34%	26%	30%	21%	26%	27%	22%	26%	26%	24%	26%
		bcdefg	c		c	bcd	bcdeg	bcd	b		c	c			cf		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	3686	3068	319	193	107	3686	3208	478	522	3164	622	1586	1467	3686	577	1449	1247
	60%	59%	61%	66% ae	62%	60%	59%	60%	61%	59%	49%	59% a	67% abd	60% a	60%	59%	64% ab
USE MORE THAN ONE PROFILE	382	328	30	13	11	382	341	41	47	335	53	136	192	382	93	138	99
	6%	6%	6%	4%	6%	6%	6%	5%	6%	6%	4%	5%	9% abd	6% a	10% bc	6%	5%
DON'T KNOW HOW MANY PROFILES	20	17	-	1	1	20	17	3	9	10	7	11	2	20	5	7	2
	*%	*%	-%	*%	1%	*%	*%	*%	1% b	*%	1% c	*% c	*%	*%	*% c	*%	*%
USE BUT DON'T HAVE A PROFILE	517	449	36	17	16	517	454	64	72	446	146	224	144	517	81	223	123
	8%	9% c	7%	6%	9% c	8% c	8%	8%	8%	8%	12% bcd	8%	7%	8% c	8%	9% c	6%
DON'T USE THIS APP/ SITE	1579	1340	134	67	39	1579	1374	205	201	1378	433	750	371	1579	210	619	467
	26%	26%	26%	23%	22%	26%	25%	26%	24%	26%	34% bcd	28% c	17%	26% c	22%	25% a	24%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	3686	796	1920	924	3686	1203	2294	2155	1432
	60%	56%	60% a	65% abd	60% a	59%	62%	57%	66% a
USE MORE THAN ONE PROFILE	382	91	199	84	382	140	206	166	189
	6%	6%	6%	6%	6%	7%	6%	4%	9% a
DON'T KNOW HOW MANY PROFILES	20	-	11	8	20	11	5	8	9
	*%	-%	*% a	1% a	*%	1% b	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	517	143	261	92	517	195	279	278	202
	8%	10% c	8%	6%	8% c	10% b	7%	7%	9% a
DON'T USE THIS APP/ SITE	1579	401	826	310	1579	496	941	1162	327
	26%	28% c	26% c	22%	26% c	24%	25%	31% b	15%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	2459	339	679	549	476	255	162	2459	1126	1319	758	738	531	419	1496	950	2459
	40%	46%	59%	52%	43%	25%	14%	40%	38%	41%	43%	40%	41%	34%	41%	38%	40%
		efg	acdefg	adefg	ef	f		ef		a	dfg	d	d		df	d	d
USE MORE THAN ONE PROFILE	588	237	183	102	36	25	6	588	198	378	184	209	110	80	392	190	588
	10%	32%	16%	10%	3%	2%	1%	10%	7%	12%	10%	11%	9%	7%	11%	8%	10%
		bcdefg	cdefg	def	f	f		def		a	df	cdf			cdf		df
DON'T KNOW HOW MANY PROFILES	10	2	1	3	2	-	1	10	4	6	2	5	2	2	6	4	10
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	101	133	124	91	71	72	592	294	295	177	166	128	118	343	246	592
	10%	14%	12%	12%	8%	7%	6%	10%	10%	9%	10%	9%	10%	10%	9%	10%	10%
		defg	def	defg				ef									
DON'T USE THIS APP/ SITE	2536	63	153	285	495	663	878	2536	1324	1200	656	750	515	606	1405	1121	2536
	41%	9%	13%	27%	45%	65%	78%	41%	45%	38%	37%	40%	40%	49%	39%	45%	41%
			a	ab	abcg	abcdg	abcdeg	abc	b					abcefg		abceg	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	2459	2079	194	113	73	2459	2215	244	369	2090	275	993	1189	2459	407	864	858
	40%	40%	37%	39%	42%	40%	41% b	31%	43% b	39%	22%	37% a	55% abd	40% ab	42% b	35%	44% b
USE MORE THAN ONE PROFILE	588	501	47	24	16	588	537	51	78	510	60	239	289	588	113	200	169
	10%	10%	9%	8%	9%	10%	10% b	6%	9%	10%	5%	9% a	13% abd	10% a	12% bc	8%	9%
DON'T KNOW HOW MANY PROFILES	10	8	-	2	-	10	9	2	1	9	1	5	4	10	3	1	1
	*%	*%	-%	1% abde	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	495	52	27	17	592	522	70	87	504	148	256	184	592	130	207	150
	10%	10%	10%	9%	10%	10%	10%	9%	10%	9%	12% bcd	9%	8%	10%	13% bc	8%	8%
DON'T USE THIS APP/ SITE	2536	2120	225	124	66	2536	2112	424	316	2220	778	1215	511	2536	313	1163	759
	41%	41%	43%	43%	38%	41%	39%	54% a	37%	42% a	62% bcd	45% cd	23%	41% c	32%	48% ac	39% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	2459	586	1247	593	2459	752	1541	1240	1129
	40%	41%	39%	42%	40%	37%	41% a	33%	52% a
USE MORE THAN ONE PROFILE	588	142	315	113	588	234	299	323	239
	10%	10%	10%	8%	10%	11% b	8%	9%	11% a
DON'T KNOW HOW MANY PROFILES	10	1	3	5	10	5	2	2	5
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	144	294	129	592	223	303	277	258
	10%	10%	9%	9%	10%	11% b	8%	7%	12% a
DON'T USE THIS APP/ SITE	2536	558	1359	577	2536	831	1578	1926	529
	41%	39%	42%	41%	41%	41%	42%	51% b	25%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	1043	98	240	244	204	163	94	1043	587	450	474	381	110	77	855	187	1043
	17%	13%	21%	23%	19%	16%	8%	17%	20%	14%	27%	20%	9%	6%	23%	7%	17%
		f	aefg	adefg	af	f		af	b		bcdefg	cdfg	d		bcdfg		cdf
USE MORE THAN ONE PROFILE	39	7	12	8	7	2	4	39	13	25	18	9	5	5	27	11	39
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	1%
		e	e								f						
DON'T KNOW HOW MANY PROFILES	6	1	1	2	-	-	2	6	4	2	4	1	-	1	5	1	6
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	26	65	53	48	30	19	241	135	106	104	65	51	19	169	70	241
	4%	3%	6%	5%	4%	3%	2%	4%	5%	3%	6%	4%	4%	2%	5%	3%	4%
		f	aefg	ef	f			f	b		bcdfg	d	d		df	d	df
DON'T USE THIS APP/ SITE	4856	610	832	756	841	819	999	4856	2208	2616	1176	1411	1120	1123	2587	2243	4856
	79%	82%	72%	71%	76%	81%	89%	79%	75%	82%	66%	76%	87%	92%	71%	89%	79%
		bcdg			c	bcd	abcdeg	bc		a		ae	abeg	abcefg	a	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	1043	890	79	50	23	1043	933	110	65	978	60	317	666	1043	106	323	511
	17%	17% d	15%	17%	14%	17% d	17% b	14%	8%	18% a	5%	12% a	31% abd	17% ab	11%	13%	26% ab
USE MORE THAN ONE PROFILE	39	35	2	1	1	39	37	2	1	38	2	10	27	39	8	10	17
	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1% abd	1%	1%	*%	1%
DON'T KNOW HOW MANY PROFILES	6	5	-	-	*	6	2	4	2	3	-	5	1	6	-	4	*
	*%	*%	-%	-%	*%	*%	*%	*% a	*%	*%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	205	20	8	8	241	216	25	20	221	23	102	116	241	45	81	85
	4%	4%	4%	3%	4%	4%	4%	3%	2%	4% a	2%	4% a	5% abd	4% a	5%	3%	4%
DON'T USE THIS APP/ SITE	4856	4067	418	231	141	4856	4206	650	763	4093	1177	2274	1367	4856	808	2016	1324
	79%	78%	80%	79%	81%	79%	78%	82% a	90% b	77%	93% bcd	84% cd	63%	79% c	84% c	83% c	68%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	1043	268	554	216	1043	273	721	545	476
	17%	19% c	17%	15%	17%	13%	19% a	14%	22% a
USE MORE THAN ONE PROFILE	39	10	19	7	39	18	17	16	21
	1%	1%	1%	1%	1%	1%	*%	*%	1% a
DON'T KNOW HOW MANY PROFILES	6	-	4	1	6	3	2	2	3
	*%	-%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	65	118	51	241	75	143	111	123
	4%	5%	4%	4%	4%	4%	4%	3%	6% a
DON'T USE THIS APP/ SITE	4856	1087	2523	1141	4856	1676	2840	3093	1536
	79%	76%	78%	81% a	79%	82% b	76%	82% b	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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	62	14	19	20	7	-	2	62	46	16	26	17	13	7	42	19	62
	1%	2%	2%	2%	1%	-%	*%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%
		defg	ef	defg	e			ef	b		d						
USE MORE THAN ONE PROFILE	5	1	4	-	-	-	-	5	2	3	2	1	2	*	3	2	5
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
			g														
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	-	-	2	2	-	-	1	-	1	1	1	2
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%
		g															
USE BUT DON'T HAVE A PROFILE	107	19	41	30	8	5	3	107	77	29	48	25	17	16	74	33	107
	2%	3%	4%	3%	1%	1%	*%	2%	3%	1%	3%	1%	1%	1%	2%	1%	2%
		def	defg	defg				def	b		bcdfg						
DON'T USE THIS APP/ SITE	6009	705	1085	1012	1085	1008	1113	6009	2820	3151	1700	1823	1255	1200	3523	2455	6009
	97%	95%	94%	95%	99%	99%	100%	97%	96%	99%	96%	98%	98%	98%	97%	98%	97%
					abcg	abcg	abcdg	abc		a		a	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	62	53	4	3	2	62	57	5	3	59	6	14	41	62	17	19	20
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	2% abd	1% b	2% b	1%	1%
USE MORE THAN ONE PROFILE	5	4	-	-	*	5	5	-	2	3	-	3	2	5	*	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	2	-	-	2	2	-	-	2	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*% b	-%	-%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	107	96	6	3	2	107	102	5	12	95	15	32	59	107	22	38	34
	2%	2%	1%	1%	1%	2%	2% b	1%	1%	2%	1%	1%	3% abd	2%	2%	2%	2%
DON'T USE THIS APP/ SITE	6009	5047	509	285	168	6009	5228	781	835	5174	1238	2658	2075	6009	926	2376	1881
	97%	97%	98%	98%	97%	97%	97%	99% a	98%	97%	98% c	98% cd	95%	97% c	96%	98% a	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	62	21	31	10	62	28	24	26	33
	1%	1%	1%	1%	1%	1%	1%	1%	2%
						b			a
USE MORE THAN ONE PROFILE	5	*	2	3	5	2	3	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	-	-	1	2	1	1	1	1
	*%	-%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	107	42	51	12	107	51	39	36	62
	2%	3%	2%	1%	2%	2%	1%	1%	3%
		bcd			c	b			a
DON'T USE THIS APP/ SITE	6009	1367	3134	1391	6009	1963	3656	3702	2062
	97%	96%	97%	98%	97%	96%	98%	98%	95%
			a	ad	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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	761	202	167	134	114	88	56	761	206	542	246	257	149	104	503	253	761
	12%	27%	15%	13%	10%	9%	5%	12%	7%	17%	14%	14%	12%	9%	14%	10%	12%
		bcdefg	def	ef	f	f		ef		a	df	df	d		df		df
USE MORE THAN ONE PROFILE	56	20	12	9	7	8	*	56	20	36	24	18	5	8	42	12	56
	1%	3%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
		bcdefg	f	f	f	f		f			cf				cf		
DON'T KNOW HOW MANY PROFILES	18	2	4	2	4	4	1	18	5	13	9	8	-	2	16	2	18
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
											cf	f			cf		
USE BUT DON'T HAVE A PROFILE	466	75	108	93	71	62	57	466	166	294	167	126	87	81	293	168	466
	8%	10%	9%	9%	6%	6%	5%	8%	6%	9%	9%	7%	7%	7%	8%	7%	8%
		defg	def	ef				f		a	bcdfg						
DON'T USE THIS APP/ SITE	4884	443	857	825	905	851	1003	4884	2550	2313	1330	1459	1045	1030	2789	2076	4884
	79%	60%	75%	78%	82%	84%	90%	79%	87%	72%	75%	78%	81%	84%	77%	83%	79%
			a	a	abcg	abcg	abcdeg	ab	b			a	ae	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	761	627	77	37	20	761	665	97	76	685	69	253	440	761	108	236	291
	12%	12%	15%	13%	12%	12%	12%	12%	9%	13% a	5%	9% a	20% abd	12% ab	11%	10%	15% ab
USE MORE THAN ONE PROFILE	56	50	1	3	2	56	47	9	2	54	3	17	37	56	16	18	15
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	2% abd	1% a	2% b	1%	1%
DON'T KNOW HOW MANY PROFILES	18	17	-	1	-	18	13	5	-	18	3	8	7	18	1	9	6
	*%	*%	-%	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	466	392	37	20	17	466	409	57	57	409	57	169	237	466	91	152	141
	8%	8%	7%	7%	10%	8%	8%	7%	7%	8%	5%	6%	11% abd	8% a	9% b	6%	7%
DON'T USE THIS APP/ SITE	4884	4117	404	229	135	4884	4261	623	716	4168	1131	2261	1456	4884	750	2020	1484
	79%	79%	78%	79%	78%	79%	79%	79%	84% b	78%	90% bcd	84% cd	67%	79% c	78%	83% ac	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	761	197	380	169	761	287	422	390	338
	12%	14%	12%	12%	12%	14% b	11%	10%	16% a
USE MORE THAN ONE PROFILE	56	12	29	12	56	30	24	30	22
	1%	1%	1%	1%	1%	1% b	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	18	-	10	7	18	9	7	8	8
	*%	-%	*%	*% a	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	466	119	232	99	466	152	271	244	192
	8%	8%	7%	7%	8%	7%	7%	6%	9% a
DON'T USE THIS APP/ SITE	4884	1102	2567	1129	4884	1566	2999	3096	1599
	79%	77%	80%	80%	79%	77%	81% a	82% b	74%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	460	109	155	97	71	23	5	460	276	173	133	170	101	53	303	154	460
	7%	15%	13%	9%	6%	2%	*%	7%	9%	5%	8%	9%	8%	4%	8%	6%	7%
		cdefg	cdefg	def	ef	f		ef	b		d	dfg	d		df	d	df
USE MORE THAN ONE PROFILE	46	17	20	5	4	-	1	46	28	18	17	15	8	6	32	14	46
	1%	2%	2%	*%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cdefg	cdefg					ef									
DON'T KNOW HOW MANY PROFILES	5	2	-	-	-	2	2	5	2	3	1	4	-	-	5	-	5
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
												f					
USE BUT DON'T HAVE A PROFILE	369	66	103	87	55	41	17	369	213	151	129	118	74	42	247	116	369
	6%	9%	9%	8%	5%	4%	2%	6%	7%	5%	7%	6%	6%	3%	7%	5%	6%
		defg	defg	defg	f	f		ef	b		df	df	d		df		df
DON'T USE THIS APP/ SITE	5305	548	871	873	971	947	1095	5305	2428	2854	1496	1560	1103	1123	3056	2227	5305
	86%	74%	76%	82%	88%	93%	98%	86%	82%	89%	84%	84%	86%	92%	84%	89%	86%
				ab	abc	abcdg	abcdeg	abc		a				abcefg		abceg	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	460	364	54	27	15	460	418	42	21	438	21	117	322	460	71	173	160
	7%	7%	10% ae	9%	9%	7%	8% b	5%	2%	8% a	2%	4% a	15% abd	7% ab	7%	7%	8%
USE MORE THAN ONE PROFILE	46	38	4	1	2	46	43	3	1	45	5	9	32	46	13	12	9
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1% a	*%	*%	1% abd	1% b	1% bc	*%	*%
DON'T KNOW HOW MANY PROFILES	5	5	-	1	-	5	4	1	-	5	-	3	3	5	-	1	2
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	369	321	24	12	12	369	343	26	26	343	28	123	218	369	67	124	139
	6%	6% c	5%	4%	7% c	6%	6% b	3%	3%	6% a	2%	5% a	10% abd	6% ab	7%	5%	7% b
DON'T USE THIS APP/ SITE	5305	4475	437	250	144	5305	4586	719	803	4502	1208	2456	1602	5305	816	2125	1627
	86%	86%	84%	86%	83%	86%	85%	91% a	94% b	84%	96% bcd	91% cd	74%	86% c	84%	87% c	84%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	460	120	233	101	460	187	244	250	196
	7%	8%	7%	7%	7%	9%	7%	7%	9%
						b			a
USE MORE THAN ONE PROFILE	46	11	18	16	46	30	15	25	20
	1%	1%	1%	1%	1%	1%	*%	1%	1%
				b		b			
DON'T KNOW HOW MANY PROFILES	5	2	2	2	5	2	4	5	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%
USE BUT DON'T HAVE A PROFILE	369	100	183	72	369	127	214	176	175
	6%	7%	6%	5%	6%	6%	6%	5%	8%
									a
DON'T USE THIS APP/ SITE	5305	1198	2781	1226	5305	1699	3247	3311	1768
	86%	84%	86%	87%	86%	83%	87%	88%	82%
			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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	1349	438	483	225	139	52	12	1349	582	754	401	405	307	222	806	528	1349
	22%	59%	42%	21%	13%	5%	1%	22%	20%	24%	23%	22%	24%	18%	22%	21%	22%
		bcdefg	cdefg	def	ef	f		def		a	d	d	d		d	d	d
USE MORE THAN ONE PROFILE	142	73	49	12	3	4	1	142	65	75	53	28	31	29	81	60	142
	2%	10%	4%	1%	*%	*%	*%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		bcdefg	cdefg	df				cdef			b						
DON'T KNOW HOW MANY PROFILES	10	3	2	2	3	1	-	10	3	8	1	3	3	3	4	6	10
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	419	95	138	98	51	24	11	419	223	194	130	127	94	66	257	160	419
	7%	13%	12%	9%	5%	2%	1%	7%	8%	6%	7%	7%	7%	5%	7%	6%	7%
		cdefg	defg	defg	ef	f		def	b		d				d		
DON'T USE THIS APP/ SITE	4266	133	477	726	904	933	1094	4266	2074	2168	1191	1304	851	906	2495	1758	4266
	69%	18%	41%	68%	82%	92%	98%	69%	70%	68%	67%	70%	66%	74%	68%	70%	69%
			a	ab	abcg	abcdg	abcdeg	ab	b					abcefg		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	1349	1130	111	61	46	1349	1235	114	214	1135	136	514	695	1349	280	455	380
	22%	22%	21%	21%	27% abce	22%	23% b	14%	25% b	21%	11%	19% a	32% abd	22% ab	29% bc	19%	20%
USE MORE THAN ONE PROFILE	142	121	9	8	4	142	132	9	17	124	29	62	51	142	45	34	36
	2%	2%	2%	3%	2%	2%	2% b	1%	2%	2%	2%	2%	2%	2%	5% bc	1%	2%
DON'T KNOW HOW MANY PROFILES	10	9	1	-	*	10	8	2	4	6	2	8	1	10	4	3	-
	*%	*%	*%	-%	*%	*%	*%	*%	*% b	*%	*%	*%	*%	*%	*% c	*%	-%
USE BUT DON'T HAVE A PROFILE	419	352	35	17	15	419	397	22	76	343	74	172	172	419	108	128	117
	7%	7%	7%	6%	9%	7%	7% b	3%	9% b	6%	6%	6%	8% a	7%	11% bc	5%	6%
DON'T USE THIS APP/ SITE	4266	3590	363	205	107	4266	3623	643	540	3725	1021	1953	1258	4266	529	1816	1405
	69%	69% d	70% d	71% d	62%	69% d	67%	81% a	63%	70% a	81% bcd	72% cd	58%	69% c	55%	75% a	73% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	1349	367	657	298	1349	512	720	627	655
	22%	26% bcd	20%	21%	22%	25% b	19%	17%	30% a
USE MORE THAN ONE PROFILE	142	44	60	31	142	72	54	54	76
	2%	3% b	2%	2%	2%	4% b	1%	1%	4% a
DON'T KNOW HOW MANY PROFILES	10	2	4	2	10	4	2	4	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	419	124	187	90	419	157	214	169	217
	7%	9% bcd	6%	6%	7%	8% b	6%	4%	10% a
DON'T USE THIS APP/ SITE	4266	894	2311	995	4266	1299	2734	2913	1207
	69%	62%	72% ad	70% a	69% a	64%	73% a	77% b	56%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	1758	363	595	390	272	112	27	1758	787	952	499	533	404	312	1033	716	1758
	28%	49%	52%	37%	25%	11%	2%	28%	27%	30%	28%	29%	31%	25%	28%	29%	28%
		cdefg	cdefg	defg	ef	f		def		a			d				d
USE MORE THAN ONE PROFILE	328	167	98	41	15	4	4	328	120	204	110	102	67	40	212	107	328
	5%	22%	9%	4%	1%	*%	*%	5%	4%	6%	6%	5%	5%	3%	6%	4%	5%
		bcdefg	cdefg	def	ef			def		a	df	d	d		df		d
DON'T KNOW HOW MANY PROFILES	13	6	-	-	3	4	-	13	4	8	3	4	-	7	6	7	13
	*%	1%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
		bcfg				cf								ceg			
USE BUT DON'T HAVE A PROFILE	792	115	192	173	140	122	50	792	403	386	247	205	180	158	452	338	792
	13%	16%	17%	16%	13%	12%	4%	13%	14%	12%	14%	11%	14%	13%	12%	13%	13%
		fg	defg	defg	f	f		f			b		b			b	
DON'T USE THIS APP/ SITE	3294	91	265	459	670	772	1037	3294	1633	1648	917	1024	635	707	1941	1342	3294
	53%	12%	23%	43%	61%	76%	93%	53%	55%	52%	52%	55%	49%	58%	53%	53%	53%
			a	ab	abcg	abcdg	abcdeg	abc	b			c		acefg	c	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	1758	1484	139	80	55	1758	1599	159	291	1467	173	700	882	1758	342	614	534
	28%	29%	27%	28%	32%	28%	30% b	20%	34% b	28%	14%	26% a	41% abd	28% ab	35% bc	25%	28%
USE MORE THAN ONE PROFILE	328	283	25	12	8	328	314	14	51	277	54	132	141	328	83	88	86
	5%	5%	5%	4%	5%	5%	6% b	2%	6%	5%	4%	5%	6% ab	5%	9% bc	4%	4%
DON'T KNOW HOW MANY PROFILES	13	13	1	-	-	13	10	4	4	10	5	4	4	13	3	3	1
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	792	673	62	35	23	792	729	63	127	665	144	345	302	792	171	266	235
	13%	13%	12%	12%	13%	13%	14% b	8%	15%	12%	11%	13%	14%	13%	18% bc	11%	12%
DON'T USE THIS APP/ SITE	3294	2751	293	163	87	3294	2743	551	379	2915	886	1525	847	3294	368	1464	1081
	53%	53%	57% d	56% d	50%	53%	51%	70% a	44%	55% a	70% bcd	56% cd	39%	53% c	38%	60% ac	56% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	1758	417	889	421	1758	592	1046	803	879
	28%	29%	28%	30%	28%	29%	28%	21%	41% a
USE MORE THAN ONE PROFILE	328	104	151	59	328	149	141	152	148
	5%	7% bcd	5%	4%	5%	7% b	4%	4%	7% a
DON'T KNOW HOW MANY PROFILES	13	1	3	4	13	3	1	8	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	792	192	388	191	792	290	423	362	380
	13%	13%	12%	13%	13%	14% b	11%	10%	18% a
DON'T USE THIS APP/ SITE	3294	716	1787	741	3294	1011	2112	2443	750
	53%	50%	56% a	52%	53%	49%	57% a	65% b	35%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	118	28	44	20	19	4	3	118	51	64	43	37	19	19	80	39	118
	2%	4%	4%	2%	2%	*%	*%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		cdefg	cdefg	ef	ef			ef									
USE MORE THAN ONE PROFILE	16	3	9	3	1	-	-	16	7	5	7	5	3	1	12	4	16
	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
			efg														
DON'T KNOW HOW MANY PROFILES	3	2	*	1	-	-	-	3	1	2	2	-	-	1	2	1	3
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	101	12	37	30	10	6	7	101	54	45	53	13	12	22	67	34	101
	2%	2%	3%	3%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%	2%
			adefg	defg				ef			bcdefg			b	b		b
DON'T USE THIS APP/ SITE	5947	697	1059	1010	1069	1003	1108	5947	2833	3083	1671	1812	1252	1182	3483	2434	5947
	96%	94%	92%	95%	97%	99%	99%	96%	96%	96%	94%	97%	97%	97%	96%	97%	96%
				b	abc	abcdg	abcdg	ab				ae	ae	a	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	118	106	6	3	3	118	110	8	3	115	5	23	90	118	25	38	41
	2%	2%	1%	1%	2%	2%	2%	1%	*%	2% a	*%	1%	4% abd	2% ab	3%	2%	2%
USE MORE THAN ONE PROFILE	16	12	3	1	*	16	15	1	2	14	2	4	9	16	4	6	5
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	1	1	*	-	3	3	-	1	2	-	1	1	3	-	2	-
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	101	92	5	1	3	101	98	4	5	96	12	22	67	101	18	41	31
	2%	2% c	1%	*%	2% c	2% c	2% b	*%	1%	2% a	1%	1%	3% abd	2% b	2%	2%	2%
DON'T USE THIS APP/ SITE	5947	4992	504	285	167	5947	5168	778	841	5106	1243	2656	2008	5947	919	2347	1861
	96%	96%	97%	98% ae	96%	96%	96%	98% a	99% b	96%	99% cd	98% cd	92%	96% c	95%	96%	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	118	30	58	29	118	51	61	66	48
	2%	2%	2%	2%	2%	2% b	2%	2%	2%
USE MORE THAN ONE PROFILE	16	4	8	4	16	10	5	7	9
	*%	*%	*%	*%	*%	1% b	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	3	2	-	1	3	2	1	*	2
	*%	*%	-%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	101	38	44	20	101	42	52	33	60
	2%	3% bcd	1%	1%	2%	2%	1%	1%	3% a
DON'T USE THIS APP/ SITE	5947	1357	3108	1363	5947	1940	3604	3662	2040
	96%	95%	97% a	96%	96% a	95%	97% a	97% b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	360	129	121	64	38	8	*	360	244	106	119	106	82	52	225	134	360
	6%	17%	11%	6%	3%	1%	*%	6%	8%	3%	7%	6%	6%	4%	6%	5%	6%
		bcdefg	cdefg	def	ef	f		def	b		d		d		d		d
USE MORE THAN ONE PROFILE	35	13	17	5	1	-	-	35	28	7	15	8	10	2	23	12	35
	1%	2%	1%	*%	*%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		cdefg	cdefg	f				ef	b		d		d				
DON'T KNOW HOW MANY PROFILES	5	3	-	1	-	1	-	5	3	2	1	1	1	2	2	3	5
	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		g															
USE BUT DON'T HAVE A PROFILE	377	108	155	69	25	14	6	377	258	113	138	102	84	47	240	131	377
	6%	15%	14%	7%	2%	1%	1%	6%	9%	4%	8%	5%	7%	4%	7%	5%	6%
		cdefg	cdefg	def	f			def	b		bdfg		d		df		d
DON'T USE THIS APP/ SITE	5408	489	856	923	1036	991	1112	5408	2413	2971	1503	1650	1109	1121	3153	2230	5408
	87%	66%	75%	87%	94%	98%	99%	87%	82%	93%	85%	88%	86%	92%	87%	89%	87%
			a	ab	abcg	abcdg	abcdeg	ab		a		a		abcefg		ace	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	360	302	28	19	11	360	340	20	18	342	25	111	224	360	76	113	119
	6%	6%	5%	6%	6%	6%	6%	3%	2%	6%	2%	4%	10%	6%	8%	5%	6%
							b			a		a	abd	ab	b		b
USE MORE THAN ONE PROFILE	35	30	2	2	1	35	33	2	1	34	4	14	17	35	6	16	11
	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%
DON'T KNOW HOW MANY PROFILES	5	5	-	-	-	5	4	1	1	4	1	1	3	5	-	2	-
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	377	323	30	14	10	377	361	16	39	338	45	141	192	377	80	123	115
	6%	6%	6%	5%	6%	6%	7%	2%	5%	6%	4%	5%	9%	6%	8%	5%	6%
							b					a	abd	a	bc		
DON'T USE THIS APP/ SITE	5408	4542	459	256	151	5408	4656	752	792	4615	1187	2440	1741	5408	805	2181	1692
	87%	87%	88%	88%	87%	87%	86%	95%	93%	87%	94%	90%	80%	87%	83%	90%	87%
								a	b		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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	360	116	161	78	360	139	192	195	143
	6%	8%	5%	6%	6%	7%	5%	5%	7%
		bcd				b			a
USE MORE THAN ONE PROFILE	35	15	17	3	35	16	17	15	18
	1%	1%	1%	*%	1%	1%	*%	*%	1%
		c							a
DON'T KNOW HOW MANY PROFILES	5	2	2	1	5	2	2	2	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	377	115	193	61	377	146	189	160	189
	6%	8%	6%	4%	6%	7%	5%	4%	9%
		bcd	c		c	b			a
DON'T USE THIS APP/ SITE	5408	1182	2845	1273	5408	1742	3323	3396	1808
	87%	83%	88%	90%	87%	85%	89%	90%	84%
			a	ad	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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	1330	179	338	288	261	168	97	1330	744	577	445	448	244	183	893	427	1330
	22%	24%	29%	27%	24%	17%	9%	22%	25%	18%	25%	24%	19%	15%	25%	17%	22%
		ef	adefg	efg	ef	f		ef	b		cdfg	cdfg	d		cdfg		df
USE MORE THAN ONE PROFILE	151	49	48	24	14	11	4	151	79	70	59	49	24	18	108	42	151
	2%	7%	4%	2%	1%	1%	*%	2%	3%	2%	3%	3%	2%	1%	3%	2%	2%
		bcdefg	cdefg	f	f			def			cdf	d			df		df
DON'T KNOW HOW MANY PROFILES	4	*	-	-	2	2	-	4	2	2	*	2	2	1	2	2	4
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	347	66	90	69	52	36	35	347	215	130	120	110	62	54	231	115	347
	6%	9%	8%	6%	5%	4%	3%	6%	7%	4%	7%	6%	5%	4%	6%	5%	6%
		defg	defg	ef				ef	b		cdf				df		
DON'T USE THIS APP/ SITE	4353	448	673	682	770	797	982	4353	1906	2418	1152	1258	954	970	2410	1924	4353
	70%	60%	59%	64%	70%	79%	88%	70%	65%	76%	65%	67%	74%	79%	66%	77%	70%
				b	abc	abcdg	abcdeg	abc		a			abeg	abceg		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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	1330	1099	125	70	35	1330	1216	114	106	1224	83	496	750	1330	190	466	527
	22%	21%	24%	24%	20%	22%	23%	14%	12%	23%	7%	18%	34%	22%	20%	19%	27%
							b			a		a	abd	ab			ab
USE MORE THAN ONE PROFILE	151	123	18	5	5	151	134	17	6	145	7	48	96	151	24	47	62
	2%	2%	3%	2%	3%	2%	2%	2%	1%	3%	1%	2%	4%	2%	2%	2%	3%
										a		a	abd	a			b
DON'T KNOW HOW MANY PROFILES	4	4	-	-	*	4	4	-	1	4	1	4	-	4	-	3	-
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	347	297	25	12	13	347	319	28	39	308	33	141	172	347	63	138	103
	6%	6%	5%	4%	7%	6%	6%	4%	5%	6%	3%	5%	8%	6%	6%	6%	5%
					c		b					a	abd	a			
DON'T USE THIS APP/ SITE	4353	3679	351	203	120	4353	3721	632	700	3653	1138	2018	1158	4353	690	1781	1244
	70%	71%	68%	70%	69%	70%	69%	80%	82%	68%	90%	75%	53%	70%	71%	73%	64%
								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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	1330	327	682	307	1330	386	859	728	562
	22%	23%	21%	22%	22%	19%	23% a	19%	26% a
USE MORE THAN ONE PROFILE	151	39	78	30	151	50	91	90	56
	2%	3%	2%	2%	2%	2%	2%	2%	3%
DON'T KNOW HOW MANY PROFILES	4	*	2	2	4	2	2	3	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	347	89	190	57	347	125	202	176	149
	6%	6% c	6% c	4%	6% c	6%	5%	5%	7% a
DON'T USE THIS APP/ SITE	4353	975	2266	1019	4353	1481	2570	2770	1390
	70%	68%	70%	72% a	70%	72% b	69%	74% b	64%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	64	10	15	16	14	5	4	64	40	21	34	17	8	5	51	13	64
	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		f	f	ef	f				b		bcdfg				df		df
USE MORE THAN ONE PROFILE	6	-	1	5	-	-	-	6	4	1	3	1	-	1	5	1	6
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
				fg													
DON'T KNOW HOW MANY PROFILES	1	-	-	1	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	197	19	50	59	46	17	5	197	131	64	96	48	35	18	144	52	197
	3%	3%	4%	6%	4%	2%	*%	3%	4%	2%	5%	3%	3%	1%	4%	2%	3%
		f	ef	aefg	ef	f		ef	b		bcdefg	d	d		bdf		df
DON'T USE THIS APP/ SITE	5917	712	1083	982	1040	991	1109	5917	2769	3112	1642	1800	1243	1201	3442	2445	5917
	96%	96%	94%	92%	95%	98%	99%	96%	94%	97%	92%	96%	97%	98%	94%	97%	96%
		c				abcdg	abcdeg	c		a		ae	ae	abceg	a	aeg	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	64	58	4	1	2	64	59	5	3	62	1	6	57	64	12	22	28
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1% a	*%	*%	3% abd	1% ab	1%	1%	1%
USE MORE THAN ONE PROFILE	6	5	-	1	-	6	6	-	-	6	-	4	2	6	1	1	2
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	1	-	-	1	-	-	1	1	-	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	197	174	10	6	7	197	180	16	11	186	12	49	136	197	26	77	72
	3%	3%	2%	2%	4% b	3%	3%	2%	1%	3% a	1%	2%	6% abd	3% ab	3%	3%	4%
DON'T USE THIS APP/ SITE	5917	4965	506	282	164	5917	5148	769	838	5079	1249	2648	1981	5917	927	2334	1836
	96%	95%	97% ad	97% d	95%	96%	95%	97% a	98% b	95%	99% bcd	98% cd	91%	96% c	96%	96%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	64	19	33	12	64	24	35	24	39
	1%	1%	1%	1%	1%	1%	1%	1%	2%
									a
USE MORE THAN ONE PROFILE	6	1	5	-	6	2	1	-	5
	*%	*%	*%	-%	*%	*%	*%	-%	*%
									a
DON'T KNOW HOW MANY PROFILES	1	-	-	1	1	-	1	-	-
	*%	-%	-%	*%	*%	-%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	197	64	98	31	197	62	119	69	117
	3%	4%	3%	2%	3%	3%	3%	2%	5%
		bcd							a
DON'T USE THIS APP/ SITE	5917	1347	3082	1372	5917	1956	3568	3675	1998
	96%	94%	96%	97%	96%	96%	96%	98%	93%
			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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	23	2	7	3	9	-	2	23	12	11	17	4	2	-	21	2	23
	*%	*%	1%	*%	1%	-%	*%	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%
			e		ef						bcdfg				df		df
USE MORE THAN ONE PROFILE	12	3	4	3	1	-	*	12	7	5	7	2	3	-	9	3	12
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
											d						
USE BUT DON'T HAVE A PROFILE	67	5	26	24	8	4	1	67	45	22	40	8	13	6	48	19	67
	1%	1%	2%	2%	1%	*%	*%	1%	2%	1%	2%	*%	1%	*%	1%	1%	1%
		f	adefg	adefg	f			f	b		bcdefg				bd		b
DON'T USE THIS APP/ SITE	6083	732	1112	1032	1082	1010	1116	6083	2882	3161	1712	1853	1268	1219	3565	2487	6083
	98%	99%	97%	97%	98%	100%	100%	98%	98%	99%	96%	99%	99%	100%	98%	99%	98%
		bc			b	abcdg	abcdg	bc		a		aeg	a	aceg	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	23	22	-	1	*	23	20	3	-	23	-	1	22	23	3	9	9
	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	1% abd	*% b	*%	*%	*%
USE MORE THAN ONE PROFILE	12	11	-	-	1	12	12	-	4	8	-	6	6	12	5	4	2
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1% c	*%	*%
USE BUT DON'T HAVE A PROFILE	67	60	4	2	2	67	64	3	4	63	5	28	34	67	16	19	27
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	2% a	1% a	2% b	1%	1%
DON'T USE THIS APP/ SITE	6083	5110	515	288	170	6083	5298	785	844	5239	1257	2672	2115	6083	942	2403	1899
	98%	98%	99%	99%	98%	98%	98%	99%	99%	98%	100% bcd	99% c	97%	98% c	97%	99% a	98%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	23	12	9	2	23	12	9	5	17
	*%	1%	*%	*%	*%	1%	*%	*%	1%
		bcd							a
USE MORE THAN ONE PROFILE	12	3	6	3	12	3	6	4	8
	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	67	23	38	4	67	35	26	16	44
	1%	2%	1%	*%	1%	2%	1%	*%	2%
		c	c		c	b			a
DON'T USE THIS APP/ SITE	6083	1392	3164	1408	6083	1994	3682	3742	2091
	98%	97%	98%	99%	98%	98%	99%	99%	97%
			a	abd	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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	2365	404	627	492	451	255	137	2365	1297	1043	650	725	536	442	1375	978	2365
	38%	55%	55%	46%	41%	25%	12%	38%	44%	33%	37%	39%	42%	36%	38%	39%	38%
		cdefg	cdefg	defg	ef	f		ef	b				adeg				
USE MORE THAN ONE PROFILE	282	96	82	48	37	18	2	282	167	110	82	80	70	46	162	116	282
	5%	13%	7%	5%	3%	2%	*%	5%	6%	3%	5%	4%	5%	4%	4%	5%	5%
		bcdefg	cdefg	ef	ef	f		ef	b								
DON'T KNOW HOW MANY PROFILES	21	2	3	5	4	4	2	21	1	18	*	9	1	10	10	11	21
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%
										a		a		aceg		a	a
USE BUT DON'T HAVE A PROFILE	2375	179	341	410	437	498	510	2375	1087	1281	734	716	468	451	1450	919	2375
	38%	24%	30%	39%	40%	49%	46%	38%	37%	40%	41%	38%	36%	37%	40%	37%	38%
			a	ab	ab	abcdg	abcdg	ab		a	cdfg				f		
DON'T USE THIS APP/ SITE	1142	59	97	108	171	239	467	1142	395	746	309	337	211	276	647	487	1142
	18%	8%	8%	10%	16%	24%	42%	18%	13%	23%	17%	18%	16%	23%	18%	19%	18%
					abc	abcdg	abcdeg	abcd		a				abcefg			

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	2365	1993	193	113	66	2365	2133	232	266	2099	280	948	1135	2365	412	888	741
	38%	38%	37%	39%	38%	38%	40% b	29%	31%	39% a	22%	35% a	52% abd	38% ab	43% bc	36%	38%
USE MORE THAN ONE PROFILE	282	236	27	11	9	282	259	23	33	249	38	111	133	282	78	92	56
	5%	5%	5%	4%	5%	5%	5% b	3%	4%	5%	3%	4%	6% abd	5% a	8% bc	4%	3%
DON'T KNOW HOW MANY PROFILES	21	17	2	1	1	21	17	3	4	16	8	11	2	21	8	5	-
	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1% c	*% c	*%	*%	1% bc	*%	-%
USE BUT DON'T HAVE A PROFILE	2375	1986	211	108	70	2375	2036	339	341	2034	414	1171	782	2375	327	960	799
	38%	38%	41%	37%	40%	38%	38%	43% a	40%	38%	33%	43% acd	36%	38% a	34%	39% a	41% a
DON'T USE THIS APP/ SITE	1142	971	86	58	27	1142	949	194	207	935	523	466	125	1142	141	490	341
	18%	19%	17%	20% d	16%	18%	18%	24% a	24% b	18%	41% bcd	17% c	6%	18% c	15%	20% a	18%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	2365	557	1184	584	2365	832	1365	1253	1017
	38%	39%	37%	41% b	38%	41% b	37%	33%	47% a
USE MORE THAN ONE PROFILE	282	67	139	62	282	129	127	147	112
	5%	5%	4%	4%	5%	6% b	3%	4%	5% a
DON'T KNOW HOW MANY PROFILES	21	2	8	8	21	13	5	8	7
	*%	*%	*%	1%	*%	1% b	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	2375	537	1286	508	2375	687	1546	1470	806
	38%	38%	40% c	36%	38%	34%	42% a	39%	37%
DON'T USE THIS APP/ SITE	1142	268	600	254	1142	382	680	890	218
	18%	19%	19%	18%	18%	19%	18%	24% b	10%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	36	14	9	7	6	-	-	36	24	12	14	9	7	5	23	11	36
	1%	2%	1%	1%	1%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		cdefg	ef	ef	ef			ef	b								
USE MORE THAN ONE PROFILE	7	4	2	1	-	-	-	7	3	4	5	1	-	1	6	1	7
	*%	1%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
		defg															
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	56	16	26	11	2	1	1	56	26	30	27	8	10	11	36	21	56
	1%	2%	2%	1%	*%	*%	*%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
		defg	cdefg	def				def			bfg						
DON'T USE THIS APP/ SITE	6084	706	1112	1044	1092	1013	1117	6084	2893	3153	1729	1849	1269	1208	3578	2477	6084
	98%	95%	97%	98%	99%	100%	100%	98%	98%	99%	97%	99%	99%	99%	98%	99%	98%
				ab	abcg	abcdg	abcdg	ab				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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	36	34	1	*	1	36	34	2	4	32	6	15	15	36	9	14	6
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	*%
USE MORE THAN ONE PROFILE	7	7	-	*	-	7	7	-	*	7	-	4	3	7	1	2	3
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	1	-	-	1	1	-	-	1	1	-	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
USE BUT DON'T HAVE A PROFILE	56	51	2	2	1	56	54	2	11	46	11	15	30	56	16	21	11
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1% b	1%	2% c	1%	1%
DON'T USE THIS APP/ SITE	6084	5109	517	288	171	6084	5297	787	836	5248	1244	2673	2129	6084	939	2397	1917
	98%	98%	100% ae	99%	99%	98%	98%	100% a	98%	98%	99%	99% c	98%	98%	97%	98% a	99% 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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	36	9	16	10	36	22	7	12	21
	1%	1%	*%	1%	1%	1%	*%	*%	1%
						b			a
USE MORE THAN ONE PROFILE	7	2	5	-	7	3	1	2	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	1	1	-	-	1
	*%	*%	-%	-%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	56	25	25	5	56	29	23	13	36
	1%	2%	1%	*%	1%	1%	1%	*%	2%
		bcd				b			a
DON'T USE THIS APP/ SITE	6084	1394	3172	1402	6084	1989	3692	3741	2097
	98%	97%	99%	99%	98%	97%	99%	99%	97%
			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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	145	96	30	8	8	2	2	145	41	99	45	64	22	13	109	35	145
	2%	13%	3%	1%	1%	*%	*%	2%	1%	3%	3%	3%	2%	1%	3%	1%	2%
		bcdefg	cdef					cdef		a	df	cdfg			cdf		df
USE MORE THAN ONE PROFILE	5	1	2	1	-	1	-	5	4	1	4	-	-	1	4	1	5
	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	-	-	-	2	-	-	2	-	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	75	27	26	14	6	1	*	75	38	37	35	18	14	8	53	22	75
	1%	4%	2%	1%	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		cdefg	defg	ef	f			ef			bdfg				d		
DON'T USE THIS APP/ SITE	5959	618	1092	1039	1085	1010	1116	5959	2864	3060	1690	1786	1250	1203	3476	2453	5959
	96%	83%	95%	98%	99%	100%	100%	96%	97%	96%	95%	96%	97%	98%	95%	98%	96%
			a	abg	abg	abcdg	abcdg	a	b				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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	145	124	9	5	7	145	134	11	16	129	14	60	71	145	29	30	43
	2%	2%	2%	2%	4% abce	2%	2%	1%	2%	2%	1%	2% a	3% abd	2% a	3% b	1%	2% b
USE MORE THAN ONE PROFILE	5	4	-	1	*	5	5	-	1	4	-	4	2	5	-	1	4
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	2	-	-	-	2	2	-	-	2	-	-	2	2	-	2	-
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	75	65	4	3	2	75	69	6	10	64	10	27	38	75	23	22	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% ab	1%	2% bc	1%	1%
DON'T USE THIS APP/ SITE	5959	5007	505	282	164	5959	5185	774	825	5134	1238	2617	2064	5959	914	2381	1878
	96%	96%	97% d	97% d	95%	96%	96%	98% a	97%	96%	98% bcd	97% c	95%	96% c	95%	98% a	97% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	145	39	69	32	145	64	66	90	42
	2%	3%	2%	2%	2%	3% b	2%	2%	2%
USE MORE THAN ONE PROFILE	5	3	2	-	5	4	1	2	3
	*%	*%	*%	-%	*%	*% b	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	2	-	2	-	2	2	-	-	2
	*%	-%	*%	-%	*%	*%	-%	-%	*%
USE BUT DON'T HAVE A PROFILE	75	24	38	8	75	28	35	33	35
	1%	2% c	1%	1%	1%	1%	1%	1%	2% a
DON'T USE THIS APP/ SITE	5959	1364	3107	1375	5959	1946	3622	3643	2077
	96%	95%	97%	97% a	96%	95%	97% a	97%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	112	31	32	22	14	9	4	112	27	80	28	57	10	17	85	27	112
	2%	4%	3%	2%	1%	1%	*%	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%
		cdefg	defg	f	f			f		a		acdfg			cdf		cf
USE MORE THAN ONE PROFILE	5	1	2	-	2	-	-	5	*	5	5	-	*	-	5	*	5
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
											f						
USE BUT DON'T HAVE A PROFILE	60	5	22	13	12	2	6	60	27	31	28	13	11	8	41	19	60
	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			aefg	e	e			e			bdf						
DON'T USE THIS APP/ SITE	6008	705	1093	1028	1072	1002	1109	6008	2892	3083	1715	1798	1265	1200	3513	2465	6008
	97%	95%	95%	97%	97%	99%	99%	97%	98%	96%	97%	96%	98%	98%	96%	98%	97%
					ab	abcdg	abcdg	ab	b				abeg	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	112	83	15	10	4	112	97	15	7	105	3	28	80	112	16	36	41
	2%	2%	3% a	3% ae	2%	2%	2%	2%	1%	2% a	*%	1% a	4% abd	2% ab	2%	1%	2%
USE MORE THAN ONE PROFILE	5	4	-	-	1	5	5	-	-	5	1	-	4	5	2	2	*
	*%	*%	-%	-%	*% e	*%	*%	-%	-%	*%	*%	-%	*% b	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	60	52	3	3	2	60	58	2	8	52	3	19	38	60	11	18	23
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	2% abd	1% a	1%	1%	1%
DON'T USE THIS APP/ SITE	6008	5063	501	278	166	6008	5235	774	837	5172	1254	2660	2055	6008	937	2379	1873
	97%	97% c	97%	96%	96%	97% c	97%	98%	98%	97%	99% bcd	98% cd	94%	97% c	97%	98%	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	112	23	54	29	112	43	58	66	39
	2%	2%	2%	2%	2%	2%	2%	2%	2%
USE MORE THAN ONE PROFILE	5	*	5	-	5	5	*	-	4
	*%	*%	*%	-%	*%	*%	*%	-%	*%
						b			a
USE BUT DON'T HAVE A PROFILE	60	20	25	9	60	25	30	22	38
	1%	1%	1%	1%	1%	1%	1%	1%	2%
									a
DON'T USE THIS APP/ SITE	6008	1387	3134	1378	6008	1972	3635	3680	2079
	97%	97%	97%	97%	97%	96%	98%	98%	96%
							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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	53	25	15	7	6	-	-	53	23	27	15	25	8	5	40	13	53
	1%	3%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		bcdefg	ef	ef	ef			ef				df			df		
USE MORE THAN ONE PROFILE	3	1	2	-	-	-	-	3	3	-	3	-	-	-	3	-	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	32	5	12	7	6	-	2	32	22	9	16	4	4	8	20	12	32
	1%	1%	1%	1%	1%	-%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%
		e	ef	e	e			e	b		b						
DON'T USE THIS APP/ SITE	6097	710	1120	1049	1088	1013	1117	6097	2899	3163	1742	1838	1274	1212	3580	2486	6097
	99%	96%	97%	99%	99%	100%	100%	99%	98%	99%	98%	98%	99%	99%	98%	99%	99%
				a	ab	abcdg	abcdg	ab								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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	53	45	2	4	2	53	51	2	3	50	-	13	39	53	10	13	20
	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	-%	*% a	2% abd	1% a	1%	1%	1%
USE MORE THAN ONE PROFILE	3	3	-	-	*	3	3	-	-	3	-	1	2	3	-	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
USE BUT DON'T HAVE A PROFILE	32	28	2	1	1	32	31	1	4	28	2	8	21	32	4	10	12
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%	1% abd	1%	*%	*%	1%
DON'T USE THIS APP/ SITE	6097	5127	515	286	170	6097	5310	788	845	5253	1260	2686	2115	6097	952	2412	1903
	99%	99%	99%	98%	98%	99%	98%	100% a	99%	98%	100% bcd	99% cd	97%	99% c	99%	99% c	98%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	53	13	28	11	53	26	24	37	13
	1%	1%	1%	1%	1%	1% b	1%	1%	1%
USE MORE THAN ONE PROFILE	3	2	-	1	3	1	2	-	3
	*%	*%	-%	*%	*%	*%	*%	-%	*% a
USE BUT DON'T HAVE A PROFILE	32	12	17	*	32	13	14	11	17
	1%	1% c	1% c	*%	1% c	1%	*%	*%	1% a
DON'T USE THIS APP/ SITE	6097	1402	3172	1404	6097	2005	3684	3720	2126
	99%	98%	99%	99% a	99%	98%	99% a	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USE ONE PROFILE	286	52	87	73	40	24	11	286	126	159	104	103	44	35	207	78	286
	5%	7%	8%	7%	4%	2%	1%	5%	4%	5%	6%	6%	3%	3%	6%	3%	5%
		defg	defg	defg	f	f		ef			cdf	cdf			cdfg		df
USE MORE THAN ONE PROFILE	14	5	2	5	2	-	*	14	3	10	8	2	3	2	10	4	14
	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		efg															
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	138	16	53	30	16	14	9	138	81	57	67	31	20	19	98	39	138
	2%	2%	5%	3%	1%	1%	1%	2%	3%	2%	4%	2%	2%	2%	3%	2%	2%
		f	acdefg	ef				f	b		bcdfg				bdf		
DON'T USE THIS APP/ SITE	5746	668	1008	955	1042	976	1098	5746	2738	2972	1598	1730	1219	1169	3328	2389	5746
	93%	90%	88%	90%	95%	96%	98%	93%	93%	93%	90%	93%	95%	95%	91%	95%	93%
					abc	abcg	abcdeg	abc				a	abeg	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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USE ONE PROFILE	286	243	22	15	7	286	261	25	15	271	12	81	194	286	56	98	99
	5%	5%	4%	5%	4%	5%	5%	3%	2%	5% a	1%	3% a	9% abd	5% ab	6% b	4%	5%
USE MORE THAN ONE PROFILE	14	11	2	1	1	14	12	2	3	11	3	3	8	14	1	8	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*% a	-%	*%	-%	*%	-%	*%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	138	118	11	5	4	138	133	5	15	123	18	46	74	138	19	47	57
	2%	2%	2%	2%	2%	2%	2% b	1%	2%	2%	1%	2%	3% abd	2%	2%	2%	3%
DON'T USE THIS APP/ SITE	5746	4829	484	270	162	5746	4988	758	819	4927	1229	2577	1901	5746	890	2282	1779
	93%	93%	93%	93%	94%	93%	92%	96% a	96% b	92%	97% bcd	95% cd	87%	93% c	92%	94% c	92%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USE ONE PROFILE	286	83	128	71	286	111	159	128	149
	5%	6% b	4%	5%	5%	5%	4%	3%	7% a
USE MORE THAN ONE PROFILE	14	2	9	2	14	10	2	7	6
	*%	*%	*%	*%	*%	*% b	*%	*%	*%
DON'T KNOW HOW MANY PROFILES	1	-	-	-	1	-	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	138	45	74	14	138	48	81	54	76
	2%	3% c	2% c	1%	2% c	2%	2%	1%	4% a
DON'T USE THIS APP/ SITE	5746	1300	3007	1329	5746	1875	3481	3579	1928
	93%	91%	93% a	94% a	93% a	92%	93% a	95% b	89%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
INSTAGRAM	588	237	183	102	36	25	6	588	198	378	184	209	110	80	392	190	588
	10%	32%	16%	10%	3%	2%	1%	10%	7%	12%	10%	11%	9%	7%	11%	8%	10%
		bcdefg	cdefg	def	f	f		def		a	df	cdf			cdf		df
FACEBOOK	382	55	113	91	62	40	22	382	175	205	127	108	70	76	235	146	382
	6%	7%	10%	9%	6%	4%	2%	6%	6%	6%	7%	6%	5%	6%	6%	6%	6%
		ef	defg	defg	f	f		ef									
TIKTOK	328	167	98	41	15	4	4	328	120	204	110	102	67	40	212	107	328
	5%	22%	9%	4%	1%	*%	*%	5%	4%	6%	6%	5%	5%	3%	6%	4%	5%
		bcdefg	cdefg	def	ef			def		a	df	d	d		df		d
YOUTUBE	282	96	82	48	37	18	2	282	167	110	82	80	70	46	162	116	282
	5%	13%	7%	5%	3%	2%	*%	5%	6%	3%	5%	4%	5%	4%	4%	5%	5%
		bcdefg	cdefg	ef	ef	f		ef	b								
X/TWITTER	151	49	48	24	14	11	4	151	79	70	59	49	24	18	108	42	151
	2%	7%	4%	2%	1%	1%	*%	2%	3%	2%	3%	3%	2%	1%	3%	2%	2%
		bcdefg	cdefg	f	f			def			cdf	d			df		df
SNAPCHAT	142	73	49	12	3	4	1	142	65	75	53	28	31	29	81	60	142
	2%	10%	4%	1%	*%	*%	*%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		bcdefg	cdefg	df				cdef			b						
PINTEREST	56	20	12	9	7	8	*	56	20	36	24	18	5	8	42	12	56
	1%	3%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
		bcdefg	f	f	f	f		f			cf				cf		
REDDIT	46	17	20	5	4	-	1	46	28	18	17	15	8	6	32	14	46
	1%	2%	2%	*%	*%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		cdefg	cdefg					ef									
LINKEDIN	39	7	12	8	7	2	4	39	13	25	18	9	5	5	27	11	39
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	1%
		e	e								f						
TWITCH	35	13	17	5	1	-	-	35	28	7	15	8	10	2	23	12	35
	1%	2%	1%	*%	*%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%
		cdefg	cdefg	f				ef	b		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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
TUMBLR	16	3	9	3	1	-	-	16	7	5	7	5	3	1	12	4	16
	*%	*%	1% efg	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
THREADS	14	5	2	5	2	-	*	14	3	10	8	2	3	2	10	4	14
	*%	1% efg	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
YOUNOW	12	3	4	3	1	-	*	12	7	5	7	2	3	-	9	3	12
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*% d	*%	*%	-%	*%	*%	*%
BITCHUTE	7	1	2	1	2	2	-	7	6	2	3	-	3	1	3	4	7
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
YUBO	7	4	2	1	-	-	-	7	3	4	5	1	-	1	6	1	7
	*%	1% defg	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
VIMEO	6	-	1	5	-	-	-	6	4	1	3	1	-	1	5	1	6
	*%	-%	*%	*% fg	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
DAILYMOTION	5	*	2	1	2	-	*	5	1	5	5	-	-	*	5	*	5
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*% bf	-%	-%	*%	*%	*%	*%
BEREAL	5	1	2	1	-	1	-	5	4	1	4	-	-	1	4	1	5
	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%
GOODREADS	5	1	2	-	2	-	-	5	*	5	5	-	*	-	5	*	5
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*% f	-%	*%	-%	*%	*%	*%
ONLYFANS	5	1	4	-	-	-	-	5	2	3	2	1	2	*	3	2	5
	*%	*%	*% g	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
LETTERBOXD	3	1	2	-	-	-	-	3	3	-	3	-	-	-	3	-	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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
ANY OF THESE	1299	409	407	230	141	75	37	1299	595	686	416	422	254	192	838	445	1299
	21%	55%	35%	22%	13%	7%	3%	21%	20%	21%	23%	23%	20%	16%	23%	18%	21%
		bcdefg	cdefg	def	ef	f		def			cdfg	df	d		cdfg		df
NONE OF THESE	4886	332	742	833	959	938	1082	4886	2351	2513	1360	1445	1032	1033	2805	2065	4886
	79%	45%	65%	78%	87%	93%	97%	79%	80%	79%	77%	77%	80%	84%	77%	82%	79%
			a	ab	abcg	abcdg	abcdeg	ab					ae	abceg		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
INSTAGRAM	588	501	47	24	16	588	537	51	78	510	60	239	289	588	113	200	169
	10%	10%	9%	8%	9%	10%	10% b	6%	9%	10%	5%	9% a	13% abd	10% a	12% bc	8%	9%
FACEBOOK	382	328	30	13	11	382	341	41	47	335	53	136	192	382	93	138	99
	6%	6%	6%	4%	6%	6%	6%	5%	6%	6%	4%	5%	9% abd	6% a	10% bc	6%	5%
TIKTOK	328	283	25	12	8	328	314	14	51	277	54	132	141	328	83	88	86
	5%	5%	5%	4%	5%	5%	6% b	2%	6%	5%	4%	5%	6% ab	5%	9% bc	4%	4%
YOUTUBE	282	236	27	11	9	282	259	23	33	249	38	111	133	282	78	92	56
	5%	5%	5%	4%	5%	5%	5% b	3%	4%	5%	3%	4%	6% abd	5% a	8% bc	4%	3%
X/TWITTER	151	123	18	5	5	151	134	17	6	145	7	48	96	151	24	47	62
	2%	2%	3%	2%	3%	2%	2%	2%	1%	3% a	1%	2% a	4% abd	2% a	2%	2%	3% b
SNAPCHAT	142	121	9	8	4	142	132	9	17	124	29	62	51	142	45	34	36
	2%	2%	2%	3%	2%	2%	2% b	1%	2%	2%	2%	2%	2%	2%	5% bc	1%	2%
PINTEREST	56	50	1	3	2	56	47	9	2	54	3	17	37	56	16	18	15
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	2% abd	1% a	2% b	1%	1%
REDDIT	46	38	4	1	2	46	43	3	1	45	5	9	32	46	13	12	9
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1% a	*%	*%	1% abd	1% b	1% bc	*%	*%
LINKEDIN	39	35	2	1	1	39	37	2	1	38	2	10	27	39	8	10	17
	1%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1% abd	1%	1%	*%	1%
TWITCH	35	30	2	2	1	35	33	2	1	34	4	14	17	35	6	16	11
	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
TUMBLR	16	12	3	1	*	16	15	1	2	14	2	4	9	16	4	6	5
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
THREADS	14	11	2	1	1	14	12	2	3	11	3	3	8	14	1	8	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
YOUNOW	12	11	-	-	1	12	12	-	4	8	-	6	6	12	5	4	2
	*%	*%	-%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1% c	*%	*%
BITCHUTE	7	7	-	-	*	7	7	-	1	7	2	-	6	7	-	4	3
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*% b	*%	-%	*%	*%
YUBO	7	7	-	*	-	7	7	-	*	7	-	4	3	7	1	2	3
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%
VIMEO	6	5	-	1	-	6	6	-	-	6	-	4	2	6	1	1	2
	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%
DAILYMOTION	5	4	-	*	1	5	5	-	-	5	-	*	5	5	-	2	2
	*%	*%	-%	*%	*% ae	*%	*%	-%	-%	*%	-%	*%	*% b	*%	-%	*%	*%
BEREAL	5	4	-	1	*	5	5	-	1	4	-	4	2	5	-	1	4
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%
GOODREADS	5	4	-	-	1	5	5	-	-	5	1	-	4	5	2	2	*
	*%	*%	-%	-%	*% e	*%	*%	-%	-%	*%	*%	-%	*% b	*%	*%	*%	*%
ONLYFANS	5	4	-	-	*	5	5	-	2	3	-	3	2	5	*	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%
LETTERBOXD	3	3	-	-	*	3	3	-	-	3	-	1	2	3	-	1	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
ANY OF THESE	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
	21%	21%	21%	17%	23%	21%	22%	14%	19%	21%	13%	20%	27%	21%	28%	18%	19%
		c			c	c	b					a	abd	a	bc		
NONE OF THESE	4886	4103	408	241	134	4886	4208	678	689	4197	1094	2176	1579	4886	697	2001	1574
	79%	79%	79%	83%	77%	79%	78%	86%	81%	79%	87%	80%	73%	79%	72%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
INSTAGRAM	588	142	315	113	588	234	299	323	239
	10%	10%	10%	8%	10%	11% b	8%	9%	11% a
FACEBOOK	382	91	199	84	382	140	206	166	189
	6%	6%	6%	6%	6%	7%	6%	4%	9% a
TIKTOK	328	104	151	59	328	149	141	152	148
	5%	7% bcd	5%	4%	5%	7% b	4%	4%	7% a
YOUTUBE	282	67	139	62	282	129	127	147	112
	5%	5%	4%	4%	5%	6% b	3%	4%	5% a
X/TWITTER	151	39	78	30	151	50	91	90	56
	2%	3%	2%	2%	2%	2%	2%	2%	3%
SNAPCHAT	142	44	60	31	142	72	54	54	76
	2%	3% b	2%	2%	2%	4% b	1%	1%	4% a
PINTEREST	56	12	29	12	56	30	24	30	22
	1%	1%	1%	1%	1%	1% b	1%	1%	1%
REDDIT	46	11	18	16	46	30	15	25	20
	1%	1%	1%	1% b	1%	1% b	*%	1%	1%
LINKEDIN	39	10	19	7	39	18	17	16	21
	1%	1%	1%	1%	1%	1%	*%	*%	1% a
TWITCH	35	15	17	3	35	16	17	15	18
	1%	1% c	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
TUMBLR	16	4	8	4	16	10	5	7	9
	*%	*%	*%	*%	*%	1% b	*%	*%	*%
THREADS	14	2	9	2	14	10	2	7	6
	*%	*%	*%	*%	*%	*% b	*%	*%	*%
YOUNOW	12	3	6	3	12	3	6	4	8
	*%	*%	*%	*%	*%	*%	*%	*%	*%
BITCHUTE	7	1	4	2	7	4	3	2	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%
YUBO	7	2	5	-	7	3	1	2	5
	*%	*%	*%	-%	*%	*%	*%	*%	*%
VIMEO	6	1	5	-	6	2	1	-	5
	*%	*%	*%	-%	*%	*%	*%	-%	*% a
DAILYMOTION	5	2	3	*	5	2	2	*	4
	*%	*%	*%	*%	*%	*%	*%	*%	*% a
BEREAL	5	3	2	-	5	4	1	2	3
	*%	*%	*%	-%	*%	*% b	*%	*%	*%
GOODREADS	5	*	5	-	5	5	*	-	4
	*%	*%	*%	-%	*%	*% b	*%	-%	*% a
ONLYFANS	5	*	2	3	5	2	3	4	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
LETTERBOXD	3	2	-	1	3	1	2	-	3
	*%	*%	-%	*%	*%	*%	*%	-%	*% a
ANY OF THESE	1299	322	671	268	1299	543	636	646	566
	21%	22% c	21%	19%	21%	27% b	17%	17%	26% a
NONE OF THESE	4886	1108	2547	1148	4886	1502	3087	3122	1594
	79%	78%	79%	81% a	79%	73%	83% a	83% b	74%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1294	441	365	246	127	73	42	1294	591	685	417	402	230	232	819	462	1294
Effective Weighted Sample	1054	369	301	203	104	56	30	1054	479	559	340	333	189	187	673	369	1054
Total	1299	409	407	230	141	75	37	1299	595	686	416	422	254	192	838	445	1299
INSTAGRAM	588	237	183	102	36	**	**	588	198	378	184	209	110	80	392	190	588
	45%	58%	45%	44%	26%	**	**	45%	33%	55%	44%	49%	43%	42%	47%	43%	45%
		bcdg	d	d				d		a							
FACEBOOK	382	55	113	91	62	**	**	382	175	205	127	108	70	76	235	146	382
	29%	13%	28%	40%	44%	**	**	29%	29%	30%	31%	25%	28%	39%	28%	33%	29%
			a	abg	abg			a						abceg		b	
TIKTOK	328	167	98	41	15	**	**	328	120	204	110	102	67	40	212	107	328
	25%	41%	24%	18%	11%	**	**	25%	20%	30%	26%	24%	26%	21%	25%	24%	25%
		bcdg	d					cd		a							
YOUTUBE	282	96	82	48	37	**	**	282	167	110	82	80	70	46	162	116	282
	22%	23%	20%	21%	26%	**	**	22%	28%	16%	20%	19%	28%	24%	19%	26%	22%
									b				abe			abe	
X/TWITTER	151	49	48	24	14	**	**	151	79	70	59	49	24	18	108	42	151
	12%	12%	12%	11%	10%	**	**	12%	13%	10%	14%	12%	10%	9%	13%	9%	12%
SNAPCHAT	142	73	49	12	3	**	**	142	65	75	53	28	31	29	81	60	142
	11%	18%	12%	5%	2%	**	**	11%	11%	11%	13%	7%	12%	15%	10%	13%	11%
		bcdg	cd					cd			b		b	be		b	b
PINTEREST	56	20	12	9	7	**	**	56	20	36	24	18	5	8	42	12	56
	4%	5%	3%	4%	5%	**	**	4%	3%	5%	6%	4%	2%	4%	5%	3%	4%
											c						
REDDIT	46	17	20	5	4	**	**	46	28	18	17	15	8	6	32	14	46
	4%	4%	5%	2%	3%	**	**	4%	5%	3%	4%	3%	3%	3%	4%	3%	4%
LINKEDIN	39	7	12	8	7	**	**	39	13	25	18	9	5	5	27	11	39
	3%	2%	3%	4%	5%	**	**	3%	2%	4%	4%	2%	2%	3%	3%	2%	3%
TWITCH	35	13	17	5	1	**	**	35	28	7	15	8	10	2	23	12	35
	3%	3%	4%	2%	1%	**	**	3%	5%	1%	4%	2%	4%	1%	3%	3%	3%
									b								
TUMBLR	16	3	9	3	1	**	**	16	7	5	7	5	3	1	12	4	16
	1%	1%	2%	1%	1%	**	**	1%	1%	1%	2%	1%	1%	*%	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1294	441	365	246	127	73	42	1294	591	685	417	402	230	232	819	462	1294
Effective Weighted Sample	1054	369	301	203	104	56	30	1054	479	559	340	333	189	187	673	369	1054
Total	1299	409	407	230	141	75	37	1299	595	686	416	422	254	192	838	445	1299
THREADS	14	5	2	5	2	**	**	14	3	10	8	2	3	2	10	4	14
	1%	1%	1%	2%	1%	**	**	1%	*%	1%	2%	*%	1%	1%	1%	1%	1%
YOUNOW	12	3	4	3	1	**	**	12	7	5	7	2	3	-	9	3	12
	1%	1%	1%	1%	1%	**	**	1%	1%	1%	2%	*%	1%	-%	1%	1%	1%
BITCHUTE	7	1	2	1	2	**	**	7	6	2	3	-	3	1	3	4	7
	1%	*%	*%	*%	1%	**	**	1%	1%	*%	1%	-%	1% b	1%	*%	1%	1%
YUBO	7	4	2	1	-	**	**	7	3	4	5	1	-	1	6	1	7
	1%	1%	*%	1%	-%	**	**	1%	1%	1%	1%	*%	-%	1%	1%	*%	1%
VIMEO	6	-	1	5	-	**	**	6	4	1	3	1	-	1	5	1	6
	*%	-%	*%	2% abg	-%	**	**	*%	1%	*%	1%	*%	-%	*%	1%	*%	*%
DAILYMOTION	5	*	2	1	2	**	**	5	1	5	5	-	-	*	5	*	5
	*%	*%	1%	*%	1%	**	**	*%	*%	1%	1% b	-%	-%	*%	1%	*%	*%
BEREAL	5	1	2	1	-	**	**	5	4	1	4	-	-	1	4	1	5
	*%	*%	*%	1%	-%	**	**	*%	1%	*%	1%	-%	-%	1%	*%	*%	*%
GOODREADS	5	1	2	-	2	**	**	5	*	5	5	-	*	-	5	*	5
	*%	*%	*%	-%	1%	**	**	*%	*%	1%	1%	-%	*%	-%	1%	*%	*%
ONLYFANS	5	1	4	-	-	**	**	5	2	3	2	1	2	*	3	2	5
	*%	*%	1%	-%	-%	**	**	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
LETTERBOXD	3	1	2	-	-	**	**	3	3	-	3	-	-	-	3	-	3
	*%	*%	*%	-%	-%	**	**	*%	*%	-%	1%	-%	-%	-%	*%	-%	*%
ANY OF THESE	1299	409	407	230	141	**	**	1299	595	686	416	422	254	192	838	445	1299
	100%	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

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1294	909	137	105	143	1294	1177	117	161	1133	172	538	582	1294	265	421	365
Effective Weighted Sample	1054	827	118	99	131	1054	959	94	130	924	142	434	476	1054	218	346	293
Total	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
INSTAGRAM	588	501	47	24	16	588	537	51	78	510	60	239	289	588	113	200	169
	45%	46%	43%	48%	41%	45%	45%	45%	48%	45%	36%	45%	48% a	45% a	42%	46%	46%
FACEBOOK	382	328	30	13	11	382	341	41	47	335	53	136	192	382	93	138	99
	29%	30%	27%	26%	28%	29%	29%	37%	29%	29%	32%	26%	32% b	29%	34%	32%	27%
TIKTOK	328	283	25	12	8	328	314	14	51	277	54	132	141	328	83	88	86
	25%	26%	22%	25%	21%	25%	26% b	13%	32%	24%	32% c	25%	24%	25%	31% b	20%	24%
YOUTUBE	282	236	27	11	9	282	259	23	33	249	38	111	133	282	78	92	56
	22%	21%	24%	22%	22%	22%	22%	20%	20%	22%	22%	21%	22%	22%	29% bc	21%	15%
X/TWITTER	151	123	18	5	5	151	134	17	6	145	7	48	96	151	24	47	62
	12%	11%	16%	10%	12%	12%	11%	15%	4%	13% a	4%	9%	16% abd	12% a	9%	11%	17% ab
SNAPCHAT	142	121	9	8	4	142	132	9	17	124	29	62	51	142	45	34	36
	11%	11%	8%	16%	11%	11%	11%	8%	11%	11%	17% cd	12%	9%	11%	17% bc	8%	10%
PINTEREST	56	50	1	3	2	56	47	9	2	54	3	17	37	56	16	18	15
	4%	5%	1%	7% b	5%	4%	4%	8%	1%	5%	2%	3%	6% ab	4%	6%	4%	4%
REDDIT	46	38	4	1	2	46	43	3	1	45	5	9	32	46	13	12	9
	4%	3%	4%	3%	6%	4%	4%	3%	1%	4%	3%	2%	5% b	4%	5%	3%	3%
LINKEDIN	39	35	2	1	1	39	37	2	1	38	2	10	27	39	8	10	17
	3%	3%	2%	3%	2%	3%	3%	2%	1%	3%	1%	2%	5% b	3%	3%	2%	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1294	909	137	105	143	1294	1177	117	161	1133	172	538	582	1294	265	421	365
Effective Weighted Sample	1054	827	118	99	131	1054	959	94	130	924	142	434	476	1054	218	346	293
Total	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
TWITCH	35	30	2	2	1	35	33	2	1	34	4	14	17	35	6	16	11
	3%	3%	2%	4%	1%	3%	3%	2%	1%	3%	3%	3%	3%	3%	2%	4%	3%
TUMBLR	16	12	3	1	*	16	15	1	2	14	2	4	9	16	4	6	5
	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
THREADS	14	11	2	1	1	14	12	2	3	11	3	3	8	14	1	8	3
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	*%	2%	1%
YOUNOW	12	11	-	-	1	12	12	-	4	8	-	6	6	12	5	4	2
	1%	1%	-%	-%	2%	1%	1%	-%	2%	1%	-%	1%	1%	1%	2%	1%	*%
BITCHUTE	7	7	-	-	*	7	7	-	1	7	2	-	6	7	-	4	3
	1%	1%	-%	-%	1%	1%	1%	-%	*%	1%	1%	-%	1%	1%	-%	1%	1%
											b		b				
YUBO	7	7	-	*	-	7	7	-	*	7	-	4	3	7	1	2	3
	1%	1%	-%	1%	-%	1%	1%	-%	*%	1%	-%	1%	1%	1%	*%	1%	1%
VIMEO	6	5	-	1	-	6	6	-	-	6	-	4	2	6	1	1	2
	*%	*%	-%	1%	-%	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	1%
DAILYMOTION	5	4	-	*	1	5	5	-	-	5	-	*	5	5	-	2	2
	*%	*%	-%	1%	2%	*%	*%	-%	-%	*%	-%	*%	1%	*%	-%	*%	1%
					ae												
BEREAL	5	4	-	1	*	5	5	-	1	4	-	4	2	5	-	1	4
	*%	*%	-%	1%	1%	*%	*%	-%	*%	*%	-%	1%	*%	*%	-%	*%	1%
GOODREADS	5	4	-	-	1	5	5	-	-	5	1	-	4	5	2	2	*
	*%	*%	-%	-%	2%	*%	*%	-%	-%	*%	1%	-%	1%	*%	1%	*%	*%
ONLYFANS	5	4	-	-	*	5	5	-	2	3	-	3	2	5	*	1	2
	*%	*%	-%	-%	1%	*%	*%	-%	1%	*%	-%	1%	*%	*%	*%	*%	*%
LETTERBOXD	3	3	-	-	*	3	3	-	-	3	-	1	2	3	-	1	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1294	909	137	105	143	1294	1177	117	161	1133	172	538	582	1294	265	421	365
Effective Weighted Sample	1054	827	118	99	131	1054	959	94	130	924	142	434	476	1054	218	346	293
Total	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
ANY OF THESE	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1294	316	661	280	1294	568	609	688	500
Effective Weighted Sample	1054	258	540	225	1054	461	498	546	425
Total	1299	322	671	268	1299	543	636	646	566
INSTAGRAM	588	142	315	113	588	234	299	323	239
	45%	44%	47%	42%	45%	43%	47%	50% b	42%
FACEBOOK	382	91	199	84	382	140	206	166	189
	29%	28%	30%	31%	29%	26%	32% a	26%	33% a
TIKTOK	328	104	151	59	328	149	141	152	148
	25%	32% bcd	23%	22%	25%	27%	22%	24%	26%
YOUTUBE	282	67	139	62	282	129	127	147	112
	22%	21%	21%	23%	22%	24%	20%	23%	20%
X/TWITTER	151	39	78	30	151	50	91	90	56
	12%	12%	12%	11%	12%	9%	14% a	14%	10%
SNAPCHAT	142	44	60	31	142	72	54	54	76
	11%	14% b	9%	12%	11%	13% b	8%	8%	13% a
PINTEREST	56	12	29	12	56	30	24	30	22
	4%	4%	4%	5%	4%	6%	4%	5%	4%
REDDIT	46	11	18	16	46	30	15	25	20
	4%	4%	3%	6% b	4%	6% b	2%	4%	4%
LINKEDIN	39	10	19	7	39	18	17	16	21
	3%	3%	3%	3%	3%	3%	3%	3%	4%
TWITCH	35	15	17	3	35	16	17	15	18
	3%	5% c	3%	1%	3%	3%	3%	2%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1294	316	661	280	1294	568	609	688	500
Effective Weighted Sample	1054	258	540	225	1054	461	498	546	425
Total	1299	322	671	268	1299	543	636	646	566
TUMBLR	16	4	8	4	16	10	5	7	9
	1%	1%	1%	1%	1%	2%	1%	1%	2%
THREADS	14	2	9	2	14	10	2	7	6
	1%	1%	1%	1%	1%	2% b	*%	1%	1%
YOUNOW	12	3	6	3	12	3	6	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%
BITCHUTE	7	1	4	2	7	4	3	2	4
	1%	*%	1%	1%	1%	1%	*%	*%	1%
YUBO	7	2	5	-	7	3	1	2	5
	1%	1%	1%	-%	1%	1%	*%	*%	1%
VIMEO	6	1	5	-	6	2	1	-	5
	*%	*%	1%	-%	*%	*%	*%	-%	1% a
DAILYMOTION	5	2	3	*	5	2	2	*	4
	*%	1%	*%	*%	*%	*%	*%	*%	1%
BEREAL	5	3	2	-	5	4	1	2	3
	*%	1%	*%	-%	*%	1%	*%	*%	1%
GOODREADS	5	*	5	-	5	5	*	-	4
	*%	*%	1%	-%	*%	1%	*%	-%	1% a
ONLYFANS	5	*	2	3	5	2	3	4	1
	*%	*%	*%	1%	*%	*%	*%	1%	*%
LETTERBOXD	3	2	-	1	3	1	2	-	3
	*%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1294	316	661	280	1294	568	609	688	500
Effective Weighted Sample	1054	258	540	225	1054	461	498	546	425
Total	1299	322	671	268	1299	543	636	646	566
ANY OF THESE	1299	322	671	268	1299	543	636	646	566
	100%	100%	100%	100%	100%	100%	100%	100%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	79	10	23	24	16	5	1	79	57	22	46	8	14	11	54	25	79
Effective Weighted Sample	67	8	20	21	14	4	1	67	49	18	39	7	12	9	46	21	67
Total	88	9	29	24	19	6	*	88	62	25	50	10	17	10	61	27	88
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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	79	65	1	6	7	79	75	4	5	74	9	24	46	79	14	34	24
Effective Weighted Sample	67	60	1	6	6	67	63	3	4	62	7	20	40	67	13	29	19
Total	88	83	1	3	2	88	84	4	6	82	7	26	55	88	17	39	26
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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	79	25	34	18	79	35	33	24	48
Effective Weighted Sample	67	20	30	15	67	29	28	20	41
Total	88	26	40	20	88	37	39	25	58
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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	224	39	63	61	38	17	6	224	143	78	97	51	38	37	148	75	224
Effective Weighted Sample	183	33	51	50	33	13	4	183	115	65	81	42	31	30	122	60	183
Total	232	39	69	56	46	17	5	232	144	86	103	58	42	30	160	72	232
USE ONE PROFILE	37	**	**	**	**	**	**	37	22	**	**	**	**	**	30	**	37
	16%	**	**	**	**	**	**	16%	15%	**	**	**	**	**	19%	**	16%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	1	**	**	**	**	**	5	**	5
	2%	**	**	**	**	**	**	2%	1%	**	**	**	**	**	3%	**	2%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	2	**	**	**	**	**	1	**	2
	1%	**	**	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	188	**	**	**	**	**	**	188	120	**	**	**	**	**	124	**	188
	81%	**	**	**	**	**	**	81%	83%	**	**	**	**	**	78%	**	81%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	224	170	16	8	30	224	210	14	15	209	12	64	148	224	40	89	73
Effective Weighted Sample	183	155	13	8	28	183	172	12	13	170	11	51	121	183	34	72	59
Total	232	208	12	4	8	232	223	10	16	217	11	62	160	232	42	97	73
USE ONE PROFILE	37	30	**	**	**	37	35	**	**	37	**	**	29	37	**	**	**
	16%	15%	**	**	**	16%	16%	**	**	17%	**	**	18%	16%	**	**	**
USE MORE THAN ONE PROFILE	5	4	**	**	**	5	5	**	**	5	**	**	5	5	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	3%	2%	**	**	**
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	1	**	**	2	**	**	-	2	**	**	**
	1%	1%	**	**	**	1%	*%	**	**	1%	**	**	-%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	188	172	**	**	**	188	181	**	**	173	**	**	126	188	**	**	**
	81%	82%	**	**	**	81%	81%	**	**	80%	**	**	79%	81%	**	**	**

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	224	68	97	56	224	89	115	110	100
Effective Weighted Sample	183	55	79	46	183	72	94	86	86
Total	232	71	102	56	232	85	128	103	117
USE ONE PROFILE	37	**	**	**	37	**	24	12	24
	16%	**	**	**	16%	**	19%	12%	21%
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	2	*	4
	2%	**	**	**	2%	**	2%	*%	3%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	2	**	-	-	1
	1%	**	**	**	1%	**	-%	-%	1%
USE BUT DON'T HAVE A PROFILE	188	**	**	**	188	**	102	91	88
	81%	**	**	**	81%	**	79%	88%	75%
								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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	4584	497	859	971	800	714	743	4584	2018	2545	1297	1304	871	1092	2601	1963	4584
Effective Weighted Sample	3703	410	697	800	652	577	587	3703	1633	2053	1051	1065	729	872	2115	1572	3703
Total	4606	436	918	909	874	729	739	4606	2076	2512	1314	1365	997	910	2678	1908	4606
USE ONE PROFILE	3686	286	674	725	744	630	627	3686	1612	2062	1011	1116	813	734	2127	1547	3686
	80%	66%	73%	80%	85%	86%	85%	80%	78%	82%	77%	82%	82%	81%	79%	81%	80%
			a	ab	abcg	abcg	abcg	ab		a		a	a			a	a
USE MORE THAN ONE PROFILE	382	55	113	91	62	40	22	382	175	205	127	108	70	76	235	146	382
	8%	13%	12%	10%	7%	5%	3%	8%	8%	8%	10%	8%	7%	8%	9%	8%	8%
		defg	defg	def	f	f		ef									
DON'T KNOW HOW MANY PROFILES	20	-	2	1	7	3	7	20	10	9	4	4	8	3	8	12	20
	*%	-%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
					c		c						e				
USE BUT DON'T HAVE A PROFILE	517	95	130	92	62	56	83	517	279	235	172	137	106	98	309	203	517
	11%	22%	14%	10%	7%	8%	11%	11%	13%	9%	13%	10%	11%	11%	12%	11%	11%
		bcdefg	cdeg	d			de	de	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	4584	3201	452	464	467	4584	3966	618	656	3928	821	1996	1751	4584	773	1823	1420
Effective Weighted Sample	3703	2875	387	438	421	3703	3216	487	524	3178	659	1601	1431	3703	605	1475	1165
Total	4606	3862	385	224	134	4606	4020	586	650	3955	829	1957	1806	4606	756	1816	1470
USE ONE PROFILE	3686	3068	319	193	107	3686	3208	478	522	3164	622	1586	1467	3686	577	1449	1247
	80%	79%	83%	86% ade	79%	80%	80%	82%	80%	80%	75%	81% a	81% a	80% a	76%	80%	85% ab
USE MORE THAN ONE PROFILE	382	328	30	13	11	382	341	41	47	335	53	136	192	382	93	138	99
	8%	9%	8%	6%	8%	8%	8%	7%	7%	8%	6%	7%	11% abd	8%	12% bc	8%	7%
DON'T KNOW HOW MANY PROFILES	20	17	-	1	1	20	17	3	9	10	7	11	2	20	5	7	2
	*%	*%	-%	1%	1%	*%	*%	*%	1% b	*%	1% c	1% c	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	517	449	36	17	16	517	454	64	72	446	146	224	144	517	81	223	123
	11%	12% c	9%	7%	12% c	11% c	11%	11%	11%	11%	18% bcd	11% c	8%	11% c	11%	12% c	8%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	4584	987	2353	1166	4584	1628	2665	2754	1638
Effective Weighted Sample	3703	808	1918	914	3703	1287	2183	2189	1372
Total	4606	1029	2391	1107	4606	1548	2783	2606	1832
USE ONE PROFILE	3686	796	1920	924	3686	1203	2294	2155	1432
	80%	77%	80%	83% abd	80%	78%	82% a	83% b	78%
USE MORE THAN ONE PROFILE	382	91	199	84	382	140	206	166	189
	8%	9%	8%	8%	8%	9%	7%	6%	10% a
DON'T KNOW HOW MANY PROFILES	20	-	11	8	20	11	5	8	9
	*%	-%	*%	1% a	*%	1% b	*%	*%	1%
USE BUT DON'T HAVE A PROFILE	517	143	261	92	517	195	279	278	202
	11%	14% bcd	11% c	8%	11% c	13% b	10%	11%	11%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	3641	743	919	820	552	346	261	3641	1566	2045	1112	1084	680	744	2196	1424	3641
Effective Weighted Sample	2964	621	754	679	454	272	204	2964	1283	1657	909	888	571	598	1798	1148	2964
Total	3649	678	997	778	605	350	241	3649	1622	1998	1120	1117	771	619	2238	1390	3649
USE ONE PROFILE	2459	339	679	549	476	255	162	2459	1126	1319	758	738	531	419	1496	950	2459
	67%	50%	68%	71%	79%	73%	67%	67%	69%	66%	68%	66%	69%	68%	67%	68%	67%
			a	a	abcfg	a	a	a	b								
USE MORE THAN ONE PROFILE	588	237	183	102	36	25	6	588	198	378	184	209	110	80	392	190	588
	16%	35%	18%	13%	6%	7%	2%	16%	12%	19%	16%	19%	14%	13%	18%	14%	16%
		bcdefg	cdef	def	f	f		cdef		a		cdf			df		
DON'T KNOW HOW MANY PROFILES	10	2	1	3	2	-	1	10	4	6	2	5	2	2	6	4	10
	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	101	133	124	91	71	72	592	294	295	177	166	128	118	343	246	592
	16%	15%	13%	16%	15%	20%	30%	16%	18%	15%	16%	15%	17%	19%	15%	18%	16%
						ab	abcdeg	b	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3641	2557	353	348	383	3641	3253	388	543	3098	486	1532	1616	3641	660	1263	1154
Effective Weighted Sample	2964	2321	306	330	343	2964	2656	308	439	2524	397	1234	1328	2964	527	1029	950
Total	3649	3083	294	166	107	3649	3282	367	535	3113	484	1493	1666	3649	653	1272	1178
USE ONE PROFILE	2459	2079	194	113	73	2459	2215	244	369	2090	275	993	1189	2459	407	864	858
	67%	67%	66%	68%	69%	67%	67%	67%	69%	67%	57%	67% a	71% abd	67% a	62%	68% a	73% ab
USE MORE THAN ONE PROFILE	588	501	47	24	16	588	537	51	78	510	60	239	289	588	113	200	169
	16%	16%	16%	14%	15%	16%	16%	14%	15%	16%	12%	16%	17% a	16%	17%	16%	14%
DON'T KNOW HOW MANY PROFILES	10	8	-	2	-	10	9	2	1	9	1	5	4	10	3	1	1
	*%	*%	-%	1% abde	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	495	52	27	17	592	522	70	87	504	148	256	184	592	130	207	150
	16%	16%	18%	16%	16%	16%	16%	19%	16%	16%	31% bcd	17% c	11%	16% c	20% c	16% c	13%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	3641	852	1828	881	3641	1275	2070	1971	1461
Effective Weighted Sample	2964	702	1498	701	2964	1029	1695	1574	1231
Total	3649	872	1859	839	3649	1214	2145	1842	1630
USE ONE PROFILE	2459	586	1247	593	2459	752	1541	1240	1129
	67%	67%	67%	71%	67%	62%	72% a	67%	69%
USE MORE THAN ONE PROFILE	588	142	315	113	588	234	299	323	239
	16%	16%	17% c	13%	16%	19% b	14%	18% b	15%
DON'T KNOW HOW MANY PROFILES	10	1	3	5	10	5	2	2	5
	*%	*%	*%	1%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	592	144	294	129	592	223	303	277	258
	16%	16%	16%	15%	16%	18% b	14%	15%	16%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1256	136	274	312	227	184	123	1256	675	574	562	418	153	118	980	271	1256
Effective Weighted Sample	1037	118	229	267	187	151	92	1037	561	471	466	346	127	98	812	222	1037
Total	1329	132	318	307	259	195	120	1329	738	583	599	457	166	102	1056	268	1329
USE ONE PROFILE	1043	98	240	244	204	163	94	1043	587	450	474	381	110	77	855	187	1043
	78%	74%	76%	79%	79%	84%	79%	78%	79%	77%	79%	83%	66%	76%	81%	70%	78%
											cf	cfg			cf		cf
USE MORE THAN ONE PROFILE	39	7	12	8	7	2	4	39	13	25	18	9	5	5	27	11	39
	3%	6%	4%	3%	3%	1%	3%	3%	2%	4%	3%	2%	3%	5%	3%	4%	3%
		e								a							
DON'T KNOW HOW MANY PROFILES	6	1	1	2	-	-	2	6	4	2	4	1	-	1	5	1	6
	*%	1%	*%	1%	-%	-%	2%	*%	1%	*%	1%	*%	-%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	26	65	53	48	30	19	241	135	106	104	65	51	19	169	70	241
	18%	19%	20%	17%	19%	15%	16%	18%	18%	18%	17%	14%	30%	18%	16%	26%	18%
													abdeg			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.

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

Base : All respondents who use LinkedIn for social media

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	~a	b	c	d	a	b	c
Unweighted total	1256	895	129	122	110	1256	1114	142	85	1171	80	417	758	1256	148	396	581
Effective Weighted Sample	1037	821	113	116	99	1037	924	113	69	968	67	338	631	1037	122	323	484
Total	1329	1135	101	60	32	1329	1188	141	88	1241	85	434	810	1329	158	419	614
USE ONE PROFILE	1043	890	79	50	23	1043	933	110	**	978	**	317	666	1043	106	323	511
	78%	78%	78%	84% d	73%	78%	79%	78%	**	79%	**	73%	82% b	78% b	67%	77% a	83% ab
USE MORE THAN ONE PROFILE	39	35	2	1	1	39	37	2	**	38	**	10	27	39	8	10	17
	3%	3%	2%	2%	3%	3%	3%	2%	**	3%	**	2%	3%	3%	5%	2%	3%
DON'T KNOW HOW MANY PROFILES	6	5	-	-	*	6	2	4	**	3	**	5	1	6	-	4	*
	*%	*%	-%	-%	1%	*%	*%	2% a	**	*%	**	1% c	*%	*%	-%	1% c	*%
USE BUT DON'T HAVE A PROFILE	241	205	20	8	8	241	216	25	**	221	**	102	116	241	45	81	85
	18%	18%	20%	14%	23%	18%	18%	18%	**	18%	**	23% cd	14%	18% c	28% bc	19% 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.

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

Base : All respondents who use LinkedIn for social media

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1256	317	655	269	1256	367	818	693	529
Effective Weighted Sample	1037	261	545	219	1037	292	683	553	459
Total	1329	343	695	275	1329	369	883	675	624
USE ONE PROFILE	1043	268	554	216	1043	273	721	545	476
	78%	78%	80%	78%	78%	74%	82% a	81%	76%
USE MORE THAN ONE PROFILE	39	10	19	7	39	18	17	16	21
	3%	3%	3%	3%	3%	5% b	2%	2%	3%
DON'T KNOW HOW MANY PROFILES	6	-	4	1	6	3	2	2	3
	*%	-%	1%	*%	*%	1%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	241	65	118	51	241	75	143	111	123
	18%	19%	17%	19%	18%	20%	16%	16%	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.

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

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	168	37	55	52	12	6	6	168	123	44	71	41	28	28	112	56	168
Effective Weighted Sample	140	32	46	45	11	4	4	140	103	36	61	34	23	22	95	45	140
Total	176	36	64	50	15	5	5	176	127	48	76	44	31	25	120	56	176
USE ONE PROFILE	62	**	**	**	**	**	**	62	46	**	**	**	**	**	42	**	62
	35%	**	**	**	**	**	**	35%	36%	**	**	**	**	**	35%	**	35%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	2	**	**	**	**	**	3	**	5
	3%	**	**	**	**	**	**	3%	1%	**	**	**	**	**	2%	**	3%
DON'T KNOW HOW MANY PROFILES	2	**	**	**	**	**	**	2	2	**	**	**	**	**	1	**	2
	1%	**	**	**	**	**	**	1%	2%	**	**	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	107	**	**	**	**	**	**	107	77	**	**	**	**	**	74	**	107
	61%	**	**	**	**	**	**	61%	61%	**	**	**	**	**	62%	**	61%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	~c	d	~a	~b	~c
Unweighted total	168	129	10	12	17	168	158	10	15	153	25	47	96	168	33	58	57
Effective Weighted Sample	140	117	9	11	16	140	131	8	13	126	20	39	81	140	28	49	47
Total	176	155	10	6	5	176	166	10	16	159	24	50	102	176	40	59	57
USE ONE PROFILE	62	53	**	**	**	62	57	**	**	59	**	**	**	62	**	**	**
	35%	34%	**	**	**	35%	34%	**	**	37%	**	**	**	35%	**	**	**
USE MORE THAN ONE PROFILE	5	4	**	**	**	5	5	**	**	3	**	**	**	5	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	2%	**	**	**	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	107	96	**	**	**	107	102	**	**	95	**	**	**	107	**	**	**
	61%	62%	**	**	**	61%	62%	**	**	60%	**	**	**	61%	**	**	**

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	168	64	75	25	168	78	66	65	88
Effective Weighted Sample	140	53	64	19	140	66	53	53	75
Total	176	63	84	26	176	81	67	66	97
USE ONE PROFILE	62	**	**	**	62	**	**	**	**
	35%	**	**	**	35%	**	**	**	**
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	**	**	**
	3%	**	**	**	3%	**	**	**	**
DON'T KNOW HOW MANY PROFILES	2	**	**	**	2	**	**	**	**
	1%	**	**	**	1%	**	**	**	**
USE BUT DON'T HAVE A PROFILE	107	**	**	**	107	**	**	**	**
	61%	**	**	**	61%	**	**	**	**

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1303	324	270	257	178	150	124	1303	377	907	437	392	221	242	829	463	1303
Effective Weighted Sample	1052	270	219	213	146	121	91	1052	304	732	360	318	181	189	678	364	1052
Total	1301	299	292	238	195	162	115	1301	396	886	446	408	241	195	854	435	1301
USE ONE PROFILE	761	202	167	134	114	88	56	761	206	542	246	257	149	104	503	253	761
	59%	68% bcefg	57%	56%	59%	54%	49%	59%	52%	61% a	55%	63% ad	62%	54%	59%	58%	59%
USE MORE THAN ONE PROFILE	56	20	12	9	7	8	*	56	20	36	24	18	5	8	42	12	56
	4%	7% f	4%	4%	3%	5% f	*%	4%	5%	4%	5%	4%	2%	4%	5%	3%	4%
DON'T KNOW HOW MANY PROFILES	18	2	4	2	4	4	1	18	5	13	9	8	-	2	16	2	18
	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	2%	2%	-%	1%	2% f	*%	1%
USE BUT DON'T HAVE A PROFILE	466	75	108	93	71	62	57	466	166	294	167	126	87	81	293	168	466
	36%	25%	37% a	39% a	36% a	38% a	50% abdg	36% a	42% b	33%	37%	31%	36%	41% b	34%	39% b	36%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1303	895	133	136	139	1303	1132	171	146	1157	133	473	695	1303	231	413	432
Effective Weighted Sample	1052	813	113	130	125	1052	916	136	114	938	108	374	569	1052	181	332	359
Total	1301	1086	115	61	38	1301	1133	168	136	1166	131	447	721	1301	216	415	453
USE ONE PROFILE	761	627	77	37	20	761	665	97	76	685	69	253	440	761	108	236	291
	59%	58%	67% d	60%	52%	59%	59%	58%	56%	59%	52%	57%	61%	59%	50%	57%	64% ab
USE MORE THAN ONE PROFILE	56	50	1	3	2	56	47	9	2	54	3	17	37	56	16	18	15
	4%	5%	1%	5% b	5%	4%	4%	5%	2%	5%	2%	4%	5%	4%	7% c	4%	3%
DON'T KNOW HOW MANY PROFILES	18	17	-	1	-	18	13	5	-	18	3	8	7	18	1	9	6
	1%	2%	-%	2%	-%	1%	1%	3%	-%	2%	2%	2%	1%	1%	1%	2%	1%
USE BUT DON'T HAVE A PROFILE	466	392	37	20	17	466	409	57	57	409	57	169	237	466	91	152	141
	36%	36%	32%	32%	43%	36%	36%	34%	42%	35%	44% c	38%	33%	36%	42% c	37%	31%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1303	310	642	312	1303	504	692	710	508
Effective Weighted Sample	1052	259	518	244	1052	402	563	555	430
Total	1301	328	651	287	1301	479	724	672	560
USE ONE PROFILE	761	197	380	169	761	287	422	390	338
	59%	60%	58%	59%	59%	60%	58%	58%	60%
USE MORE THAN ONE PROFILE	56	12	29	12	56	30	24	30	22
	4%	4%	5%	4%	4%	6% b	3%	4%	4%
DON'T KNOW HOW MANY PROFILES	18	-	10	7	18	9	7	8	8
	1%	-%	2% a	2% a	1%	2%	1%	1%	1%
USE BUT DON'T HAVE A PROFILE	466	119	232	99	466	152	271	244	192
	36%	36%	36%	35%	36%	32%	37%	36%	34%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	882	210	262	209	113	61	27	882	515	353	273	314	156	132	587	288	882
Effective Weighted Sample	700	174	207	166	89	51	19	700	412	276	223	244	130	103	467	226	700
Total	880	193	278	189	129	66	24	880	519	345	280	307	183	101	587	284	880
USE ONE PROFILE	460	109	155	97	71	**	**	460	276	173	133	170	101	53	303	154	460
	52%	56%	56%	51%	55%	**	**	52%	53%	50%	48%	55%	55%	52%	52%	54%	52%
USE MORE THAN ONE PROFILE	46	17	20	5	4	**	**	46	28	18	17	15	8	6	32	14	46
	5%	9%	7%	3%	3%	**	**	5%	5%	5%	6%	5%	4%	6%	5%	5%	5%
		c	c														
DON'T KNOW HOW MANY PROFILES	5	2	-	-	-	**	**	5	2	3	1	4	-	-	5	-	5
	1%	1%	-%	-%	-%	**	**	1%	*%	1%	*%	1%	-%	-%	1%	-%	1%
USE BUT DON'T HAVE A PROFILE	369	66	103	87	55	**	**	369	213	151	129	118	74	42	247	116	369
	42%	34%	37%	46%	42%	**	**	42%	41%	44%	46%	39%	40%	42%	42%	41%	42%
				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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	882	587	97	86	112	882	806	76	51	831	56	264	562	882	149	317	301
Effective Weighted Sample	700	532	83	80	102	700	641	59	38	662	46	203	451	700	118	248	242
Total	880	728	82	41	29	880	808	72	48	832	54	252	575	880	150	310	310
USE ONE PROFILE	460	364	**	**	15	460	418	**	**	438	**	117	322	460	71	173	160
	52%	50%	**	**	52%	52%	52%	**	**	53%	**	47%	56% b	52%	47%	56%	52%
USE MORE THAN ONE PROFILE	46	38	**	**	2	46	43	**	**	45	**	9	32	46	13	12	9
	5%	5%	**	**	8%	5%	5%	**	**	5%	**	4%	6%	5%	8% c	4%	3%
DON'T KNOW HOW MANY PROFILES	5	5	**	**	-	5	4	**	**	5	**	3	3	5	-	1	2
	1%	1%	**	**	-%	1%	1%	**	**	1%	**	1%	*%	1%	-%	*%	1%
USE BUT DON'T HAVE A PROFILE	369	321	**	**	12	369	343	**	**	343	**	123	218	369	67	124	139
	42%	44%	**	**	41%	42%	42%	**	**	41%	**	49% c	38%	42%	45%	40%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	882	227	431	205	882	362	462	498	344
Effective Weighted Sample	700	182	344	159	700	283	367	389	284
Total	880	232	436	191	880	346	476	456	391
USE ONE PROFILE	460	120	233	101	460	187	244	250	196
	52%	51%	53%	53%	52%	54%	51%	55%	50%
USE MORE THAN ONE PROFILE	46	11	18	16	46	30	15	25	20
	5%	5%	4%	9%	5%	9%	3%	5%	5%
				b		b			
DON'T KNOW HOW MANY PROFILES	5	2	2	2	5	2	4	5	-
	1%	1%	*%	1%	1%	*%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	369	100	183	72	369	127	214	176	175
	42%	43%	42%	38%	42%	37%	45%	39%	45%
							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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1961	673	623	378	181	69	37	1961	876	1067	591	554	395	404	1145	799	1961
Effective Weighted Sample	1574	558	507	301	143	58	23	1574	708	852	481	451	325	316	931	629	1574
Total	1919	609	672	337	196	80	24	1919	873	1030	585	563	435	318	1148	753	1919
USE ONE PROFILE	1349	438	483	225	139	**	**	1349	582	754	401	405	307	222	806	528	1349
	70%	72%	72%	67%	71%	**	**	70%	67%	73%	69%	72%	71%	70%	70%	70%	70%
										a							
USE MORE THAN ONE PROFILE	142	73	49	12	3	**	**	142	65	75	53	28	31	29	81	60	142
	7%	12%	7%	4%	2%	**	**	7%	7%	7%	9%	5%	7%	9%	7%	8%	7%
		bcdg	cd					cd			b			b			
DON'T KNOW HOW MANY PROFILES	10	3	2	2	3	**	**	10	3	8	1	3	3	3	4	6	10
	1%	*%	*%	1%	1%	**	**	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	419	95	138	98	51	**	**	419	223	194	130	127	94	66	257	160	419
	22%	16%	21%	29%	26%	**	**	22%	26%	19%	22%	23%	22%	21%	22%	21%	22%
			a	abg	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1961	1340	191	188	242	1961	1798	163	332	1629	256	799	902	1961	455	618	536
Effective Weighted Sample	1574	1219	166	179	218	1574	1451	124	260	1315	202	633	738	1574	358	496	436
Total	1919	1613	156	86	66	1919	1771	148	311	1608	240	755	919	1919	437	619	533
USE ONE PROFILE	1349	1130	111	61	46	1349	1235	114	214	1135	136	514	695	1349	280	455	380
	70%	70%	71%	71%	71%	70%	70%	77%	69%	71%	57%	68% a	76% abd	70% a	64%	73% a	71% a
USE MORE THAN ONE PROFILE	142	121	9	8	4	142	132	9	17	124	29	62	51	142	45	34	36
	7%	8%	6%	9%	6%	7%	7%	6%	6%	8%	12% cd	8%	6%	7%	10% b	5%	7%
DON'T KNOW HOW MANY PROFILES	10	9	1	-	*	10	8	2	4	6	2	8	1	10	4	3	-
	1%	1%	*%	-%	*%	1%	*%	2%	1%	*%	1%	1% c	*%	1%	1%	1%	-%
USE BUT DON'T HAVE A PROFILE	419	352	35	17	15	419	397	22	76	343	74	172	172	419	108	128	117
	22%	22%	23%	19%	23%	22%	22%	15%	24%	21%	31% bcd	23%	19%	22%	25%	21%	22%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1961	524	915	467	1961	800	976	944	878
Effective Weighted Sample	1574	429	741	360	1574	634	789	741	728
Total	1919	537	907	422	1919	745	989	854	953
USE ONE PROFILE	1349	367	657	298	1349	512	720	627	655
	70%	68%	72%	71%	70%	69%	73%	73%	69%
USE MORE THAN ONE PROFILE	142	44	60	31	142	72	54	54	76
	7%	8%	7%	7%	7%	10%	5%	6%	8%
						b			
DON'T KNOW HOW MANY PROFILES	10	2	4	2	10	4	2	4	4
	1%	*%	*%	1%	1%	1%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	419	124	187	90	419	157	214	169	217
	22%	23%	21%	21%	22%	21%	22%	20%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2884	710	824	640	392	225	93	2884	1277	1579	839	822	583	621	1661	1204	2884
Effective Weighted Sample	2347	596	670	526	318	182	73	2347	1045	1279	692	668	488	499	1360	971	2347
Total	2891	650	884	604	430	242	81	2891	1314	1550	859	844	651	517	1703	1169	2891
USE ONE PROFILE	1758	363	595	390	272	112	**	1758	787	952	499	533	404	312	1033	716	1758
	61%	56%	67%	65%	63%	46%	**	61%	60%	61%	58%	63%	62%	60%	61%	61%	61%
		e	aeg	ae	ae			ae									
USE MORE THAN ONE PROFILE	328	167	98	41	15	4	**	328	120	204	110	102	67	40	212	107	328
	11%	26%	11%	7%	4%	2%	**	11%	9%	13%	13%	12%	10%	8%	12%	9%	11%
		bcdeg	cde	e				cde		a	df	d			df		d
DON'T KNOW HOW MANY PROFILES	13	6	-	-	3	4	**	13	4	8	3	4	-	7	6	7	13
	*%	1%	-%	-%	1%	2%	**	*%	*%	1%	*%	*%	-%	1%	*%	1%	*%
		bc			bc	bcg								aceg			
USE BUT DON'T HAVE A PROFILE	792	115	192	173	140	122	**	792	403	386	247	205	180	158	452	338	792
	27%	18%	22%	29%	32%	50%	**	27%	31%	25%	29%	24%	28%	31%	27%	29%	27%
				ab	ab	abcdg		ab	b					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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2884	2028	273	272	311	2884	2622	262	482	2402	380	1214	1287	2884	604	963	835
Effective Weighted Sample	2347	1845	239	257	281	2347	2144	204	388	1959	309	974	1062	2347	486	785	685
Total	2891	2452	226	127	86	2891	2651	240	473	2418	376	1182	1330	2891	598	971	856
USE ONE PROFILE	1758	1484	139	80	55	1758	1599	159	291	1467	173	700	882	1758	342	614	534
	61%	61%	62%	63%	64%	61%	60%	66%	61%	61%	46%	59% a	66% abd	61% a	57%	63% a	62%
USE MORE THAN ONE PROFILE	328	283	25	12	8	328	314	14	51	277	54	132	141	328	83	88	86
	11%	12%	11%	10%	10%	11%	12% b	6%	11%	11%	14%	11%	11%	11%	14% bc	9%	10%
DON'T KNOW HOW MANY PROFILES	13	13	1	-	-	13	10	4	4	10	5	4	4	13	3	3	1
	*%	1%	*%	-%	-%	*%	*%	1% a	1%	*%	1% bc	*%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	792	673	62	35	23	792	729	63	127	665	144	345	302	792	171	266	235
	27%	27%	27%	27%	26%	27%	27%	26%	27%	27%	38% bcd	29% c	23%	27% c	29%	27%	27%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2884	681	1417	713	2884	1089	1549	1427	1269
Effective Weighted Sample	2347	567	1156	566	2347	875	1271	1136	1068
Total	2891	714	1431	675	2891	1034	1611	1324	1409
USE ONE PROFILE	1758	417	889	421	1758	592	1046	803	879
	61%	58%	62%	62%	61%	57%	65% a	61%	62%
USE MORE THAN ONE PROFILE	328	104	151	59	328	149	141	152	148
	11%	15% bcd	11%	9%	11%	14% b	9%	12%	11%
DON'T KNOW HOW MANY PROFILES	13	1	3	4	13	3	1	8	2
	*%	*%	*%	1%	*%	*%	*%	1%	*%
USE BUT DON'T HAVE A PROFILE	792	192	388	191	792	290	423	362	380
	27%	27%	27%	28%	27%	28%	26%	27%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	226	49	81	52	24	10	10	226	109	109	96	48	31	50	144	81	226
Effective Weighted Sample	185	41	66	44	21	9	8	185	89	89	80	40	25	42	120	65	185
Total	238	44	91	53	31	10	10	238	113	116	105	56	34	43	160	77	238
USE ONE PROFILE	118	**	**	**	**	**	**	118	51	64	**	**	**	**	80	**	118
	50%	**	**	**	**	**	**	50%	45%	55%	**	**	**	**	50%	**	50%
USE MORE THAN ONE PROFILE	16	**	**	**	**	**	**	16	7	5	**	**	**	**	12	**	16
	7%	**	**	**	**	**	**	7%	6%	5%	**	**	**	**	8%	**	7%
DON'T KNOW HOW MANY PROFILES	3	**	**	**	**	**	**	3	1	2	**	**	**	**	2	**	3
	1%	**	**	**	**	**	**	1%	1%	1%	**	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	101	**	**	**	**	**	**	101	54	45	**	**	**	**	67	**	101
	42%	**	**	**	**	**	**	42%	48%	39%	**	**	**	**	42%	**	42%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	226	169	19	13	25	226	213	13	12	214	18	57	151	226	46	79	71
Effective Weighted Sample	185	155	17	12	24	185	175	10	10	176	14	44	127	185	39	65	58
Total	238	211	15	6	6	238	226	12	11	228	19	51	169	238	47	88	77
USE ONE PROFILE	118	106	**	**	**	118	110	**	**	115	**	**	90	118	**	**	**
	50%	50%	**	**	**	50%	49%	**	**	51%	**	**	54%	50%	**	**	**
USE MORE THAN ONE PROFILE	16	12	**	**	**	16	15	**	**	14	**	**	9	16	**	**	**
	7%	5%	**	**	**	7%	7%	**	**	6%	**	**	6%	7%	**	**	**
DON'T KNOW HOW MANY PROFILES	3	1	**	**	**	3	3	**	**	2	**	**	1	3	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	**	1%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	101	92	**	**	**	101	98	**	**	96	**	**	67	101	**	**	**
	42%	43%	**	**	**	42%	43%	**	**	42%	**	**	40%	42%	**	**	**

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	226	71	98	54	226	107	104	109	99
Effective Weighted Sample	185	57	84	43	185	85	88	86	87
Total	238	74	110	53	238	105	119	106	119
USE ONE PROFILE	118	**	**	**	118	51	61	66	**
	50%	**	**	**	50%	48%	51%	62%	**
USE MORE THAN ONE PROFILE	16	**	**	**	16	10	5	7	**
	7%	**	**	**	7%	10%	4%	7%	**
DON'T KNOW HOW MANY PROFILES	3	**	**	**	3	2	1	*	**
	1%	**	**	**	1%	2%	1%	*%	**
USE BUT DON'T HAVE A PROFILE	101	**	**	**	101	42	52	33	**
	42%	**	**	**	42%	40%	43%	31%	**

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	794	285	273	151	58	19	8	794	547	233	269	218	163	137	487	300	794
Effective Weighted Sample	644	238	218	125	49	17	4	644	442	190	225	177	135	106	402	236	644
Total	777	253	293	139	64	23	6	777	534	228	273	217	177	103	490	281	777
USE ONE PROFILE	360	129	121	64	**	**	**	360	244	106	119	106	82	52	225	134	360
	46%	51% b	41%	46%	**	**	**	46%	46%	47%	44%	49%	46%	50%	46%	48%	46%
USE MORE THAN ONE PROFILE	35	13	17	5	**	**	**	35	28	7	15	8	10	2	23	12	35
	5%	5%	6%	3%	**	**	**	5%	5%	3%	5%	4%	6%	2%	5%	4%	5%
DON'T KNOW HOW MANY PROFILES	5	3	-	1	**	**	**	5	3	2	1	1	1	2	2	3	5
	1%	1%	-%	1%	**	**	**	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
USE BUT DON'T HAVE A PROFILE	377	108	155	69	**	**	**	377	258	113	138	102	84	47	240	131	377
	49%	43%	53% a	50%	**	**	**	49%	48%	49%	50%	47%	48%	45%	49%	47%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	794	559	71	77	87	794	750	44	63	731	81	281	432	794	158	259	251
Effective Weighted Sample	644	509	62	73	81	644	610	35	51	593	64	226	355	644	129	209	204
Total	777	660	60	35	22	777	738	39	59	718	75	267	436	777	161	254	245
USE ONE PROFILE	360	302	**	**	**	360	340	**	**	342	**	111	224	360	76	113	119
	46%	46%	**	**	**	46%	46%	**	**	48%	**	42%	51% b	46%	47%	44%	49%
USE MORE THAN ONE PROFILE	35	30	**	**	**	35	33	**	**	34	**	14	17	35	6	16	11
	5%	5%	**	**	**	5%	5%	**	**	5%	**	5%	4%	5%	4%	6%	5%
DON'T KNOW HOW MANY PROFILES	5	5	**	**	**	5	4	**	**	4	**	1	3	5	-	2	-
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	-%	1%	-%
USE BUT DON'T HAVE A PROFILE	377	323	**	**	**	377	361	**	**	338	**	141	192	377	80	123	115
	49%	49%	**	**	**	49%	49%	**	**	47%	**	53% c	44%	49%	49%	48%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	794	241	384	155	794	331	388	416	311
Effective Weighted Sample	644	202	312	120	644	263	320	325	267
Total	777	248	373	144	777	303	400	372	352
USE ONE PROFILE	360	116	161	78	360	139	192	195	143
	46%	47%	43%	54% b	46%	46%	48%	52% b	41%
USE MORE THAN ONE PROFILE	35	15	17	3	35	16	17	15	18
	5%	6%	5%	2%	5%	5%	4%	4%	5%
DON'T KNOW HOW MANY PROFILES	5	2	2	1	5	2	2	2	1
	1%	1%	*%	1%	1%	1%	1%	*%	*%
USE BUT DON'T HAVE A PROFILE	377	115	193	61	377	146	189	160	189
	49%	46%	52%	43%	49%	48%	47%	43%	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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1820	322	439	403	301	209	146	1820	1023	785	615	588	289	317	1203	606	1820
Effective Weighted Sample	1480	269	358	335	242	171	116	1480	828	642	500	479	246	257	980	492	1480
Total	1832	294	476	380	330	216	136	1832	1040	780	624	609	332	255	1233	587	1832
USE ONE PROFILE	1330	179	338	288	261	168	97	1330	744	577	445	448	244	183	893	427	1330
	73%	61%	71%	76%	79%	78%	71%	73%	72%	74%	71%	74%	73%	72%	72%	73%	73%
			a	a	abg	a		a									
USE MORE THAN ONE PROFILE	151	49	48	24	14	11	4	151	79	70	59	49	24	18	108	42	151
	8%	17%	10%	6%	4%	5%	3%	8%	8%	9%	9%	8%	7%	7%	9%	7%	8%
		bcdefg	def					df									
DON'T KNOW HOW MANY PROFILES	4	*	-	-	2	2	-	4	2	2	*	2	2	1	2	2	4
	*%	*%	-%	-%	1%	1%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	347	66	90	69	52	36	35	347	215	130	120	110	62	54	231	115	347
	19%	22%	19%	18%	16%	16%	26%	19%	21%	17%	19%	18%	19%	21%	19%	20%	19%
							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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1820	1248	200	183	189	1820	1644	176	152	1668	129	701	989	1820	280	644	671
Effective Weighted Sample	1480	1136	173	172	171	1480	1342	138	122	1357	105	566	808	1480	228	525	550
Total	1832	1524	168	87	53	1832	1673	159	152	1681	124	689	1018	1832	277	654	693
USE ONE PROFILE	1330	1099	125	70	35	1330	1216	114	106	1224	83	496	750	1330	190	466	527
	73%	72%	74%	81% ade	66%	73%	73%	72%	70%	73%	67%	72%	74%	73%	69%	71%	76% a
USE MORE THAN ONE PROFILE	151	123	18	5	5	151	134	17	6	145	7	48	96	151	24	47	62
	8%	8%	11%	6%	9%	8%	8%	11%	4%	9%	6%	7%	9%	8%	9%	7%	9%
DON'T KNOW HOW MANY PROFILES	4	4	-	-	*	4	4	-	1	4	1	4	-	4	-	3	-
	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	1% c	1% c	-%	*%	-%	*%	-%
USE BUT DON'T HAVE A PROFILE	347	297	25	12	13	347	319	28	39	308	33	141	172	347	63	138	103
	19%	19%	15%	13%	24% bc	19%	19%	18%	26% b	18%	27% c	20%	17%	19%	23% c	21% c	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.

IN17O. SUMMARY TO SHOW USE AND NUMBER OF PROFILES ON X/TWITTER

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1820	445	933	414	1820	599	1107	1066	676
Effective Weighted Sample	1480	364	766	327	1480	474	910	849	575
Total	1832	455	952	397	1832	563	1154	998	769
USE ONE PROFILE	1330	327	682	307	1330	386	859	728	562
	73%	72%	72%	77% b	73%	69%	74% a	73%	73%
USE MORE THAN ONE PROFILE	151	39	78	30	151	50	91	90	56
	8%	8%	8%	8%	8%	9%	8%	9%	7%
DON'T KNOW HOW MANY PROFILES	4	*	2	2	4	2	2	3	2
	*%	*%	*%	1%	*%	*%	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	347	89	190	57	347	125	202	176	149
	19%	20%	20% c	14%	19%	22% b	17%	18%	19%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	258	32	58	78	52	25	13	258	172	83	125	65	37	30	190	67	258
Effective Weighted Sample	209	27	47	66	44	18	8	209	140	66	103	52	31	23	155	53	209
Total	268	30	66	81	60	22	9	268	177	86	134	68	43	23	201	66	268
USE ONE PROFILE	64	**	**	**	**	**	**	64	40	**	34	**	**	**	51	**	64
	24%	**	**	**	**	**	**	24%	23%	**	26%	**	**	**	25%	**	24%
USE MORE THAN ONE PROFILE	6	**	**	**	**	**	**	6	4	**	3	**	**	**	5	**	6
	2%	**	**	**	**	**	**	2%	2%	**	2%	**	**	**	2%	**	2%
DON'T KNOW HOW MANY PROFILES	1	**	**	**	**	**	**	1	1	**	-	**	**	**	1	**	1
	*%	**	**	**	**	**	**	*%	1%	**	-%	**	**	**	1%	**	*%
USE BUT DON'T HAVE A PROFILE	197	**	**	**	**	**	**	197	131	**	96	**	**	**	144	**	197
	73%	**	**	**	**	**	**	73%	74%	**	72%	**	**	**	72%	**	73%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	258	189	17	18	34	258	231	27	10	248	14	64	180	258	39	92	98
Effective Weighted Sample	209	173	14	17	31	209	189	21	9	200	11	51	147	209	31	75	79
Total	268	237	13	8	9	268	247	21	14	254	13	59	196	268	39	101	101
USE ONE PROFILE	64	58	**	**	**	64	59	**	**	62	**	**	57	64	**	**	**
	24%	24%	**	**	**	24%	24%	**	**	24%	**	**	29%	24%	**	**	**
USE MORE THAN ONE PROFILE	6	5	**	**	**	6	6	**	**	6	**	**	2	6	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	1%	2%	**	**	**
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	1	**	**	1	**	**	1	1	**	**	**
	*%	1%	**	**	**	*%	1%	**	**	*%	**	**	1%	*%	**	**	**
USE BUT DON'T HAVE A PROFILE	197	174	**	**	**	197	180	**	**	186	**	**	136	197	**	**	**
	73%	73%	**	**	**	73%	73%	**	**	73%	**	**	69%	73%	**	**	**

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	258	81	127	46	258	91	144	107	134
Effective Weighted Sample	209	62	107	37	209	72	117	82	115
Total	268	84	136	44	268	88	156	93	161
USE ONE PROFILE	64	**	33	**	64	**	35	24	39
	24%	**	24%	**	24%	**	23%	26%	24%
USE MORE THAN ONE PROFILE	6	**	5	**	6	**	1	-	5
	2%	**	4%	**	2%	**	*%	-%	3%
DON'T KNOW HOW MANY PROFILES	1	**	-	**	1	**	1	-	-
	*%	**	-%	**	*%	**	1%	-%	-%
USE BUT DON'T HAVE A PROFILE	197	**	98	**	197	**	119	69	117
	73%	**	72%	**	73%	**	76%	74%	73%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	95	14	30	30	13	4	4	95	64	31	60	11	16	8	71	24	95
Effective Weighted Sample	79	11	27	26	12	4	2	79	52	27	51	9	14	7	59	20	79
Total	102	10	38	31	18	4	2	102	65	37	64	14	18	6	78	24	102
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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	95	75	4	5	11	95	89	6	7	88	6	34	55	95	25	28	35
Effective Weighted Sample	79	69	3	5	10	79	75	5	6	73	5	28	47	79	20	25	29
Total	102	93	4	3	3	102	96	6	8	94	5	35	62	102	24	33	38
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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	95	39	46	9	95	47	38	27	59
Effective Weighted Sample	79	31	41	7	79	39	31	22	50
Total	102	38	54	9	102	50	41	25	69
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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5038	750	975	1021	852	748	692	5038	2502	2496	1472	1455	939	1150	2927	2089	5038
Effective Weighted Sample	4072	625	796	838	695	600	541	4072	2019	2021	1194	1190	787	915	2383	1671	4072
Total	5043	682	1052	955	928	774	651	5043	2552	2453	1466	1530	1075	949	2996	2024	5043
USE ONE PROFILE	2365	404	627	492	451	255	137	2365	1297	1043	650	725	536	442	1375	978	2365
	47%	59%	60%	52%	49%	33%	21%	47%	51%	43%	44%	47%	50%	47%	46%	48%	47%
		cdefg	cdefg	efg	ef	f		ef	b				a			a	
USE MORE THAN ONE PROFILE	282	96	82	48	37	18	2	282	167	110	82	80	70	46	162	116	282
	6%	14%	8%	5%	4%	2%	*%	6%	7%	5%	6%	5%	7%	5%	5%	6%	6%
		bcdefg	cdefg	ef	f	f		ef	b								
DON'T KNOW HOW MANY PROFILES	21	2	3	5	4	4	2	21	1	18	*	9	1	10	10	11	21
	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%	*%
										a		a		aceg		a	a
USE BUT DON'T HAVE A PROFILE	2375	179	341	410	437	498	510	2375	1087	1281	734	716	468	451	1450	919	2375
	47%	26%	32%	43%	47%	64%	78%	47%	43%	52%	50%	47%	44%	48%	48%	45%	47%
			a	ab	ab	abcdg	abcdeg	abc		a	cf				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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5038	3528	505	487	518	5038	4419	619	662	4376	752	2285	1988	5038	847	1930	1565
Effective Weighted Sample	4072	3169	433	461	469	4072	3579	493	534	3538	606	1828	1630	4072	672	1564	1277
Total	5043	4232	433	232	146	5043	4446	597	645	4398	739	2241	2052	5043	825	1945	1596
USE ONE PROFILE	2365	1993	193	113	66	2365	2133	232	266	2099	280	948	1135	2365	412	888	741
	47%	47%	45%	49%	45%	47%	48% b	39%	41%	48% a	38%	42%	55% abd	47% ab	50%	46%	46%
USE MORE THAN ONE PROFILE	282	236	27	11	9	282	259	23	33	249	38	111	133	282	78	92	56
	6%	6%	6%	5%	6%	6%	6%	4%	5%	6%	5%	5%	6%	6%	9% bc	5%	4%
DON'T KNOW HOW MANY PROFILES	21	17	2	1	1	21	17	3	4	16	8	11	2	21	8	5	-
	*%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1% cd	1% c	*%	*%	1% bc	*%	-%
USE BUT DON'T HAVE A PROFILE	2375	1986	211	108	70	2375	2036	339	341	2034	414	1171	782	2375	327	960	799
	47%	47%	49%	47%	48%	47%	46%	57% a	53% b	46%	56% cd	52% cd	38%	47% c	40%	49% a	50% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5038	1128	2576	1234	5038	1764	2924	3059	1721
Effective Weighted Sample	4072	920	2098	974	4072	1401	2390	2430	1447
Total	5043	1162	2618	1162	5043	1662	3043	2878	1942
USE ONE PROFILE	2365	557	1184	584	2365	832	1365	1253	1017
	47%	48%	45%	50% b	47%	50% b	45%	44%	52% a
USE MORE THAN ONE PROFILE	282	67	139	62	282	129	127	147	112
	6%	6%	5%	5%	6%	8% b	4%	5%	6%
DON'T KNOW HOW MANY PROFILES	21	2	8	8	21	13	5	8	7
	*%	*%	*%	1%	*%	1% b	*%	*%	*%
USE BUT DON'T HAVE A PROFILE	2375	537	1286	508	2375	687	1546	1470	806
	47%	46%	49% c	44%	47%	41%	51% a	51% b	42%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	97	41	31	18	5	1	1	97	55	41	46	18	13	19	64	32	97
Effective Weighted Sample	80	35	25	16	5	1	1	80	45	34	37	15	11	17	52	26	80
Total	101	35	37	19	8	1	1	101	54	45	47	18	17	17	65	34	101
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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	97	78	4	7	8	97	91	6	14	83	18	36	43	97	25	34	20
Effective Weighted Sample	80	70	4	6	8	80	75	5	12	67	15	30	35	80	20	29	16
Total	101	93	2	3	2	101	97	4	15	85	18	34	48	101	27	38	20
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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	97	36	42	15	97	55	28	30	52
Effective Weighted Sample	80	28	37	12	80	44	24	23	44
Total	101	36	46	15	101	55	32	27	62
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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	230	131	53	26	13	4	3	230	81	145	82	84	35	28	166	63	230
Effective Weighted Sample	188	110	42	22	10	4	2	188	68	116	71	68	27	22	139	48	188
Total	226	124	57	24	15	4	2	226	83	139	86	81	36	22	167	58	226
USE ONE PROFILE	145	96	**	**	**	**	**	145	**	99	**	**	**	**	109	**	145
	64%	77% g	**	**	**	**	**	64%	**	72%	**	**	**	**	65%	**	64%
USE MORE THAN ONE PROFILE	5	1	**	**	**	**	**	5	**	1	**	**	**	**	4	**	5
	2%	1%	**	**	**	**	**	2%	**	1%	**	**	**	**	2%	**	2%
DON'T KNOW HOW MANY PROFILES	2	-	**	**	**	**	**	2	**	2	**	**	**	**	2	**	2
	1%	-%	**	**	**	**	**	1%	**	1%	**	**	**	**	1%	**	1%
USE BUT DON'T HAVE A PROFILE	75	27	**	**	**	**	**	75	**	37	**	**	**	**	53	**	75
	33%	22%	**	**	**	**	**	33% a	**	27%	**	**	**	**	31%	**	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.

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

Base : All respondents who use BeReal for social media

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	230	163	15	18	34	230	214	16	30	200	29	90	111	230	52	54	64
Effective Weighted Sample	188	151	13	17	33	188	174	14	23	165	22	76	90	188	42	45	51
Total	226	195	14	8	9	226	210	17	26	200	24	90	113	226	52	55	59
USE ONE PROFILE	145	124	**	**	**	145	134	**	**	129	**	**	71	145	**	**	**
	64%	64%	**	**	**	64%	64%	**	**	65%	**	**	63%	64%	**	**	**
USE MORE THAN ONE PROFILE	5	4	**	**	**	5	5	**	**	4	**	**	2	5	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	2%	**	**	1%	2%	**	**	**
DON'T KNOW HOW MANY PROFILES	2	2	**	**	**	2	2	**	**	2	**	**	2	2	**	**	**
	1%	1%	**	**	**	1%	1%	**	**	1%	**	**	1%	1%	**	**	**
USE BUT DON'T HAVE A PROFILE	75	65	**	**	**	75	69	**	**	64	**	**	38	75	**	**	**
	33%	33%	**	**	**	33%	33%	**	**	32%	**	**	34%	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.

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

Base : All respondents who use BeReal for social media

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	230	67	112	43	230	95	107	131	77
Effective Weighted Sample	188	53	93	36	188	79	85	107	63
Total	226	66	111	41	226	98	101	125	83
USE ONE PROFILE	145	**	69	**	145	**	66	90	**
	64%	**	63%	**	64%	**	65%	72%	**
USE MORE THAN ONE PROFILE	5	**	2	**	5	**	1	2	**
	2%	**	2%	**	2%	**	1%	1%	**
DON'T KNOW HOW MANY PROFILES	2	**	2	**	2	**	-	-	**
	1%	**	2%	**	1%	**	-%	-%	**
USE BUT DON'T HAVE A PROFILE	75	**	38	**	75	**	35	33	**
	33%	**	34%	**	33%	**	34%	26%	**

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	188	46	54	41	23	13	11	188	58	124	59	72	23	34	131	57	188
Effective Weighted Sample	150	38	44	33	19	11	9	150	45	99	49	59	18	25	108	42	150
Total	177	37	56	35	28	11	10	177	55	115	61	70	21	25	130	46	177
USE ONE PROFILE	112	**	**	**	**	**	**	112	**	80	**	**	**	**	85	**	112
	63%	**	**	**	**	**	**	63%	**	69%	**	**	**	**	65%	**	63%
USE MORE THAN ONE PROFILE	5	**	**	**	**	**	**	5	**	5	**	**	**	**	5	**	5
	3%	**	**	**	**	**	**	3%	**	4%	**	**	**	**	3%	**	3%
USE BUT DON'T HAVE A PROFILE	60	**	**	**	**	**	**	60	**	31	**	**	**	**	41	**	60
	34%	**	**	**	**	**	**	34%	**	27%	**	**	**	**	32%	**	34%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	~b	c	d	~a	~b	~c
Unweighted total	188	119	20	26	23	188	165	23	15	173	10	53	125	188	33	58	68
Effective Weighted Sample	150	107	18	24	21	150	132	19	12	138	6	44	101	150	24	47	57
Total	177	139	18	13	7	177	159	17	15	162	8	47	122	177	29	56	64
USE ONE PROFILE	112	83	**	**	**	112	97	**	**	105	**	**	80	112	**	**	**
	63%	60%	**	**	**	63%	61%	**	**	65%	**	**	66%	63%	**	**	**
USE MORE THAN ONE PROFILE	5	4	**	**	**	5	5	**	**	5	**	**	4	5	**	**	**
	3%	3%	**	**	**	3%	3%	**	**	3%	**	**	3%	3%	**	**	**
USE BUT DON'T HAVE A PROFILE	60	52	**	**	**	60	58	**	**	52	**	**	38	60	**	**	**
	34%	37%	**	**	**	34%	36%	**	**	32%	**	**	31%	34%	**	**	**

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	188	43	90	46	188	86	84	105	73
Effective Weighted Sample	150	35	73	35	150	69	68	84	61
Total	177	43	84	38	177	72	89	88	81
USE ONE PROFILE	112	**	**	**	112	**	**	66	**
	63%	**	**	**	63%	**	**	75%	**
USE MORE THAN ONE PROFILE	5	**	**	**	5	**	**	-	**
	3%	**	**	**	3%	**	**	-%	**
USE BUT DON'T HAVE A PROFILE	60	**	**	**	60	**	**	22	**
	34%	**	**	**	34%	**	**	25%	**

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	89	39	26	15	8	-	1	89	48	37	34	28	12	15	62	27	89
Effective Weighted Sample	71	29	22	13	7	-	1	71	39	28	28	23	9	11	50	21	71
Total	88	31	29	14	12	-	2	88	47	36	34	29	12	13	63	25	88
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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	89	61	6	10	12	89	85	4	6	83	3	24	61	89	15	26	31
Effective Weighted Sample	71	56	5	10	12	71	68	3	5	66	2	18	50	71	12	20	26
Total	88	76	4	5	3	88	85	3	7	81	2	22	62	88	14	24	34
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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	89	26	43	18	89	44	38	52	29
Effective Weighted Sample	71	21	36	13	71	34	30	42	24
Total	88	28	45	12	88	40	39	48	33
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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	435	79	130	111	54	40	21	435	208	224	175	127	64	67	302	131	435
Effective Weighted Sample	358	68	106	93	46	32	16	358	170	185	144	105	53	57	249	108	358
Total	439	74	142	108	58	38	20	439	209	226	178	137	67	55	315	122	439
USE ONE PROFILE	286	**	87	73	**	**	**	286	126	159	104	103	**	**	207	78	286
	65%	**	61%	68%	**	**	**	65%	60%	70%	58%	75%	**	**	65%	64%	65%
										a		a					
USE MORE THAN ONE PROFILE	14	**	2	5	**	**	**	14	3	10	8	2	**	**	10	4	14
	3%	**	2%	4%	**	**	**	3%	1%	4%	4%	1%	**	**	3%	4%	3%
DON'T KNOW HOW MANY PROFILES	1	**	-	-	**	**	**	1	-	1	-	1	**	**	1	-	1
	*%	**	-%	-%	**	**	**	*%	-%	*%	-%	1%	**	**	*%	-%	*%
USE BUT DON'T HAVE A PROFILE	138	**	53	30	**	**	**	138	81	57	67	31	**	**	98	39	138
	31%	**	37%	28%	**	**	**	31%	39%	25%	38%	23%	**	**	31%	32%	31%
									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.

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

Base : All respondents who use Threads for social media

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	435	311	44	42	38	435	396	39	33	402	33	136	266	435	75	152	155
Effective Weighted Sample	358	283	37	40	35	358	327	31	27	330	28	111	219	358	62	123	131
Total	439	373	35	20	11	439	406	33	32	406	33	131	275	439	76	153	159
USE ONE PROFILE	286	243	**	**	**	286	261	**	**	271	**	81	194	286	**	98	99
	65%	65%	**	**	**	65%	64%	**	**	67%	**	62%	70%	65%	**	64%	62%
USE MORE THAN ONE PROFILE	14	11	**	**	**	14	12	**	**	11	**	3	8	14	**	8	3
	3%	3%	**	**	**	3%	3%	**	**	3%	**	2%	3%	3%	**	5%	2%
DON'T KNOW HOW MANY PROFILES	1	1	**	**	**	1	-	**	**	1	**	1	-	1	**	-	-
	*%	*%	**	**	**	*%	-%	**	**	*%	**	1%	-%	*%	**	-%	-%
USE BUT DON'T HAVE A PROFILE	138	118	**	**	**	138	133	**	**	123	**	46	74	138	**	47	57
	31%	32%	**	**	**	31%	33%	**	**	30%	**	35%	27%	31%	**	31%	36%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	435	127	201	96	435	179	228	208	205
Effective Weighted Sample	358	106	167	75	358	145	189	167	175
Total	439	130	211	88	439	169	242	189	232
USE ONE PROFILE	286	83	128	**	286	111	159	128	149
	65%	64%	60%	**	65%	66%	66%	68%	65%
USE MORE THAN ONE PROFILE	14	2	9	**	14	10	2	7	6
	3%	2%	4%	**	3%	6% b	1%	4%	3%
DON'T KNOW HOW MANY PROFILES	1	-	-	**	1	-	-	-	-
	*%	-%	-%	**	*%	-%	-%	-%	-%
USE BUT DON'T HAVE A PROFILE	138	45	74	**	138	48	81	54	76
	31%	35%	35%	**	31%	28%	33%	29%	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1294	441	365	246	127	73	42	1294	591	685	417	402	230	232	819	462	1294
Effective Weighted Sample	1054	369	301	203	104	56	30	1054	479	559	340	333	189	187	673	369	1054
Total	1299	409	407	230	141	75	37	1299	595	686	416	422	254	192	838	445	1299
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	483	138	179	95	41	**	**	483	206	266	173	149	101	55	323	157	483
	37%	34%	44%	41%	29%	**	**	37%	35%	39%	42%	35%	40%	29%	38%	35%	37%
			adg	d							d		d		d		d
I have one account for my closest friends and another for my wider circle of friends	399	163	113	58	39	**	**	399	180	213	131	105	100	60	235	160	399
	31%	40%	28%	25%	28%	**	**	31%	30%	31%	31%	25%	39%	32%	28%	36%	31%
		bcdg											beg			be	b
I have different accounts for sharing/ posting my own content and for following other people	398	129	136	67	48	**	**	398	200	195	128	109	88	66	237	154	398
	31%	31%	34%	29%	34%	**	**	31%	34%	28%	31%	26%	35%	35%	28%	35%	31%
													b	b		be	
I have separate account(s) for business purposes/ for promoting my business	374	97	142	73	36	**	**	374	193	176	165	105	64	37	270	101	374
	29%	24%	35%	32%	25%	**	**	29%	32%	26%	40%	25%	25%	19%	32%	23%	29%
			ag	a					b		bcdefg				bdf		df
I have a 'real' or authentic account and another that is my curated or photoshopped one	222	74	79	42	18	**	**	222	121	100	91	48	51	29	139	80	222
	17%	18%	19%	18%	13%	**	**	17%	20%	15%	22%	11%	20%	15%	17%	18%	17%
									b		beg		b		b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	1294	441	365	246	127	73	42	1294	591	685	417	402	230	232	819	462	1294
Effective Weighted Sample	1054	369	301	203	104	56	30	1054	479	559	340	333	189	187	673	369	1054
Total	1299	409	407	230	141	75	37	1299	595	686	416	422	254	192	838	445	1299
I have an account for my parents/ family to see	191	66	65	32	22	**	**	191	98	90	58	47	46	39	105	85	191
	15%	16%	16%	14%	15%	**	**	15%	16%	13%	14%	11%	18%	20%	12%	19%	15%
													be	be		beg	
Some other reason	54	13	7	8	12	**	**	54	21	33	14	29	4	6	43	10	54
	4%	3%	2%	3%	9%	**	**	4%	4%	5%	3%	7%	1%	3%	5%	2%	4%
					abg							acfg			cf		
Don't know	51	13	11	6	5	**	**	51	22	27	9	16	3	20	24	23	51
	4%	3%	3%	3%	4%	**	**	4%	4%	4%	2%	4%	1%	11%	3%	5%	4%
														abcefg		ac	

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1294	909	137	105	143	1294	1177	117	161	1133	172	538	582	1294	265	421	365
Effective Weighted Sample	1054	827	118	99	131	1054	959	94	130	924	142	434	476	1054	218	346	293
Total	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	483	405	41	23	14	483	452	32	51	433	32	189	262	483	98	158	156
	37%	37%	37%	47%	35%	37%	38%	28%	31%	38%	19%	36% a	44% abd	37% a	36%	36%	43%
I have one account for my closest friends and another for my wider circle of friends	399	339	39	13	8	399	375	24	52	347	46	152	202	399	100	112	103
	31%	31% d	35% d	26%	21%	31% d	32% b	22%	32%	31%	27%	29%	34%	31%	37% bc	26%	28%
I have different accounts for sharing/ posting my own content and for following other people	398	341	33	15	8	398	372	26	41	357	38	149	211	398	94	136	94
	31%	31% d	30%	30%	20%	31% d	31%	23%	25%	31%	23%	28%	35% ab	31% a	35% c	31%	26%
I have separate account(s) for business purposes/ for promoting my business	374	319	29	16	9	374	343	30	27	347	31	140	203	374	79	137	120
	29%	29%	26%	33%	24%	29%	29%	27%	17%	30% a	18%	26%	34% abd	29% a	29%	32%	33%
I have a 'real' or authentic account and another that is my curated or photoshopped one	222	195	11	10	6	222	210	12	25	197	27	100	95	222	50	73	58
	17%	18% b	10%	20% b	14%	17%	18%	11%	16%	17%	16%	19%	16%	17%	19%	17%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1294	909	137	105	143	1294	1177	117	161	1133	172	538	582	1294	265	421	365
Effective Weighted Sample	1054	827	118	99	131	1054	959	94	130	924	142	434	476	1054	218	346	293
Total	1299	1099	111	49	39	1299	1186	113	162	1137	168	531	598	1299	269	434	363
I have an account for my parents/ family to see	191	161	19	6	5	191	181	10	28	163	20	73	98	191	55	59	52
	15%	15%	17%	11%	13%	15%	15%	9%	17%	14%	12%	14%	16%	15%	20% b	13%	14%
Some other reason	54	42	8	2	3	54	49	6	5	49	6	24	25	54	6	20	19
	4%	4%	7%	3%	8% ae	4%	4%	5%	3%	4%	3%	4%	4%	4%	2%	5%	5%
Don't know	51	45	3	1	2	51	37	14	14	36	16	25	8	51	7	13	11
	4%	4%	3%	3%	4%	4%	3%	12% a	9% b	3%	9% bcd	5% c	1%	4% c	3%	3%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1294	316	661	280	1294	568	609	688	500
Effective Weighted Sample	1054	258	540	225	1054	461	498	546	425
Total	1299	322	671	268	1299	543	636	646	566
I have separate account(s) dedicated to a hobby (e.g. cooking, reading, photography)	483	122	256	96	483	197	251	239	221
	37%	38%	38%	36%	37%	36%	39%	37%	39%
I have one account for my closest friends and another for my wider circle of friends	399	104	209	74	399	174	194	184	188
	31%	32%	31%	28%	31%	32%	31%	28%	33%
I have different accounts for sharing/ posting my own content and for following other people	398	102	212	78	398	183	186	181	187
	31%	32%	32%	29%	31%	34%	29%	28%	33%
I have separate account(s) for business purposes/ for promoting my business	374	102	188	77	374	157	184	154	195
	29%	32%	28%	29%	29%	29%	29%	24%	35% a
I have a 'real' or authentic account and another that is my curated or photoshopped one	222	75	104	36	222	113	92	91	115
	17%	23% bcd	16%	13%	17%	21% b	14%	14%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	1294	316	661	280	1294	568	609	688	500
Effective Weighted Sample	1054	258	540	225	1054	461	498	546	425
Total	1299	322	671	268	1299	543	636	646	566
I have an account for my parents/ family to see	191	57	83	45	191	95	78	74	100
	15%	18% b	12%	17%	15%	18% b	12%	11%	18% a
Some other reason	54	16	23	13	54	27	23	41	12
	4%	5%	3%	5%	4%	5%	4%	6% b	2%
Don't know	51	6	26	12	51	12	21	33	9
	4%	2%	4%	4%	4%	2%	3%	5% b	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.

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)

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2201	444	647	544	305	179	82	2201	1137	1042	747	595	438	408	1342	846	2201
Effective Weighted Sample	1801	375	534	451	255	141	62	1801	931	852	614	494	363	332	1108	683	1801
Total	2255	409	719	513	353	188	74	2255	1191	1041	773	637	491	342	1410	833	2255
It's fun/ it helps pass the time	1369	264	430	319	218	106	**	1369	716	633	474	399	283	204	873	487	1369
	61%	64%	60%	62%	62%	56%	**	61%	60%	61%	61%	63%	58%	60%	62%	58%	61%
It's a good way to keep in touch with people	1246	187	375	317	217	108	**	1246	623	611	446	348	269	179	794	448	1246
	55%	46%	52%	62%	62%	57%	**	55%	52%	59%	58%	55%	55%	52%	56%	54%	55%
				abg	ab	a		a		a							
It helps me to feel creative	1100	200	385	278	154	65	**	1100	617	466	418	279	241	156	696	397	1100
	49%	49%	54%	54%	44%	35%	**	49%	52%	45%	54%	44%	49%	46%	49%	48%	49%
		e	de	deg				e	b		bdfg				b		b
I like to be seen and heard online	718	139	258	174	107	28	**	718	415	297	294	175	154	93	469	246	718
	32%	34%	36%	34%	30%	15%	**	32%	35%	29%	38%	27%	31%	27%	33%	30%	32%
		e	e	e	e			e	b		bcdefg				bd		
To promote my business/ for business purposes	580	75	237	152	78	28	**	580	330	247	279	127	115	57	405	173	580
	26%	18%	33%	30%	22%	15%	**	26%	28%	24%	36%	20%	23%	17%	29%	21%	26%
			adeg	ade				ae			bcdefg		d		bdf		bdf
I like to broadcast to an audience	527	84	203	123	84	23	**	527	336	184	244	118	92	67	362	159	527
	23%	21%	28%	24%	24%	12%	**	23%	28%	18%	32%	19%	19%	20%	26%	19%	23%
		e	aeg	e	e			e	b		bcdefg				bcdf		bf
None of these	37	6	8	5	4	10	**	37	19	16	11	13	5	8	24	13	37
	2%	1%	1%	1%	1%	5%	**	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%
						abcdg											
Don't know	18	10	3	2	2	-	**	18	6	12	-	4	3	7	4	10	18
	1%	2%	*%	*%	1%	-%	**	1%	1%	1%	-%	1%	1%	2%	*%	1%	1%
		bcg										a	a	aeg		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.

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)

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2201	1564	227	204	206	2201	2018	183	317	1884	259	838	1104	2201	445	794	664
Effective Weighted Sample	1801	1420	196	194	187	1801	1656	145	259	1542	213	679	910	1801	368	649	541
Total	2255	1913	190	97	56	2255	2072	183	323	1932	269	837	1149	2255	455	812	685
It's fun/ it helps pass the time	1369	1167	106	60	36	1369	1269	100	186	1182	100	480	788	1369	271	494	432
	61%	61%	56%	62%	64%	61%	61%	54%	58%	61%	37%	57% a	69% abd	61% a	60%	61%	63%
It's a good way to keep in touch with people	1246	1068	97	50	31	1246	1145	100	169	1077	100	419	727	1246	232	452	417
	55%	56%	51%	51%	54%	55%	55%	55%	52%	56%	37%	50% a	63% abd	55% ab	51%	56%	61% a
It helps me to feel creative	1100	937	87	48	28	1100	1015	85	134	966	80	389	631	1100	213	389	357
	49%	49%	46%	49%	50%	49%	49%	47%	42%	50% a	30%	47% a	55% abd	49% a	47%	48%	52%
I like to be seen and heard online	718	623	60	22	13	718	667	51	87	630	58	247	412	718	144	247	244
	32%	33% cd	32% c	23%	23%	32% cd	32%	28%	27%	33%	22%	29% a	36% abd	32% a	32%	30%	36%
To promote my business/ for business purposes	580	499	47	24	11	580	537	43	60	521	46	212	323	580	124	217	190
	26%	26%	25%	24%	20%	26%	26%	24%	18%	27% a	17%	25% a	28% a	26% a	27%	27%	28%
I like to broadcast to an audience	527	461	36	19	11	527	501	26	55	472	33	159	335	527	107	184	185
	23%	24%	19%	19%	19%	23%	24% b	14%	17%	24% a	12%	19% a	29% abd	23% ab	24%	23%	27%
None of these	37	32	4	1	1	37	36	2	6	31	10	16	11	37	3	18	12
	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	4% cd	2%	1%	2%	1%	2% a	2%
Don't know	18	14	2	1	1	18	15	3	4	13	8	9	1	18	1	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% bcd	1% c	*%	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.

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)

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2201	560	1093	504	2201	823	1194	1045	1017
Effective Weighted Sample	1801	463	901	402	1801	662	988	823	868
Total	2255	590	1130	488	2255	794	1273	977	1155
It's fun/ it helps pass the time	1369	370	675	301	1369	456	821	603	715
	61%	63%	60%	62%	61%	57%	64% a	62%	62%
It's a good way to keep in touch with people	1246	342	626	260	1246	411	761	494	699
	55%	58%	55%	53%	55%	52%	60% a	51%	61% a
It helps me to feel creative	1100	326	552	206	1100	392	625	468	580
	49%	55% bcd	49% c	42%	49% c	49%	49%	48%	50%
I like to be seen and heard online	718	228	339	137	718	257	407	264	415
	32%	39% bcd	30%	28%	32%	32%	32%	27%	36% a
To promote my business/ for business purposes	580	189	289	97	580	213	331	189	379
	26%	32% bcd	26% c	20%	26% c	27%	26%	19%	33% a
I like to broadcast to an audience	527	195	231	92	527	179	311	186	316
	23%	33% bcd	20%	19%	23%	23%	24%	19%	27% a
None of these	37	6	14	14	37	7	21	19	12
	2%	1%	1%	3% ab	2%	1%	2%	2%	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.

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)

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2201	560	1093	504	2201	823	1194	1045	1017
Effective Weighted Sample	1801	463	901	402	1801	662	988	823	868
Total	2255	590	1130	488	2255	794	1273	977	1155
Don't know	18	3	3	6	18	3	4	7	4
	1%	1%	*%	1% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5894	730	1134	1044	1069	939	978	5894	2773	3083	1710	1797	1229	1127	3507	2356	5894
	95%	98%	99%	98%	97%	93%	87%	95%	94%	96%	96%	96%	96%	92%	96%	94%	95%
		efg	defg	efg	efg	f		ef		a	df	df	d		dfg	d	df
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5665	738	1144	1036	1046	890	810	5665	2732	2894	1612	1734	1212	1079	3346	2291	5665
	92%	100%	100%	97%	95%	88%	72%	92%	93%	90%	91%	93%	94%	88%	92%	91%	92%
		cdefg	cdefg	defg	efg	f		ef	b		d	ad	adefg		d	d	d
USES SOCIAL MEDIA APPS OR SITES	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
	90%	99%	98%	95%	91%	86%	75%	90%	89%	92%	91%	92%	92%	87%	91%	89%	90%
		cdefg	cdefg	defg	ef	f		ef		a	d	df	df		df	d	d
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3989	659	1014	841	744	473	258	3989	2022	1938	1187	1163	899	718	2350	1617	3989
	65%	89%	88%	79%	68%	47%	23%	65%	69%	61%	67%	62%	70%	59%	64%	64%	65%
		cdefg	cdefg	defg	ef	f		ef	b		bd		bdefg		d	d	d
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
	99%	100%	100%	100%	99%	98%	95%	99%	98%	99%	99%	99%	99%	98%	99%	98%	99%
		defg	defg	efg	ef	f		f				d			d		
USES NONE OF THESE	85	*	-	2	8	20	55	85	47	38	26	19	14	26	45	40	85
	1%	*%	-%	*%	1%	2%	5%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
					ab	abcd	abcdeg	abc						be			
USES ALL FOUR TYPES OF APPS/ SITES	3782	646	992	810	693	431	209	3782	1890	1862	1140	1108	851	663	2249	1513	3782
	61%	87%	86%	76%	63%	43%	19%	61%	64%	58%	64%	59%	66%	54%	62%	60%	61%
		cdefg	cdefg	defg	ef	f		ef	b		bdfg	d	bdefg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5894	4952	497	276	168	5894	5152	742	830	5064	1124	2598	2151	5894	930	2285	1874
	95%	95%	96%	95%	97% ae	95%	96%	94%	98% b	95%	89%	96% a	99% abd	95% a	96% b	94%	97% b
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5665	4741	492	266	166	5665	4969	696	785	4880	944	2549	2158	5665	918	2179	1788
	92%	91%	95% ace	91%	96% ace	92%	92% b	88%	92%	91%	75%	94% ad	99% abd	92% a	95% bc	89%	92% b
USES SOCIAL MEDIA APPS OR SITES	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
	90%	90%	90%	89%	93% ace	90%	91% b	87%	92%	90%	80%	90% a	98% abd	90% a	94% bc	88%	91% b
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3989	3382	306	182	118	3989	3585	405	578	3412	499	1648	1843	3989	756	1416	1249
	65%	65% b	59%	63%	68% bc	65% b	66% b	51%	68% b	64%	40%	61% a	85% abd	65% ab	78% bc	58%	64% b
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
	99%	98%	99%	99%	99%	99%	99% b	97%	100% b	98%	96%	99% ad	100% abd	99% a	99% b	98%	99% b
USES NONE OF THESE	85	78	3	2	1	85	64	21	1	84	55	16	2	85	7	51	21
	1%	2%	1%	1%	1%	1%	1%	3% a	*%	2% a	4% bcd	1% c	*%	1% bc	1%	2% ac	1%
USES ALL FOUR TYPES OF APPS/ SITES	3782	3198	292	176	115	3782	3407	374	542	3240	434	1548	1799	3782	722	1324	1204
	61%	61% b	56%	61%	67% abce	61% b	63% b	47%	64%	61%	34%	57% a	83% abd	61% ab	75% bc	54%	62% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
USES APPS/ SITES TO SEND MESSAGES, CHAT OR MAKE VOICE OR VIDEO CALLS	5894	1359	3062	1358	5894	1956	3548	3513	2140
	95%	95%	95%	96%	95%	96%	95%	93%	99%
									a
WATCHES/ POSTS/ SHARES CONTENT ON ANY VIDEO SHARING PLATFORMS	5665	1296	2930	1326	5665	1855	3418	3295	2123
	92%	91%	91%	94%	92%	91%	92%	87%	98%
				abd					a
USES SOCIAL MEDIA APPS OR SITES	5591	1278	2888	1311	5591	1873	3339	3271	2084
	90%	89%	90%	93%	90%	92%	90%	87%	97%
				abd		b			a
USES LIVE STREAMING APPS OR SITES TO WATCH OR POST/ SHARE CONTENT	3989	927	2030	945	3989	1348	2341	2008	1777
	65%	65%	63%	67%	65%	66%	63%	53%	82%
				b		b			a
USES ANY OF THESE FOUR TYPES OF APPS/ SITES	6100	1407	3166	1407	6100	2019	3669	3689	2155
	99%	98%	98%	99%	99%	99%	99%	98%	100%
				ab					a
USES NONE OF THESE	85	23	52	10	85	26	54	79	4
	1%	2%	2%	1%	1%	1%	1%	2%	*%
		c	c					b	
USES ALL FOUR TYPES OF APPS/ SITES	3782	880	1917	902	3782	1283	2217	1868	1727
	61%	61%	60%	64%	61%	63%	60%	50%	80%
				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 OR FOR MESSAGING/ CHAT/ CALLING

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WhatsApp	5073	617	1021	958	934	793	750	5073	2314	2725	1504	1599	1043	900	3103	1943	5073
	82%	83%	89%	90%	85%	78%	67%	82%	79%	85%	85%	86%	81%	73%	85%	77%	82%
		ef	adefg	adefg	efg	f		ef		a	cdfg	cdfg	df		cdfg	d	df
YouTube	5043	682	1052	955	928	774	651	5043	2552	2453	1466	1530	1075	949	2996	2024	5043
	82%	92%	92%	90%	84%	76%	58%	82%	87%	77%	83%	82%	84%	77%	82%	81%	82%
		defg	defg	defg	efg	f		ef	b		d	d	d		d	d	d
Facebook	4778	474	968	925	898	752	761	4778	2174	2582	1354	1414	1038	949	2768	1987	4778
	77%	64%	84%	87%	82%	74%	68%	77%	74%	81%	76%	76%	81%	77%	76%	79%	77%
			aefg	adefg	aefg	af		af		a			abeg			abe	
Instagram	3697	686	1003	790	618	355	246	3697	1650	2018	1130	1129	788	628	2259	1416	3697
	60%	92%	87%	74%	56%	35%	22%	60%	56%	63%	64%	60%	61%	51%	62%	56%	60%
		bcdefg	cdefg	defg	ef	f		ef		a	dfg	df	df		dfg	d	df
TikTok	2891	650	884	604	430	242	81	2891	1314	1550	859	844	651	517	1703	1169	2891
	47%	88%	77%	57%	39%	24%	7%	47%	45%	48%	48%	45%	51%	42%	47%	47%	47%
		bcdefg	cdefg	defg	ef	f		def		a	d		bdefg		d	d	d
Snapchat	2046	632	705	371	215	94	29	2046	943	1086	620	597	471	339	1218	810	2046
	33%	85%	61%	35%	20%	9%	3%	33%	32%	34%	35%	32%	37%	28%	33%	32%	33%
		bcdefg	cdefg	def	ef	f		def			d	d	bdfg		d	d	d
X/Twitter	1832	294	476	380	330	216	136	1832	1040	780	624	609	332	255	1233	587	1832
	30%	40%	41%	36%	30%	21%	12%	30%	35%	24%	35%	33%	26%	21%	34%	23%	30%
		defg	cdefg	defg	ef	f		ef	b		cdfg	cdfg	d		cdfg		cdf
FaceTime	1699	359	434	310	260	183	153	1699	676	1012	528	550	382	229	1078	611	1699
	27%	48%	38%	29%	24%	18%	14%	27%	23%	32%	30%	29%	30%	19%	30%	24%	27%
		bcdefg	cdefg	def	ef	f		def		a	df	df	df		dfg	d	df
Microsoft Teams	1566	267	363	376	304	178	78	1566	710	836	581	632	226	126	1213	352	1566
	25%	36%	32%	35%	28%	18%	7%	25%	24%	26%	33%	34%	18%	10%	33%	14%	25%
		defg	efg	defg	ef	f		ef			cdfg	cdfg	df		cdfg	d	cdf
LinkedIn	1329	132	318	307	259	195	120	1329	738	583	599	457	166	102	1056	268	1329
	21%	18%	28%	29%	24%	19%	11%	21%	25%	18%	34%	24%	13%	8%	29%	11%	21%
		f	aefg	adefg	aef	f		af	b		bcdefg	cdfg	d		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Pinterest	1301	299	292	238	195	162	115	1301	396	886	446	408	241	195	854	435	1301
	21%	40%	25%	22%	18%	16%	10%	21%	13%	28%	25%	22%	19%	16%	23%	17%	21%
		bcdefg	defg	def	f	f		def		a	bcdfg	df			cdfg		df
Zoom	1296	135	295	318	225	174	149	1296	650	636	567	391	204	129	958	333	1296
	21%	18%	26%	30%	20%	17%	13%	21%	22%	20%	32%	21%	16%	11%	26%	13%	21%
		f	adefg	abdefg	f	f		ef			bcdefg	cdf	d		bcdfg	d	cdf
iMessage (by Apple)	1165	248	339	200	162	126	90	1165	461	691	372	382	227	173	754	400	1165
	19%	33%	30%	19%	15%	12%	8%	19%	16%	22%	21%	20%	18%	14%	21%	16%	19%
		cdefg	cdefg	def	f	f		def		a	cdf	df	d		cdfg		df
Reddit	880	193	278	189	129	66	24	880	519	345	280	307	183	101	587	284	880
	14%	26%	24%	18%	12%	7%	2%	14%	18%	11%	16%	16%	14%	8%	16%	11%	14%
		cdefg	cdefg	defg	ef	f		ef	b		df	dfg	df		dfg	d	df
Telegram	840	112	313	233	106	47	29	840	539	294	353	226	148	111	579	258	840
	14%	15%	27%	22%	10%	5%	3%	14%	18%	9%	20%	12%	11%	9%	16%	10%	14%
		def	acdefg	adefg	ef	f		def	b		bcdefg	d			bcdfg		df
Twitch	777	253	293	139	64	23	6	777	534	228	273	217	177	103	490	281	777
	13%	34%	25%	13%	6%	2%	1%	13%	18%	7%	15%	12%	14%	8%	13%	11%	13%
		bcdefg	cdefg	def	ef	f		def	b		bdfg	d	df		df	d	d
Skype	764	57	189	186	123	103	107	764	410	352	330	185	157	91	515	248	764
	12%	8%	16%	17%	11%	10%	10%	12%	14%	11%	19%	10%	12%	7%	14%	10%	12%
			adefg	adefg	a			af	b		bcdefg	d	d		bdfg	d	bdf
Google Chat/ Google Meet	626	85	194	159	107	58	24	626	364	257	289	174	98	65	462	163	626
	10%	11%	17%	15%	10%	6%	2%	10%	12%	8%	16%	9%	8%	5%	13%	6%	10%
		ef	adefg	adefg	ef	f		ef	b		bcdefg	df	d		bcdfg		cdf
Discord	585	209	183	110	61	19	4	585	380	195	205	154	142	78	359	220	585
	9%	28%	16%	10%	6%	2%	*%	9%	13%	6%	12%	8%	11%	6%	10%	9%	9%
		bcdefg	cdefg	def	ef	f		def	b		bdfg		bdf		d	d	d
Threads	439	74	142	108	58	38	20	439	209	226	178	137	67	55	315	122	439
	7%	10%	12%	10%	5%	4%	2%	7%	7%	7%	10%	7%	5%	5%	9%	5%	7%
		defg	defg	defg	f	f		ef			bcdfg	cdf			cdfg		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Vimeo	268	30	66	81	60	22	9	268	177	86	134	68	43	23	201	66	268
	4%	4%	6%	8%	5%	2%	1%	4%	6%	3%	8%	4%	3%	2%	6%	3%	4%
		ef	ef	aefg	ef	f		ef	b		bcdefg	d	d		bcdfg		df
WeChat	263	36	86	72	45	15	9	263	143	120	134	58	44	25	192	69	263
	4%	5%	7%	7%	4%	1%	1%	4%	5%	4%	8%	3%	3%	2%	5%	3%	4%
		ef	adefg	defg	ef			ef			bcdefg		d		bcdfg		df
Tumblr	238	44	91	53	31	10	10	238	113	116	105	56	34	43	160	77	238
	4%	6%	8%	5%	3%	1%	1%	4%	4%	4%	6%	3%	3%	3%	4%	3%	4%
		defg	cdefg	def	ef			ef			bcdefg				bcf		
Dailymotion	232	39	69	56	46	17	5	232	144	86	103	58	42	30	160	72	232
	4%	5%	6%	5%	4%	2%	*%	4%	5%	3%	6%	3%	3%	2%	4%	3%	4%
		ef	efg	efg	ef	f		ef	b		bcdefg				bdf		d
BeReal	226	124	57	24	15	4	2	226	83	139	86	81	36	22	167	58	226
	4%	17%	5%	2%	1%	*%	*%	4%	3%	4%	5%	4%	3%	2%	5%	2%	4%
		bcdefg	cdef	ef	ef			cdef		a	cdfg	cdf			cdfg		df
Signal	195	16	61	51	39	16	13	195	117	75	75	63	28	30	138	57	195
	3%	2%	5%	5%	4%	2%	1%	3%	4%	2%	4%	3%	2%	2%	4%	2%	3%
			aefg	aefg	ef			ef	b		cdfg				cdf		f
Viber	177	19	48	57	32	14	6	177	104	73	89	34	35	19	123	54	177
	3%	3%	4%	5%	3%	1%	1%	3%	4%	2%	5%	2%	3%	2%	3%	2%	3%
		f	efg	adefg	ef			ef	b		bcdefg				bdf		bd
Goodreads	177	37	56	35	28	11	10	177	55	115	61	70	21	25	130	46	177
	3%	5%	5%	3%	3%	1%	1%	3%	2%	4%	3%	4%	2%	2%	4%	2%	3%
		defg	defg	ef	ef			ef		a	cdf	cdf			cdf		cf
OnlyFans	176	36	64	50	15	5	5	176	127	48	76	44	31	25	120	56	176
	3%	5%	6%	5%	1%	1%	*%	3%	4%	1%	4%	2%	2%	2%	3%	2%	3%
		defg	defg	defg	f			def	b		bcdfg				df		
Slack	150	18	56	47	19	7	2	150	88	61	83	48	12	7	131	19	150
	2%	2%	5%	4%	2%	1%	*%	2%	3%	2%	5%	3%	1%	1%	4%	1%	2%
		ef	adefg	adefg	f			ef	b		bcdfg	cdf			cdfg		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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Kik	132	15	53	29	26	5	5	132	82	50	58	25	27	23	83	49	132
	2%	2%	5%	3%	2%	1%	*%	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%
		ef	acdefg	ef	ef			ef	b		bdfg				b		b
YouNow	102	10	38	31	18	4	2	102	65	37	64	14	18	6	78	24	102
	2%	1%	3%	3%	2%	*%	*%	2%	2%	1%	4%	1%	1%	*%	2%	1%	2%
		ef	adefg	aefg	ef			ef	b		bcdefg		d		bdf		bdf
Yubo	101	35	37	19	8	1	1	101	54	45	47	18	17	17	65	34	101
	2%	5%	3%	2%	1%	*%	*%	2%	2%	1%	3%	1%	1%	1%	2%	1%	2%
		cdefg	cdefg	def	ef			def			bcdfg				b		
BitChute	88	9	29	24	19	6	*	88	62	25	50	10	17	10	61	27	88
	1%	1%	3%	2%	2%	1%	*%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		f	efg	efg	ef	f		ef	b		bcdefg		b		bd		b
Letterboxd	88	31	29	14	12	-	2	88	47	36	34	29	12	13	63	25	88
	1%	4%	3%	1%	1%	-%	*%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
		cdefg	defg	ef	ef			ef			f				f		
Clubhouse	57	9	23	17	7	1	-	57	29	28	30	13	9	4	43	13	57
	1%	1%	2%	2%	1%	*%	-%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		ef	defg	ef	ef			ef			bcdfg				df		
Other sites/ apps used	19	*	-	1	2	3	12	19	12	7	9	4	1	4	14	5	19
	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
							abcdeg										
ANY OF THESE	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
	99%	100%	100%	100%	99%	98%	95%	99%	98%	99%	99%	99%	99%	98%	99%	98%	99%
		defg	defg	efg	ef	f		f				d			d		
NONE OF THESE	85	*	-	2	8	20	55	85	47	38	26	19	14	26	45	40	85
	1%	*%	-%	*%	1%	2%	5%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%
					ab	abcd	abcdeg	abc						be			
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean score	6.7	9.4	9.2	8.0	6.2	4.7	3.3	6.7	6.8	6.5	7.8	6.8	6.4	5.2	7.3	5.8	6.7
		cdefg	cdefg	defg	ef	f		def	b		bcdefg	cdf	df		bcdfg	d	df
Standard deviation	4.44	3.85	4.56	4.64	3.98	2.96	2.32	4.44	4.67	4.21	5.33	4.06	3.91	3.62	4.74	3.82	4.44
Standard error	.06	.13	.14	.14	.13	.09	.07	.06	.09	.07	.13	.10	.12	.09	.08	.07	.06

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

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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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WhatsApp	5073	4254	429	241	148	5073	4451	622	729	4344	858	2199	1999	5073	782	1936	1661
	82%	82%	83%	83%	86% ae	82%	83% b	79%	86% b	81%	68%	81% a	92% abd	82% a	81%	80%	86% ab
YouTube	5043	4232	433	232	146	5043	4446	597	645	4398	739	2241	2052	5043	825	1945	1596
	82%	81%	83%	80%	84% c	82%	82% b	76%	76%	82% a	59%	83% a	94% abd	82% a	85% b	80%	82%
Facebook	4778	4009	401	227	140	4778	4168	609	680	4098	862	2043	1858	4778	786	1874	1520
	77%	77%	77%	78%	81% ae	77%	77%	77%	80%	77%	68%	75% a	85% abd	77% a	81% b	77%	78%
Instagram	3697	3125	296	169	107	3697	3323	374	543	3153	492	1523	1675	3697	668	1289	1189
	60%	60%	57%	58%	62%	60%	62% b	47%	64% b	59%	39%	56% a	77% abd	60% ab	69% bc	53%	61% b
TikTok	2891	2452	226	127	86	2891	2651	240	473	2418	376	1182	1330	2891	598	971	856
	47%	47%	43%	44%	50% bc	47%	49% b	30%	56% b	45%	30%	44% a	61% abd	47% ab	62% bc	40%	44% b
Snapchat	2046	1716	166	92	72	2046	1887	159	332	1714	258	816	965	2046	462	669	563
	33%	33%	32%	32%	41% abce	33%	35% b	20%	39% b	32%	20%	30% a	44% abd	33% ab	48% bc	27%	29%
X/Twitter	1832	1524	168	87	53	1832	1673	159	152	1681	124	689	1018	1832	277	654	693
	30%	29%	32%	30%	31%	30%	31% b	20%	18%	32% a	10%	25% a	47% abd	30% ab	29%	27%	36% ab
FaceTime	1699	1421	152	76	50	1699	1509	190	231	1468	170	658	869	1699	264	601	594
	27%	27%	29%	26%	29%	27%	28% b	24%	27%	28%	13%	24% a	40% abd	27% ab	27%	25%	31% b
Microsoft Teams	1566	1310	140	70	46	1566	1419	147	122	1444	100	554	912	1566	222	493	676
	25%	25%	27%	24%	26%	25%	26% b	19%	14%	27% a	8%	20% a	42% abd	25% ab	23%	20%	35% ab
LinkedIn	1329	1135	101	60	32	1329	1188	141	88	1241	85	434	810	1329	158	419	614
	21%	22%	20%	21%	19%	21%	22% b	18%	10%	23% a	7%	16% a	37% abd	21% ab	16%	17%	32% 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 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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Pinterest	1301	1086	115	61	38	1301	1133	168	136	1166	131	447	721	1301	216	415	453
	21%	21%	22%	21%	22%	21%	21%	21%	16%	22% a	10%	16% a	33% abd	21% ab	22% b	17%	23% b
Zoom	1296	1100	100	52	43	1296	1172	123	83	1213	87	432	777	1296	188	418	557
	21%	21%	19%	18%	25% abce	21%	22% b	16%	10%	23% a	7%	16% a	36% abd	21% ab	19%	17%	29% ab
iMessage (by Apple)	1165	983	91	60	31	1165	1046	119	145	1020	99	431	635	1165	165	416	426
	19%	19%	18%	21%	18%	19%	19% b	15%	17%	19%	8%	16% a	29% abd	19% ab	17%	17%	22% ab
Reddit	880	728	82	41	29	880	808	72	48	832	54	252	575	880	150	310	310
	14%	14%	16%	14%	17%	14%	15% b	9%	6%	16% a	4%	9% a	26% abd	14% ab	16%	13%	16% b
Telegram	840	727	60	30	23	840	795	46	97	743	57	304	479	840	168	282	309
	14%	14% c	12%	10%	13%	14% c	15% b	6%	11%	14%	5%	11% a	22% abd	14% ab	17% b	12%	16% b
Twitch	777	660	60	35	22	777	738	39	59	718	75	267	436	777	161	254	245
	13%	13%	12%	12%	13%	13%	14% b	5%	7%	13% a	6%	10% a	20% abd	13% ab	17% bc	10%	13% b
Skype	764	656	57	29	22	764	675	89	44	720	65	243	455	764	103	264	323
	12%	13%	11%	10%	13%	12%	13%	11%	5%	13% a	5%	9% a	21% abd	12% ab	11%	11%	17% ab
Google Chat/ Google Meet	626	538	46	27	15	626	585	41	55	572	38	172	416	626	113	191	261
	10%	10%	9%	9%	9%	10%	11% b	5%	6%	11% a	3%	6% a	19% abd	10% ab	12% b	8%	13% b
Discord	585	492	46	29	18	585	559	26	42	543	48	206	331	585	106	194	190
	9%	9%	9%	10%	10%	9%	10% b	3%	5%	10% a	4%	8% a	15% abd	9% ab	11% b	8%	10%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Threads	439	373	35	20	11	439	406	33	32	406	33	131	275	439	76	153	159
	7%	7%	7%	7%	6%	7%	8%	4%	4%	8%	3%	5%	13%	7%	8%	6%	8%
							b			a		a	abd	ab			b
Vimeo	268	237	13	8	9	268	247	21	14	254	13	59	196	268	39	101	101
	4%	5%	3%	3%	5%	4%	5%	3%	2%	5%	1%	2%	9%	4%	4%	4%	5%
		b			bc		b			a		a	abd	ab			
WeChat	263	236	14	9	4	263	243	20	23	240	24	71	168	263	44	80	122
	4%	5%	3%	3%	2%	4%	5%	2%	3%	4%	2%	3%	8%	4%	5%	3%	6%
		bd				d	b			a			abd	ab			b
Tumblr	238	211	15	6	6	238	226	12	11	228	19	51	169	238	47	88	77
	4%	4%	3%	2%	4%	4%	4%	2%	1%	4%	1%	2%	8%	4%	5%	4%	4%
		c				c	b			a			abd	ab			
Dailymotion	232	208	12	4	8	232	223	10	16	217	11	62	160	232	42	97	73
	4%	4%	2%	1%	5%	4%	4%	1%	2%	4%	1%	2%	7%	4%	4%	4%	4%
		c			bc	c	b			a		a	abd	ab			
BeReal	226	195	14	8	9	226	210	17	26	200	24	90	113	226	52	55	59
	4%	4%	3%	3%	5%	4%	4%	2%	3%	4%	2%	3%	5%	4%	5%	2%	3%
					bc		b					a	abd	a	bc		
Signal	195	173	13	5	4	195	177	19	19	177	14	72	109	195	23	64	85
	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	1%	3%	5%	3%	2%	3%	4%
		c										a	abd	a			ab
Viber	177	157	9	4	7	177	163	14	18	160	14	60	103	177	34	57	67
	3%	3%	2%	1%	4%	3%	3%	2%	2%	3%	1%	2%	5%	3%	3%	2%	3%
		c			bc							a	abd	a			
Goodreads	177	139	18	13	7	177	159	17	15	162	8	47	122	177	29	56	64
	3%	3%	3%	4%	4%	3%	3%	2%	2%	3%	1%	2%	6%	3%	3%	2%	3%
				ae								a	abd	ab			
OnlyFans	176	155	10	6	5	176	166	10	16	159	24	50	102	176	40	59	57
	3%	3%	2%	2%	3%	3%	3%	1%	2%	3%	2%	2%	5%	3%	4%	2%	3%
							b						abd	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Slack	150	130	9	7	3	150	141	8	6	144	3	36	110	150	20	29	89
	2%	2%	2%	2%	2%	2%	3% b	1%	1%	3% a	*%	1% a	5% abd	2% ab	2%	1%	5% ab
Kik	132	119	2	7	5	132	125	7	11	122	4	36	93	132	27	33	58
	2%	2% b	*%	2% b	3% b	2% b	2% b	1%	1%	2%	*%	1% a	4% abd	2% ab	3% b	1%	3% b
YouNow	102	93	4	3	3	102	96	6	8	94	5	35	62	102	24	33	38
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	*%	1% a	3% abd	2% a	3% b	1%	2%
Yubo	101	93	2	3	2	101	97	4	15	85	18	34	48	101	27	38	20
	2%	2% b	*%	1%	1%	2% b	2% b	*%	2%	2%	1%	1%	2% b	2%	3% bc	2%	1%
BitChute	88	83	1	3	2	88	84	4	6	82	7	26	55	88	17	39	26
	1%	2% b	*%	1%	1%	1% b	2% b	*%	1%	2%	1%	1%	3% abd	1% a	2%	2%	1%
Letterboxd	88	76	4	5	3	88	85	3	7	81	2	22	62	88	14	24	34
	1%	1%	1%	2%	2%	1%	2% b	*%	1%	2%	*%	1% a	3% abd	1% ab	1%	1%	2% b
Clubhouse	57	52	2	2	1	57	55	1	6	51	2	12	43	57	16	10	25
	1%	1%	*%	1%	1%	1%	1% b	*%	1%	1%	*%	*%	2% abd	1% ab	2% b	*%	1% b
Other sites/ apps used	19	16	1	1	-	19	17	2	1	18	14	4	-	19	-	6	10
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1% bcd	*%	-%	*% c	-%	*%	*% a
ANY OF THESE	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
	99%	98%	99%	99%	99%	99%	99% b	97%	100% b	98%	96%	99% ad	100% abd	99% a	99% b	98%	99% b
NONE OF THESE	85	78	3	2	1	85	64	21	1	84	55	16	2	85	7	51	21
	1%	2%	1%	1%	1%	1%	1%	3% a	*%	2% a	4% bcd	1% c	*%	1% bc	1%	2% ac	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean score	6.7	6.7	6.5	6.4	7.0	6.7	6.9	5.3	5.8	6.8	3.9	5.9	9.3	6.7	7.2	6.0	7.3
					bc		b			a		a	abd	ab	b		b
Standard deviation	4.44	4.53	3.80	4.03	4.23	4.44	4.53	3.46	3.35	4.58	2.89	3.37	4.95	4.44	4.26	4.17	4.92
Standard error	.06	.07	.15	.16	.17	.06	.06	.12	.11	.06	.08	.06	.11	.06	.13	.08	.11

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WhatsApp	5073 82%	1149 80%	2659 83%	1172 83%	5073 82%	1625 80%	3127 84% a	2936 78%	1943 90% a
YouTube	5043 82%	1162 81%	2618 81%	1162 82%	5043 82%	1662 81%	3043 82%	2878 76%	1942 90% a
Facebook	4778 77%	1070 75%	2477 77%	1149 81% abd	4778 77%	1611 79%	2872 77%	2720 72%	1882 87% a
Instagram	3697 60%	886 62% b	1878 58%	854 60%	3697 60%	1241 61%	2162 58%	1869 50%	1649 76% a
TikTok	2891 47%	714 50% b	1431 44%	675 48%	2891 47%	1034 51% b	1611 43%	1324 35%	1409 65% a
Snapchat	2046 33%	568 40% bcd	968 30%	456 32%	2046 33% b	784 38% b	1070 29%	903 24%	1021 47% a
X/Twitter	1832 30%	455 32% c	952 30%	397 28%	1832 30%	563 28%	1154 31% a	998 26%	769 36% a
FaceTime	1699 27%	414 29%	882 27%	370 26%	1699 27%	571 28%	1011 27%	889 24%	748 35% a
Microsoft Teams	1566 25%	387 27%	821 26%	337 24%	1566 25%	473 23%	1015 27% a	791 21%	727 34% a

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

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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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
LinkedIn	1329	343	695	275	1329	369	883	675	624
	21%	24% c	22%	19%	21%	18%	24% a	18%	29% a
Pinterest	1301	328	651	287	1301	479	724	672	560
	21%	23%	20%	20%	21%	23% b	19%	18%	26% a
Zoom	1296	377	639	266	1296	394	834	646	612
	21%	26% bcd	20%	19%	21%	19%	22% a	17%	28% a
iMessage (by Apple)	1165	279	612	252	1165	396	689	627	496
	19%	20%	19%	18%	19%	19%	18%	17%	23% a
Reddit	880	232	436	191	880	346	476	456	391
	14%	16% b	14%	13%	14%	17% b	13%	12%	18% a
Telegram	840	257	425	146	840	247	527	292	520
	14%	18% bcd	13% c	10%	14% c	12%	14% a	8%	24% a
Twitch	777	248	373	144	777	303	400	372	352
	13%	17% bcd	12%	10%	13% c	15% b	11%	10%	16% a
Skype	764	250	371	138	764	240	477	363	377
	12%	17% bcd	12%	10%	12% c	12%	13%	10%	17% a
Google Chat/ Google Meet	626	201	322	94	626	178	408	221	383
	10%	14% bcd	10% c	7%	10% c	9%	11% a	6%	18% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Discord	585	178	273	126	585	245	289	294	255
	9%	12% bcd	8%	9%	9%	12% b	8%	8%	12% a
Threads	439	130	211	88	439	169	242	189	232
	7%	9% bcd	7%	6%	7%	8% b	7%	5%	11% a
Vimeo	268	84	136	44	268	88	156	93	161
	4%	6% bcd	4%	3%	4%	4%	4%	2%	7% a
WeChat	263	91	135	37	263	90	154	75	175
	4%	6% bcd	4% c	3%	4% c	4%	4%	2%	8% a
Tumblr	238	74	110	53	238	105	119	106	119
	4%	5% bd	3%	4%	4%	5% b	3%	3%	6% a
Dailymotion	232	71	102	56	232	85	128	103	117
	4%	5% b	3%	4%	4%	4%	3%	3%	5% a
BeReal	226	66	111	41	226	98	101	125	83
	4%	5% c	3%	3%	4%	5% b	3%	3%	4%
Signal	195	52	91	46	195	61	118	95	87
	3%	4%	3%	3%	3%	3%	3%	3%	4% a
Viber	177	64	78	34	177	56	109	60	101
	3%	4% bcd	2%	2%	3%	3%	3%	2%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
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	3%	3%	3%	3%	3%	4% b	2%	2%	4% a
OnlyFans	176	63	84	26	176	81	67	66	97
	3%	4% bcd	3%	2%	3% c	4% b	2%	2%	5% a
Slack	150	47	73	28	150	49	96	52	94
	2%	3%	2%	2%	2%	2%	3%	1%	4% a
Kik	132	45	58	27	132	50	66	42	83
	2%	3% bd	2%	2%	2%	2%	2%	1%	4% a
YouNow	102	38	54	9	102	50	41	25	69
	2%	3% bcd	2% c	1%	2% c	2% b	1%	1%	3% a
Yubo	101	36	46	15	101	55	32	27	62
	2%	3% bcd	1%	1%	2%	3% b	1%	1%	3% a
BitChute	88	26	40	20	88	37	39	25	58
	1%	2%	1%	1%	1%	2% b	1%	1%	3% a
Letterboxd	88	28	45	12	88	40	39	48	33
	1%	2% c	1%	1%	1%	2% b	1%	1%	2%
Clubhouse	57	22	23	12	57	25	22	14	39
	1%	2% b	1%	1%	1%	1% b	1%	*%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Other sites/ apps used	19	8	8	2	19	4	13	14	4
	*%	1%	*%	*%	*%	*%	*%	*%	*%
ANY OF THESE	6100	1407	3166	1407	6100	2019	3669	3689	2155
	99%	98%	98%	99%	99%	99%	99%	98%	100%
				ab					a
NONE OF THESE	85	23	52	10	85	26	54	79	4
	1%	2%	2%	1%	1%	1%	1%	2%	*%
		c	c					b	
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean score	6.7	7.3	6.5	6.4	6.7	6.8	6.6	5.6	8.5
		bcd			c	b			a
Standard deviation	4.44	5.23	4.25	3.99	4.44	4.43	4.42	3.84	4.84
Standard error	.06	.14	.08	.10	.06	.10	.07	.06	.11

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	238	31	29	25	34	33	86	238	111	128	80	62	41	54	142	96	238
	4%	4%	3%	2%	3%	3%	8%	4%	4%	4%	5%	3%	3%	5%	4%	4%	4%
		c					abcdeg	c									
Slightly disagree	393	44	50	47	60	99	93	393	212	179	112	119	85	76	231	161	393
	6%	6%	4%	4%	6%	10%	9%	6%	7%	6%	6%	6%	7%	6%	6%	7%	6%
						abcdg	abcdg	bc	b								
Neither agree nor disagree	1027	110	139	167	184	203	224	1027	505	519	248	304	206	267	552	472	1027
	17%	15%	12%	16%	17%	20%	21%	17%	17%	16%	14%	16%	16%	22%	15%	19%	17%
				b	b	abcg	abcdg	b						abcefg		abeg	a
Slightly agree	2145	222	382	379	410	350	402	2145	951	1186	581	673	482	398	1254	881	2145
	35%	30%	33%	36%	38%	35%	38%	35%	33%	38%	33%	36%	38%	33%	35%	36%	35%
				a	a	a	ab	a		a			ad				
Strongly agree	2167	319	539	431	383	280	214	2167	1046	1096	704	647	435	369	1352	804	2167
	36%	43%	47%	41%	35%	28%	20%	36%	36%	35%	40%	35%	34%	31%	38%	33%	36%
		defg	cdefg	defg	ef	f		ef			bcdfg	d			df		df
Don't know	131	16	10	12	20	28	44	131	75	53	25	43	22	35	68	57	131
	2%	2%	1%	1%	2%	3%	4%	2%	3%	2%	1%	2%	2%	3%	2%	2%	2%
		b				bc	abcdg	bc	b					ae			
SUMMARY CODES																	
TOTAL DISAGREE	631	75	79	72	94	132	179	631	322	307	192	181	127	131	373	257	631
	10%	10%	7%	7%	9%	13%	17%	10%	11%	10%	11%	10%	10%	11%	10%	10%	10%
		bc				bcdg	abcdeg	bc									
TOTAL AGREE	4312	541	921	810	793	630	617	4312	1997	2281	1285	1320	917	767	2605	1684	4312
	71%	73%	80%	76%	73%	63%	58%	71%	69%	72%	73%	71%	72%	64%	72%	68%	71%
		ef	adefg	efg	ef	f		ef		a	dfg	df	df		df	d	df
TOTAL NEITHER/ DON'T KNOW	1158	126	149	179	204	231	268	1158	580	573	273	347	228	301	620	529	1158
	19%	17%	13%	17%	19%	23%	25%	19%	20%	18%	16%	19%	18%	25%	17%	21%	19%
		b		b	b	abcdg	abcdg	b				a		abcefg		aceg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	238	194	25	12	7	238	213	25	28	211	90	94	51	238	38	98	68
	4%	4%	5%	4%	4%	4%	4%	3%	3%	4%	7% bcd	3% c	2%	4% c	4%	4%	4%
Slightly disagree	393	331	27	20	15	393	336	57	63	329	85	196	110	393	76	150	125
	6%	6%	5%	7%	9% abe	6%	6%	7%	7%	6%	7% c	7% c	5%	6% c	8%	6%	7%
Neither agree nor disagree	1027	859	90	52	27	1027	884	143	173	854	344	468	204	1027	175	394	254
	17%	17%	17%	18%	16%	17%	17%	19%	20% b	16%	29% bcd	17% c	9%	17% c	18% c	17% c	13%
Slightly agree	2145	1789	187	107	61	2145	1865	280	274	1871	387	986	766	2145	294	888	710
	35%	35%	36%	37%	36%	35%	35%	36%	32%	36%	32%	37% a	35%	35%	31%	37% a	37% a
Strongly agree	2167	1836	178	94	59	2167	1922	245	299	1868	251	889	1024	2167	364	805	723
	36%	36%	35%	33%	34%	36%	36% b	32%	35%	36%	21%	33% a	47% abd	36% ab	38% b	34%	38% b
Don't know	131	116	9	3	2	131	110	21	14	116	50	58	20	131	12	49	36
	2%	2%	2%	1%	1%	2%	2%	3%	2%	2%	4% bcd	2% c	1%	2% c	1%	2%	2%
SUMMARY CODES																	
TOTAL DISAGREE	631	525	52	31	22	631	549	82	91	540	174	290	161	631	114	248	193
	10%	10%	10%	11%	13%	10%	10%	11%	11%	10%	14% bcd	11% c	7%	10% c	12%	10%	10%
TOTAL AGREE	4312	3625	365	201	120	4312	3787	525	572	3739	639	1876	1789	4312	658	1693	1433
	71%	71%	71%	70%	70%	71%	71%	68%	67%	71% a	53%	70% a	82% abd	71% a	69%	71%	75% 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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	1158	974	99	56	29	1158	994	163	187	971	394	525	225	1158	187	443	291
	19%	19%	19%	19%	17%	19%	19%	21%	22%	18%	33%	20%	10%	19%	20%	19%	15%
									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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	238	58	121	56	238	107	122	167	62
	4%	4%	4%	4%	4%	5%	3%	5%	3%
						b		b	
Slightly disagree	393	73	224	90	393	155	221	273	106
	6%	5%	7%	6%	6%	8%	6%	7%	5%
			a			b		b	
Neither agree nor disagree	1027	192	522	280	1027	353	547	672	278
	17%	14%	16%	20%	17%	17%	15%	18%	13%
			a	abd	a	b		b	
Slightly agree	2145	435	1201	480	2145	687	1344	1319	749
	35%	31%	38%	34%	35%	34%	37%	36%	35%
			acd		a				
Strongly agree	2167	614	1045	476	2167	686	1358	1153	942
	36%	44%	33%	34%	36%	34%	37%	31%	44%
		bcd			b		a		a
Don't know	131	34	53	25	131	31	77	104	18
	2%	2%	2%	2%	2%	2%	2%	3%	1%
								b	
SUMMARY CODES									
TOTAL DISAGREE	631	132	345	146	631	261	342	440	169
	10%	9%	11%	10%	10%	13%	9%	12%	8%
						b		b	
TOTAL AGREE	4312	1049	2246	956	4312	1374	2702	2472	1691
	71%	75%	71%	68%	71%	68%	74%	67%	78%
		bcd					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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	1158	227	575	305	1158	384	625	777	295
	19%	16%	18%	22% abd	19% a	19%	17%	21% b	14%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	687	47	78	72	135	156	201	687	370	314	197	207	134	148	405	283	687
	11%	6%	7%	7%	12%	16%	19%	11%	13%	10%	11%	11%	11%	12%	11%	11%	11%
					abc	abcg	abcdg	abc	b								
Slightly disagree	815	90	132	137	136	136	183	815	409	402	231	247	176	158	479	334	815
	13%	12%	11%	13%	12%	14%	17%	13%	14%	13%	13%	13%	14%	13%	13%	13%	13%
							abcdeg										
Neither agree nor disagree	1508	158	215	251	287	301	295	1508	706	795	399	425	307	369	824	676	1508
	25%	21%	19%	24%	26%	30%	28%	25%	24%	25%	23%	23%	24%	31%	23%	27%	25%
				b	ab	abcg	abc	ab						abcefg		abeg	
Slightly agree	1665	245	376	330	307	230	177	1665	775	879	475	560	356	269	1035	624	1665
	27%	33%	33%	31%	28%	23%	17%	27%	27%	28%	27%	30%	28%	22%	29%	25%	27%
		defg	defg	efg	ef	f		ef			d	dfg	d		df		d
Strongly agree	1239	188	334	254	206	143	114	1239	552	677	393	360	270	208	753	478	1239
	20%	25%	29%	24%	19%	14%	11%	20%	19%	21%	22%	20%	21%	17%	21%	19%	20%
		defg	cdefg	defg	ef	f		ef		a	df		d		d		d
Don't know	186	14	14	16	21	28	93	186	88	95	54	49	29	48	103	77	186
	3%	2%	1%	2%	2%	3%	9%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%
						b	abcdeg	bc						c			
SUMMARY CODES																	
TOTAL DISAGREE	1502	137	210	209	271	291	384	1502	779	715	429	454	310	306	883	616	1502
	25%	18%	18%	20%	25%	29%	36%	25%	27%	23%	24%	25%	24%	25%	25%	25%	25%
					abc	abcdg	abcdeg	abc	b								
TOTAL AGREE	2905	433	711	584	513	373	291	2905	1327	1555	868	920	625	477	1788	1102	2905
	48%	58%	62%	55%	47%	38%	27%	48%	46%	49%	50%	50%	49%	40%	50%	45%	48%
		defg	cdefg	defg	ef	f		ef		a	df	df	df		df	d	df
TOTAL NEITHER/ DON'T KNOW	1694	171	229	268	308	329	389	1694	794	890	453	474	336	416	927	752	1694
	28%	23%	20%	25%	28%	33%	37%	28%	27%	28%	26%	26%	26%	35%	26%	30%	28%
				b	ab	abcdg	abcdg	ab						abcefg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	687	584	52	35	16	687	593	94	86	601	174	314	195	687	101	278	227
	11%	11%	10%	12%	9%	11%	11%	12%	10%	11%	14% bcd	12% c	9%	11% c	11%	12%	12%
Slightly disagree	815	688	77	32	18	815	706	108	104	710	168	358	289	815	134	313	278
	13%	13%	15% d	11%	10%	13%	13%	14%	12%	14%	14%	13%	13%	13%	14%	13%	14%
Neither agree nor disagree	1508	1248	139	71	50	1508	1302	205	232	1276	366	687	448	1508	247	573	456
	25%	24%	27%	25%	29% ae	25%	24%	27%	27%	24%	30% bcd	26% c	21%	25% c	26%	24%	24%
Slightly agree	1665	1418	123	71	53	1665	1469	196	209	1456	221	748	691	1665	240	674	526
	27%	28%	24%	25%	31% bc	27%	28%	25%	25%	28%	18%	28% a	32% abd	27% a	25%	28%	27%
Strongly agree	1239	1031	111	66	32	1239	1103	136	194	1046	192	508	534	1239	216	473	383
	20%	20%	22%	23%	18%	20%	21%	18%	23%	20%	16%	19% a	25% abd	20% a	23%	20%	20%
Don't know	186	156	13	13	3	186	156	30	26	160	86	77	19	186	21	74	47
	3%	3%	2%	5% de	2%	3%	3%	4%	3%	3%	7% bcd	3% c	1%	3% c	2%	3%	2%
SUMMARY CODES																	
TOTAL DISAGREE	1502	1272	129	67	34	1502	1299	203	190	1312	342	672	484	1502	235	590	505
	25%	25% d	25% d	23%	20%	25% d	24%	26%	22%	25%	28% bcd	25% c	22%	25% c	25%	25%	26%
TOTAL AGREE	2905	2448	235	137	85	2905	2573	332	403	2502	414	1256	1224	2905	456	1147	909
	48%	48%	46%	47%	49%	48%	48% b	43%	47%	48%	34%	47% a	56% abd	48% a	48%	48%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	1694	1404	152	84	53	1694	1458	235	258	1436	451	763	467	1694	268	647	503
	28%	27%	29%	29%	31%	28%	27%	31%	30%	27%	37% bcd	28% c	21%	28% c	28%	27%	26%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	687	203	325	145	687	223	433	503	168
	11%	14% bcd	10%	10%	11%	11%	12%	14% b	8%
Slightly disagree	815	184	451	174	815	254	522	530	262
	13%	13%	14%	12%	13%	13%	14%	14% b	12%
Neither agree nor disagree	1508	344	778	357	1508	472	911	961	469
	25%	24%	25%	25%	25%	23%	25%	26% b	22%
Slightly agree	1665	328	917	398	1665	567	989	926	667
	27%	23%	29% a	28% a	27% a	28%	27%	25%	31% a
Strongly agree	1239	304	597	309	1239	445	719	619	568
	20%	22%	19%	22% b	20%	22% b	20%	17%	26% a
Don't know	186	46	98	24	186	58	95	150	22
	3%	3% c	3% c	2%	3% c	3%	3%	4% b	1%
SUMMARY CODES									
TOTAL DISAGREE	1502	386	775	319	1502	477	955	1033	429
	25%	27% cd	24%	23%	25%	24%	26%	28% b	20%
TOTAL AGREE	2905	632	1515	707	2905	1012	1708	1544	1235
	48%	45%	48%	50% a	48%	50% b	47%	42%	57% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	1694	389	876	381	1694	530	1007	1112	490
	28%	28%	28%	27%	28%	26%	27%	30% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	273	34	37	33	48	50	70	273	156	115	72	83	63	55	155	118	273
	4%	5%	3%	3%	4%	5%	7%	4%	5%	4%	4%	4%	5%	5%	4%	5%	4%
						c	bcg		b								
Slightly disagree	228	39	39	32	38	36	43	228	129	98	65	83	35	43	148	79	228
	4%	5%	3%	3%	3%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%	3%	4%
		c							b			cf					
Neither agree nor disagree	672	81	130	127	114	119	102	672	338	332	159	188	129	190	348	319	672
	11%	11%	11%	12%	10%	12%	10%	11%	12%	11%	9%	10%	10%	16%	10%	13%	11%
														abcefg		abceg	a
Slightly agree	1937	220	326	339	370	339	343	1937	949	981	551	647	387	345	1198	733	1937
	32%	30%	28%	32%	34%	34%	32%	32%	33%	31%	31%	35%	30%	29%	33%	30%	32%
					b	b		b				acdfg			df		
Strongly agree	2944	356	612	521	517	447	492	2944	1305	1613	894	840	649	546	1734	1195	2944
	48%	48%	53%	49%	47%	45%	46%	48%	45%	51%	51%	45%	51%	45%	48%	48%	48%
			adefg							a	bd		bd				
Don't know	47	12	5	8	5	2	14	47	22	22	8	7	8	20	15	28	47
	1%	2%	*%	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		bdeg					de							abceg		abe	
SUMMARY CODES																	
TOTAL DISAGREE	500	73	77	65	86	86	113	500	285	213	137	166	98	98	303	196	500
	8%	10%	7%	6%	8%	9%	11%	8%	10%	7%	8%	9%	8%	8%	8%	8%	8%
		bc				c	bcg	c	b								
TOTAL AGREE	4881	575	938	860	887	786	835	4881	2255	2594	1445	1487	1036	891	2932	1927	4881
	80%	78%	82%	81%	81%	79%	78%	80%	78%	82%	83%	80%	82%	74%	81%	78%	80%
										a	dfg	d	df		df	d	d
TOTAL NEITHER/ DON'T KNOW	719	93	135	135	118	121	116	719	360	355	168	195	137	210	363	347	719
	12%	13%	12%	13%	11%	12%	11%	12%	12%	11%	10%	11%	11%	18%	10%	14%	12%
														abcefg		abceg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	273	217	34	15	7	273	252	21	33	240	65	146	61	273	39	112	79
	4%	4%	6% ae	5%	4%	4%	5% b	3%	4%	5%	5% c	5% c	3%	4% c	4%	5%	4%
Slightly disagree	228	194	21	6	7	228	193	34	22	205	62	105	58	228	39	100	66
	4%	4% c	4%	2%	4%	4% c	4%	4%	3%	4%	5% cd	4% c	3%	4% c	4%	4%	3%
Neither agree nor disagree	672	578	52	26	16	672	581	91	110	562	225	289	151	672	137	229	161
	11%	11%	10%	9%	9%	11%	11%	12%	13%	11%	19% bcd	11% c	7%	11% c	14% bc	10%	8%
Slightly agree	1937	1629	150	103	56	1937	1680	257	258	1680	365	914	650	1937	274	760	647
	32%	32%	29%	36% b	32%	32%	32%	33%	30%	32%	30%	34% ac	30%	32%	29%	32%	34% a
Strongly agree	2944	2466	256	138	85	2944	2588	356	415	2529	466	1218	1251	2944	465	1169	959
	48%	48%	50%	48%	50%	48%	49%	46%	49%	48%	39%	45% a	58% abd	48% ab	48%	49%	50%
Don't know	47	40	4	1	1	47	37	10	12	35	23	19	5	47	5	14	5
	1%	1%	1%	*%	1%	1%	1%	1%	1% b	1%	2% bcd	1% c	*%	1% c	1%	1%	*%
SUMMARY CODES																	
TOTAL DISAGREE	500	411	54	21	14	500	445	55	55	445	127	251	118	500	78	212	145
	8%	8%	11%	7%	8%	8%	8%	7%	7%	8%	11% cd	9% c	5%	8% c	8%	9%	8%
TOTAL AGREE	4881	4094	406	240	141	4881	4268	614	673	4209	832	2133	1901	4881	739	1928	1606
	80%	80%	79%	83% b	82%	80%	80%	80%	79%	80%	69%	79% a	87% abd	80% a	77%	81% a	84% 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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	719	619	56	27	17	719	618	101	122	596	248	308	156	719	142	243	165
	12%	12%	11%	9%	10%	12%	12%	13%	14%	11%	21%	11%	7%	12%	15%	10%	9%
									b		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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	273	69	144	55	273	99	159	197	69
	4%	5%	5%	4%	4%	5%	4%	5% b	3%
Slightly disagree	228	59	118	46	228	89	125	149	63
	4%	4%	4%	3%	4%	4%	3%	4%	3%
Neither agree nor disagree	672	98	348	195	672	228	347	414	192
	11%	7%	11% a	14% abd	11% a	11% b	9%	11% b	9%
Slightly agree	1937	344	1096	466	1937	641	1176	1210	662
	32%	24%	35% ad	33% a	32% a	32%	32%	33%	31%
Strongly agree	2944	832	1446	633	2944	952	1846	1692	1158
	48%	59% bcd	46%	45%	48% bc	47%	50% a	46%	54% a
Don't know	47	7	14	12	47	10	16	27	11
	1%	*%	*%	1%	1%	1%	*%	1%	*%
SUMMARY CODES									
TOTAL DISAGREE	500	128	263	101	500	187	284	346	132
	8%	9%	8%	7%	8%	9%	8%	9% b	6%
TOTAL AGREE	4881	1175	2541	1099	4881	1593	3022	2902	1820
	80%	84% bcd	80%	78%	80%	79%	82% a	79%	84% 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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	719	104	362	207	719	239	363	441	203
	12%	7%	11%	15%	12%	12%	10%	12%	9%
			a	abd	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	204	24	30	28	27	31	64	204	107	94	54	63	42	43	117	85	204
	3%	3%	3%	3%	2%	3%	6% abcdeg	3%	4%	3%	3%	3%	3%	4%	3%	3%	3%
Slightly disagree	409	55	73	68	72	77	64	409	199	208	102	126	100	81	228	181	409
	7%	7%	6%	6%	7%	8%	6%	7%	7%	7%	6%	7%	8%	7%	6%	7%	7%
Neither agree nor disagree	1714	188	286	294	324	298	324	1714	717	993	428	495	374	408	923	783	1714
	28%	25%	25%	28%	30% b	30% ab	30% ab	28%	25%	31% a	24%	27%	29% ae	34% abceg	26%	32% abeg	28% ae
Slightly agree	2252	285	402	387	374	383	421	2252	1108	1135	685	736	436	386	1421	822	2252
	37%	38%	35%	37%	34%	39%	40% bd	37%	38%	36%	39% cdf	40% cdfg	34%	32%	39% cdfg	33%	37% df
Strongly agree	1378	166	337	267	279	177	152	1378	710	651	451	386	293	245	837	538	1378
	23%	22% ef	29% acefg	25% ef	26% ef	18% f	14%	23% ef	24% b	21%	26% bdfg	21%	23%	20%	23%	22%	23%
Don't know	143	22	21	18	16	27	39	143	59	81	30	42	27	36	72	63	143
	2%	3% d	2%	2%	1%	3%	4% bcdg	2%	2%	3%	2%	2%	2%	3% a	2%	3%	2%
SUMMARY CODES																	
TOTAL DISAGREE	613	80	103	95	99	109	127	613	306	302	156	189	142	124	345	266	613
	10%	11%	9%	9%	9%	11%	12% bc	10%	11%	10%	9%	10%	11%	10%	10%	11%	10%
TOTAL AGREE	3630	451	739	654	654	560	573	3630	1818	1785	1136	1122	729	631	2258	1360	3630
	60%	61% f	64% efg	62% ef	60% f	56%	54%	60% f	63% b	56%	65% bcdfg	61% df	57% d	53%	63% cdfg	55%	60% df
TOTAL NEITHER/ DON'T KNOW	1857	211	307	312	339	325	363	1857	776	1073	458	537	401	444	995	845	1857
	30%	28%	27%	29%	31% b	33% b	34% abcg	30% b	27%	34% a	26%	29%	32% ae	37% abceg	28%	34% abeg	30% 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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	204	164	23	8	9	204	186	18	33	171	66	95	41	204	34	84	51
	3%	3%	4%	3%	5%	3%	3%	2%	4%	3%	5%	4%	2%	3%	4%	4%	3%
					ace						bcd	c		c			
Slightly disagree	409	341	38	17	13	409	348	61	63	346	106	185	115	409	80	153	104
	7%	7%	7%	6%	8%	7%	7%	8%	7%	7%	9%	7%	5%	7%	8%	6%	5%
											cd	c		c	c		
Neither agree nor disagree	1714	1438	138	88	50	1714	1464	250	291	1423	492	789	420	1714	277	665	448
	28%	28%	27%	31%	29%	28%	27%	32%	34%	27%	41%	29%	19%	28%	29%	28%	23%
								a	b		bcd	c		c	c	c	
Slightly agree	2252	1878	193	119	62	2252	1975	277	266	1986	332	1012	904	2252	298	898	827
	37%	37%	37%	41%	36%	37%	37%	36%	31%	38%	28%	38%	42%	37%	31%	38%	43%
				ae						a		a	abd	a		a	ab
Strongly agree	1378	1179	114	50	36	1378	1236	143	165	1213	150	549	677	1378	252	537	462
	23%	23%	22%	17%	21%	23%	23%	19%	19%	23%	12%	20%	31%	23%	26%	23%	24%
		c	c			c	b			a		a	abd	ab	b		
Don't know	143	124	9	6	3	143	122	21	31	112	61	61	17	143	18	46	24
	2%	2%	2%	2%	2%	2%	2%	3%	4%	2%	5%	2%	1%	2%	2%	2%	1%
									b		bcd	c		c			
SUMMARY CODES																	
TOTAL DISAGREE	613	506	61	24	22	613	534	79	97	517	172	280	156	613	114	238	155
	10%	10%	12%	8%	13%	10%	10%	10%	11%	10%	14%	10%	7%	10%	12%	10%	8%
					ace						bcd	c		c	c		
TOTAL AGREE	3630	3056	307	169	97	3630	3210	420	431	3199	482	1562	1581	3630	550	1435	1290
	60%	60%	60%	59%	57%	60%	60%	55%	51%	61%	40%	58%	73%	60%	57%	60%	67%
							b			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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	1857	1562	148	95	52	1857	1586	271	322	1535	553	850	438	1857	295	711	472
	30%	30%	29%	33%	30%	30%	30%	35% a	38% b	29%	46% bcd	32% c	20%	30% c	31% c	30% c	25%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	204	54	96	52	204	92	100	134	62
	3%	4%	3%	4%	3%	5% b	3%	4%	3%
Slightly disagree	409	74	206	119	409	148	233	261	133
	7%	5%	7%	8% abd	7%	7%	6%	7%	6%
Neither agree nor disagree	1714	315	887	469	1714	559	996	1062	557
	28%	22%	28% a	33% abd	28% a	28%	27%	29% b	26%
Slightly agree	2252	501	1259	470	2252	687	1457	1422	768
	37%	36%	40% acd	33%	37% c	34%	40% a	39% b	36%
Strongly agree	1378	437	648	273	1378	493	812	713	611
	23%	31% bcd	20%	19%	23% bc	24%	22%	19%	28% a
Don't know	143	27	70	24	143	41	71	98	24
	2%	2%	2%	2%	2%	2%	2%	3% b	1%
SUMMARY CODES									
TOTAL DISAGREE	613	128	302	170	613	240	333	394	195
	10%	9%	10%	12% abd	10%	12% b	9%	11%	9%
TOTAL AGREE	3630	937	1908	743	3630	1179	2269	2135	1379
	60%	67% bcd	60% c	53%	60% c	58%	62% a	58%	64% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	1857	342	957	493	1857	600	1067	1160	581
	30%	24%	30% a	35% abd	30% a	30%	29%	31% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	413	54	77	69	58	55	100	413	188	221	113	138	88	71	251	158	413
	7%	7%	7%	7%	5%	6%	9%	7%	6%	7%	6%	7%	7%	6%	7%	6%	7%
							bcdeg										
Slightly disagree	800	141	175	149	135	101	99	800	337	456	216	317	133	128	532	261	800
	13%	19%	15%	14%	12%	10%	9%	13%	12%	14%	12%	17%	10%	11%	15%	11%	13%
		bcdefg	ef	ef	f			ef		a		acdefg			acdfg		cdf
Neither agree nor disagree	2220	220	294	319	417	452	517	2220	1040	1172	593	692	466	463	1285	929	2220
	36%	30%	26%	30%	38%	46%	49%	36%	36%	37%	34%	37%	37%	39%	36%	38%	36%
				b	abc	abcdg	abcdg	abc				a		a		a	
Slightly agree	1577	178	316	298	284	256	245	1577	751	814	444	455	362	308	899	670	1577
	26%	24%	27%	28%	26%	26%	23%	26%	26%	26%	25%	25%	28%	26%	25%	27%	26%
			f	f									be				
Strongly agree	979	130	278	214	187	102	68	979	529	443	357	212	203	204	570	408	979
	16%	18%	24%	20%	17%	10%	6%	16%	18%	14%	20%	11%	16%	17%	16%	16%	16%
		ef	acdefg	efg	ef	f		ef	b		bcdefg		b	b	b	b	b
Don't know	111	17	9	11	12	26	36	111	54	55	27	34	20	25	61	45	111
	2%	2%	1%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		bc				bcd	bcdg	b									
SUMMARY CODES																	
TOTAL DISAGREE	1214	196	252	218	193	156	199	1214	525	677	329	455	221	199	783	419	1214
	20%	26%	22%	21%	18%	16%	19%	20%	18%	21%	19%	25%	17%	17%	22%	17%	20%
		bcdefg	de	e				e		a		acdefg			acdfg		df
TOTAL AGREE	2556	308	594	512	471	359	312	2556	1280	1257	801	668	565	512	1469	1078	2556
	42%	42%	52%	48%	43%	36%	29%	42%	44%	40%	46%	36%	44%	43%	41%	44%	42%
		ef	adefg	adefg	ef	f		ef	b		beg		b	b	b	b	b
TOTAL NEITHER/ DON'T KNOW	2330	237	303	330	429	478	553	2330	1094	1227	620	726	486	488	1346	974	2330
	38%	32%	26%	31%	39%	48%	52%	38%	38%	39%	35%	39%	38%	41%	37%	39%	38%
		b		b	abc	abcdg	abcdg	abc				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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	413	336	41	23	13	413	351	62	53	360	109	177	126	413	61	149	126
	7%	7%	8%	8%	8%	7%	7%	8%	6%	7%	9% bcd	7%	6%	7%	6%	6%	7%
Slightly disagree	800	646	78	48	29	800	688	112	108	692	140	331	325	800	109	295	267
	13%	13%	15%	17% ae	17% ae	13%	13%	15%	13%	13%	12%	12%	15% ab	13%	11%	12%	14%
Neither agree nor disagree	2220	1868	183	105	64	2220	1916	304	323	1897	537	1038	635	2220	304	879	708
	36%	36%	36%	36%	37%	36%	36%	39%	38%	36%	44% bcd	39% c	29%	36% c	32%	37% a	37% a
Slightly agree	1577	1323	139	73	43	1577	1393	185	204	1373	252	683	632	1577	254	668	474
	26%	26%	27%	25%	25%	26%	26%	24%	24%	26%	21%	25% a	29% abd	26% a	26%	28% c	25%
Strongly agree	979	857	66	35	21	979	886	93	146	833	124	409	446	979	217	361	309
	16%	17% bcd	13%	12%	12%	16% cd	17% b	12%	17%	16%	10%	15% a	21% abd	16% a	23% bc	15%	16%
Don't know	111	93	9	6	3	111	96	14	16	95	45	53	11	111	14	32	32
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4% bcd	2% c	1%	2% c	2%	1%	2%
SUMMARY CODES																	
TOTAL DISAGREE	1214	983	118	71	42	1214	1040	174	162	1052	249	508	451	1214	170	445	393
	20%	19%	23% a	25% ae	24% ae	20%	20%	23%	19%	20%	21%	19%	21%	20%	18%	19%	21%
TOTAL AGREE	2556	2180	205	107	63	2556	2278	278	350	2206	375	1093	1078	2556	471	1029	783
	42%	43% cd	40%	37%	37%	42% cd	43% b	36%	41%	42%	31%	41% a	50% abd	42% a	49% bc	43%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	2330	1961	193	110	66	2330	2012	318	339	1992	582	1091	646	2330	319	911	740
	38%	38%	37%	38%	39%	38%	38%	41%	40%	38%	48% bcd	41% c	30%	38% c	33%	38% a	39% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	413	102	195	108	413	188	205	283	117
	7%	7%	6%	8%	7%	9%	6%	8%	5%
						b		b	
Slightly disagree	800	142	427	213	800	283	466	491	279
	13%	10%	13%	15%	13%	14%	13%	13%	13%
			a	a	a				
Neither agree nor disagree	2220	471	1159	538	2220	669	1382	1494	615
	36%	33%	37%	38%	36%	33%	38%	41%	29%
				a			a	b	
Slightly agree	1577	324	884	352	1577	527	965	927	597
	26%	23%	28%	25%	26%	26%	26%	25%	28%
			a						
Strongly agree	979	336	450	183	979	327	589	413	525
	16%	24%	14%	13%	16%	16%	16%	11%	24%
		bcd			bc				a
Don't know	111	31	51	13	111	24	64	80	23
	2%	2%	2%	1%	2%	1%	2%	2%	1%
		c			c			b	
SUMMARY CODES									
TOTAL DISAGREE	1214	244	623	321	1214	471	670	774	395
	20%	17%	20%	23%	20%	23%	18%	21%	18%
				abd		b		b	
TOTAL AGREE	2556	660	1334	535	2556	855	1553	1341	1122
	42%	47%	42%	38%	42%	42%	42%	36%	52%
		bcd	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	2330	503	1210	551	2330	693	1445	1574	638
	38%	36%	38%	39%	38%	34%	39% a	43% b	30%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Strongly disagree	473	41	59	62	77	102	132	473	228	243	123	165	86	97	288	183	473
	8%	6%	5%	6%	7%	10%	12%	8%	8%	8%	7%	9%	7%	8%	8%	7%	8%
						abcdg	abcdg	abc									
Slightly disagree	755	97	158	123	128	111	139	755	315	434	200	252	160	139	452	299	755
	12%	13%	14%	12%	12%	11%	13%	12%	11%	14%	11%	14%	13%	12%	13%	12%	12%
										a							
Neither agree nor disagree	2350	216	299	355	415	486	580	2350	1018	1322	624	738	487	488	1362	975	2350
	39%	29%	26%	33%	38%	49%	54%	39%	35%	42%	36%	40%	38%	41%	38%	39%	39%
				b	abc	abcdg	abcdeg	abc		a		a		a		a	a
Slightly agree	1470	232	332	294	295	189	129	1470	770	687	416	457	323	269	873	592	1470
	24%	31%	29%	28%	27%	19%	12%	24%	27%	22%	24%	25%	25%	22%	24%	24%	24%
		efg	efg	efg	ef	f		ef	b								
Strongly agree	968	140	293	218	168	91	58	968	533	430	367	212	205	180	579	385	968
	16%	19%	25%	21%	15%	9%	5%	16%	18%	14%	21%	11%	16%	15%	16%	16%	16%
		efg	acdefg	defg	ef	f		ef	b		bcdefg		b	b	b	b	b
Don't know	84	15	9	10	9	14	27	84	37	45	19	24	10	26	43	36	84
	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		b					bcdg							ace			
SUMMARY CODES																	
TOTAL DISAGREE	1228	138	217	185	205	214	271	1228	543	677	323	417	247	236	741	483	1228
	20%	19%	19%	17%	19%	21%	25%	20%	19%	21%	18%	23%	19%	20%	21%	20%	20%
						c	abcdg			a		afg					
TOTAL AGREE	2438	372	624	512	463	280	186	2438	1302	1117	783	669	528	449	1452	977	2438
	40%	50%	54%	48%	42%	28%	18%	40%	45%	35%	45%	36%	42%	37%	40%	40%	40%
		defg	cdefg	defg	ef	f		ef	b		bdefg		b		b	b	b
TOTAL NEITHER/ DON'T KNOW	2434	231	308	364	424	500	607	2434	1054	1367	643	762	497	514	1405	1011	2434
	40%	31%	27%	34%	39%	50%	57%	40%	36%	43%	37%	41%	39%	43%	39%	41%	40%
				b	ab	abcdg	abcdeg	abc		a		a		ae		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Strongly disagree	473	396	39	26	14	473	406	67	56	417	132	219	117	473	61	183	154
	8%	8%	8%	9%	8%	8%	8%	9%	7%	8%	11% bcd	8% c	5%	8% c	6%	8%	8%
Slightly disagree	755	631	63	37	24	755	661	94	112	642	143	345	266	755	106	300	251
	12%	12%	12%	13%	14%	12%	12%	12%	13%	12%	12%	13%	12%	12%	11%	13%	13%
Neither agree nor disagree	2350	1927	230	121	73	2350	1986	364	327	2023	556	1093	687	2350	316	916	767
	39%	38%	45% ae	42% a	42% a	39%	37%	47% a	38%	39%	46% bcd	41% c	32%	39% c	33%	38% a	40% a
Slightly agree	1470	1248	115	70	38	1470	1315	156	189	1282	207	637	621	1470	246	592	431
	24%	24%	22%	24%	22%	24%	25% b	20%	22%	24%	17%	24% a	29% abd	24% a	26%	25%	22%
Strongly agree	968	852	62	32	22	968	886	81	155	812	136	362	469	968	214	369	296
	16%	17% bcd	12%	11%	13%	16% bcd	17% b	11%	18%	15%	11%	13%	22% abd	16% ab	22% bc	15%	15%
Don't know	84	71	8	3	2	84	76	8	11	73	33	35	15	84	16	24	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% bcd	1%	1%	1% c	2%	1%	1%
SUMMARY CODES																	
TOTAL DISAGREE	1228	1027	102	63	37	1228	1067	161	169	1060	275	565	383	1228	167	483	405
	20%	20%	20%	22%	22%	20%	20%	21%	20%	20%	23% c	21% c	18%	20% c	17%	20%	21% a
TOTAL AGREE	2438	2100	177	101	60	2438	2201	237	344	2094	342	999	1090	2438	461	962	727
	40%	41% bcd	34%	35%	35%	40% bcd	41% b	31%	40%	40%	28%	37% a	50% abd	40% ab	48% bc	40%	38%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
TOTAL NEITHER/ DON'T KNOW	2434	1998	237	124	74	2434	2062	372	338	2096	589	1128	702	2434	332	939	785
	40%	39%	46%	43%	43%	40%	39%	48%	40%	40%	49%	42%	32%	40%	35%	39%	41%
			ae		a			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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Strongly disagree	473	118	227	117	473	185	273	357	107
	8%	8%	7%	8%	8%	9% b	7%	10% b	5%
Slightly disagree	755	141	414	191	755	286	427	475	255
	12%	10%	13% a	14% a	12% a	14% b	12%	13%	12%
Neither agree nor disagree	2350	503	1257	549	2350	727	1466	1603	634
	39%	36%	40% a	39%	39%	36%	40% a	43% b	29%
Slightly agree	1470	292	814	344	1470	474	888	809	608
	24%	21%	26% a	24% a	24% a	23%	24%	22%	28% a
Strongly agree	968	338	420	193	968	325	577	382	541
	16%	24% bcd	13%	14%	16% b	16%	16%	10%	25% a
Don't know	84	16	34	12	84	22	39	63	9
	1%	1%	1%	1%	1%	1%	1%	2% b	*%
SUMMARY CODES									
TOTAL DISAGREE	1228	258	641	308	1228	471	700	831	362
	20%	18%	20%	22% a	20%	23% b	19%	23% b	17%
TOTAL AGREE	2438	630	1234	538	2438	799	1464	1191	1150
	40%	45% bcd	39%	38%	40%	40%	40%	32%	53% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
TOTAL NEITHER/ DON'T KNOW	2434	519	1291	562	2434	749	1505	1666	644
	40%	37%	41% a	40%	40%	37%	41% a	45% b	30%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
I often see views that I disagree with	1361	177	312	256	238	223	154	1361	717	629	404	428	275	247	832	522	1361
	22%	24%	27%	24%	22%	22%	15%	22%	25%	20%	23%	23%	22%	21%	23%	21%	22%
		f	defg	f	f	f		f	b								
I sometimes see views that I disagree with	3311	403	636	608	610	522	532	3311	1522	1772	976	1003	724	598	1979	1322	3311
	54%	54%	55%	57%	56%	53%	50%	54%	53%	56%	56%	54%	57%	50%	55%	54%	54%
			f	ef	f			f		a	d	d	d		d	d	d
I rarely see views that I disagree with	955	124	142	145	158	159	226	955	451	499	262	289	193	209	550	401	955
	16%	17%	12%	14%	14%	16%	21%	16%	16%	16%	15%	16%	15%	17%	15%	16%	16%
		b				b	abcdeg	b									
Don't know	474	37	59	51	86	90	151	474	209	262	108	129	80	145	237	225	474
	8%	5%	5%	5%	8%	9%	14%	8%	7%	8%	6%	7%	6%	12%	7%	9%	8%
					abc	abc	abcdeg	abc						abcefg		abce	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
I often see views that I disagree with	1361	1108	129	80	43	1361	1198	163	187	1174	196	558	603	1361	252	510	438
	22%	22%	25%	28% ae	25%	22%	22%	21%	22%	22%	16%	21% a	28% abd	22% a	26% b	21%	23%
I sometimes see views that I disagree with	3311	2786	288	143	94	3311	2902	409	430	2880	534	1473	1299	3311	473	1360	1069
	54%	54% c	56% c	50%	55%	54% c	54%	53%	51%	55% a	44%	55% a	60% abd	54% a	49%	57% a	56% a
I rarely see views that I disagree with	955	824	66	39	26	955	828	127	141	814	259	475	214	955	174	358	297
	16%	16% b	13%	13%	15%	16%	16%	16%	17%	16%	21% bcd	18% cd	10%	16% c	18% b	15%	16%
Don't know	474	406	34	26	9	474	403	71	92	382	218	185	60	474	60	156	113
	8%	8% d	7%	9% d	5%	8% d	8%	9%	11% b	7%	18% bcd	7% c	3%	8% c	6%	7%	6%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
I often see views that I disagree with	1361	325	646	367	1361	517	749	756	558
	22%	23%	20%	26% bd	22%	26% b	20%	21%	26% a
I sometimes see views that I disagree with	3311	729	1801	740	3311	1050	2091	1988	1211
	54%	52%	57% acd	53%	54%	52%	57% a	54%	56%
I rarely see views that I disagree with	955	261	478	197	955	316	576	602	307
	16%	19% bcd	15%	14%	16%	16%	16%	16%	14%
Don't know	474	92	240	102	474	136	254	342	79
	8%	7%	8%	7%	8%	7%	7%	9% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
All of the time	553	106	176	108	74	52	37	553	272	276	166	172	97	114	338	212	553
	9%	14%	15%	10%	7%	5%	3%	9%	9%	9%	10%	9%	8%	10%	9%	9%	9%
		cdefg	cdefg	def	f			def									
Most of the time	1189	250	336	232	170	117	84	1189	579	597	310	391	278	200	701	477	1189
	19%	34%	29%	22%	16%	12%	8%	19%	20%	19%	18%	21%	22%	17%	19%	19%	19%
		cdefg	cdefg	def	ef	f		def				ad	ad		d		d
Sometimes	3764	353	597	662	756	687	710	3764	1763	1980	1071	1135	804	742	2206	1546	3764
	62%	48%	52%	62%	69%	69%	67%	62%	61%	63%	61%	61%	63%	62%	61%	63%	62%
				ab	abcg	abcg	abg	ab									
Never	231	15	26	33	45	41	71	231	117	114	100	44	37	50	144	87	231
	4%	2%	2%	3%	4%	4%	7%	4%	4%	4%	6%	2%	3%	4%	4%	4%	4%
					ab	ab	abcdeg	ab			bcefg			b	b		b
Don't know	362	17	14	26	47	95	162	362	168	193	102	106	56	93	208	149	362
	6%	2%	1%	2%	4%	10%	15%	6%	6%	6%	6%	6%	4%	8%	6%	6%	6%
					abc	abcdg	abcdeg	abc						bceg			
TOTAL - EVER	5507	708	1108	1002	1000	857	831	5507	2615	2854	1548	1698	1179	1056	3245	2235	5507
	90%	96%	96%	94%	92%	86%	78%	90%	90%	90%	88%	92%	93%	88%	90%	90%	90%
		defg	cdefg	defg	ef	f		ef				ad	adefg		d	d	ad

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
All of the time	553	461	52	27	13	553	504	50	91	462	95	242	213	553	122	184	170
	9%	9%	10%	10%	7%	9%	9% b	6%	11%	9%	8%	9%	10%	9%	13% bc	8%	9%
Most of the time	1189	1007	85	57	40	1189	1060	129	202	987	201	538	447	1189	219	456	338
	19%	20%	16%	20%	24% abe	19%	20%	17%	24% b	19%	17%	20% a	21% a	19% a	23% bc	19%	18%
Sometimes	3764	3145	332	178	108	3764	3269	495	488	3276	691	1644	1421	3764	557	1513	1213
	62%	61%	64%	62%	63%	62%	61%	64%	57%	62% a	57%	61% a	65% abd	62% a	58%	63% a	63% a
Never	231	207	14	7	3	231	204	27	22	209	62	102	66	231	26	82	91
	4%	4% cd	3%	2%	2%	4% d	4%	4%	3%	4%	5% c	4%	3%	4%	3%	3%	5% ab
Don't know	362	304	33	19	7	362	293	69	47	315	158	166	28	362	35	149	104
	6%	6%	6%	6%	4%	6%	5%	9% a	5%	6%	13% bcd	6% c	1%	6% c	4%	6% a	5%
TOTAL - EVER	5507	4613	469	263	161	5507	4833	674	782	4725	987	2423	2081	5507	898	2153	1721
	90%	90%	91%	91%	94% ae	90%	91% b	87%	92%	90%	82%	90% a	96% abd	90% a	94% bc	90%	90%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
All of the time	553	162	240	145	553	246	267	295	232
	9%	12%	8%	10%	9%	12%	7%	8%	11%
		bd		b	b	b			a
Most of the time	1189	269	582	312	1189	454	634	636	488
	19%	19%	18%	22%	19%	22%	17%	17%	23%
				bd		b			a
Sometimes	3764	786	2071	845	3764	1171	2379	2321	1315
	62%	56%	65%	60%	62%	58%	65%	63%	61%
			acd	a	a		a		
Never	231	91	96	43	231	68	150	148	71
	4%	6%	3%	3%	4%	3%	4%	4%	3%
		bcd							
Don't know	362	99	177	62	362	80	239	288	50
	6%	7%	6%	4%	6%	4%	7%	8%	2%
		c			c		a	b	
TOTAL - EVER	5507	1217	2893	1302	5507	1871	3280	3253	2035
	90%	86%	91%	93%	90%	93%	89%	88%	94%
			a	ad	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6102	822	1077	1141	1007	963	1092	6102	2844	3215	1742	1773	1110	1446	3515	2556	6102
Effective Weighted Sample	4925	683	876	937	820	777	857	4925	2295	2595	1408	1448	931	1150	2856	2044	4925
Total	6100	741	1149	1061	1092	993	1064	6100	2900	3161	1750	1848	1272	1199	3598	2471	6100
Yes	2970	504	725	571	487	388	295	2970	1561	1378	941	917	618	480	1858	1098	2970
	49%	68%	63%	54%	45%	39%	28%	49%	54%	44%	54%	50%	49%	40%	52%	44%	49%
		bcdefg	cdefg	defg	ef	f		def	b		bcdfg	df	df		dfg	d	df
No	1911	151	297	294	348	351	471	1911	842	1067	567	517	405	415	1084	820	1911
	31%	20%	26%	28%	32%	35%	44%	31%	29%	34%	32%	28%	32%	35%	30%	33%	31%
			a	a	ab	abcg	abcdeg	abc		a	b		b	beg		be	b
Don't know	1219	85	128	196	258	254	298	1219	497	716	242	413	248	305	655	553	1219
	20%	12%	11%	19%	24%	26%	28%	20%	17%	23%	14%	22%	20%	25%	18%	22%	20%
				ab	abcg	abcg	abcdg	ab		a		aeg	a	aceg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6102	4280	608	607	607	6102	5299	803	866	5236	1217	2740	2115	6102	992	2374	1873
Effective Weighted Sample	4925	3835	522	575	548	4925	4287	638	694	4231	974	2196	1732	4925	782	1927	1522
Total	6100	5124	516	288	172	6100	5330	770	850	5250	1207	2691	2175	6100	960	2384	1917
Yes	2970	2491	250	135	94	2970	2664	307	394	2576	375	1217	1376	2970	511	1090	976
	49%	49%	48%	47%	55% abce	49%	50% b	40%	46%	49%	31%	45% a	63% abd	49% ab	53% b	46%	51% b
No	1911	1612	158	96	46	1911	1636	275	252	1659	505	878	517	1911	296	780	596
	31%	31% d	31%	33% d	27%	31% d	31%	36% a	30%	32%	42% bcd	33% c	24%	31% c	31%	33%	31%
Don't know	1219	1022	108	58	31	1219	1031	188	204	1015	327	596	282	1219	153	513	344
	20%	20%	21%	20%	18%	20%	19%	24% a	24% b	19%	27% bcd	22% cd	13%	20% c	16%	22% ac	18%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6102	1368	3132	1481	6102	2120	3556	3891	1917
Effective Weighted Sample	4925	1111	2544	1172	4925	1678	2902	3093	1609
Total	6100	1407	3166	1407	6100	2019	3669	3689	2155
Yes	2970	713	1525	689	2970	1123	1660	1583	1267
	49%	51%	48%	49%	49%	56% b	45%	43%	59% a
No	1911	470	1002	421	1911	523	1276	1259	580
	31%	33%	32%	30%	31%	26%	35% a	34% b	27%
Don't know	1219	225	639	296	1219	372	733	847	308
	20%	16%	20% a	21% a	20% a	18%	20%	23% b	14%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2976	544	683	607	443	387	312	2976	1528	1416	937	901	545	580	1838	1125	2976
Effective Weighted Sample	2400	456	548	499	358	308	245	2400	1233	1142	763	727	454	462	1490	900	2400
Total	2970	504	725	571	487	388	295	2970	1561	1378	941	917	618	480	1858	1098	2970
I reported it to the site/ app	1008	175	304	206	153	113	57	1008	493	504	350	283	206	164	633	370	1008
	34%	35% f	42% adefg	36% ef	31% f	29% f	19%	34% f	32%	37% a	37% b	31%	33%	34%	34%	34%	34%
I commented on it to say it was incorrect/ misleading	829	130	236	186	125	89	64	829	498	319	349	195	167	114	544	281	829
	28%	26%	33% adefg	33% adefg	26%	23%	22%	28% f	32% b	23%	37% bcdefg	21%	27% b	24%	29% bd	26% b	28% b
I shared it online and said it was incorrect/ misleading	388	73	127	94	50	26	18	388	236	147	169	78	88	52	246	140	388
	13%	14% ef	18% defg	16% defg	10%	7%	6%	13% ef	15% b	11%	18% bdefg	8%	14% b	11%	13% b	13% b	13% b
I did something else	35	4	8	12	4	3	5	35	16	19	12	6	10	7	18	17	35
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
TOTAL - TOOK SOME ACTION	1725	302	488	369	258	193	114	1725	923	786	625	448	384	259	1073	643	1725
	58%	60% ef	67% adefg	65% defg	53% f	50% f	39%	58% ef	59%	57%	66% bdefg	49%	62% bd	54%	58% b	59% b	58% b
I didn't do anything/ I ignored it	1202	194	228	199	217	185	179	1202	623	565	305	461	223	208	765	431	1202
	40%	39% b	31%	35%	45% bc	48% abcg	61% abcdeg	40% bc	40%	41%	32%	50% acdefg	36%	43% ac	41% a	39% a	40% a
Don't know	44	8	9	3	12	11	2	44	15	28	11	9	11	13	20	24	44
	1%	2%	1%	*%	2% c	3% c	1%	1%	1%	2% a	1%	1%	2%	3% abeg	1%	2% be	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2976	2053	297	284	342	2976	2644	332	391	2585	367	1247	1358	2976	525	1087	968
Effective Weighted Sample	2400	1860	257	268	311	2400	2141	260	320	2080	302	993	1102	2400	414	875	782
Total	2970	2491	250	135	94	2970	2664	307	394	2576	375	1217	1376	2970	511	1090	976
I reported it to the site/ app	1008	851	77	50	30	1008	899	109	128	880	93	380	535	1008	181	369	327
	34%	34%	31%	37%	32%	34%	34%	36%	32%	34%	25%	31% a	39% abd	34% a	36%	34%	34%
I commented on it to say it was incorrect/ misleading	829	710	61	32	26	829	761	68	102	727	82	308	438	829	156	306	283
	28%	28%	25%	23%	28%	28%	29% b	22%	26%	28%	22%	25%	32% abd	28% a	31%	28%	29%
I shared it online and said it was incorrect/ misleading	388	331	33	15	8	388	362	26	46	341	57	129	201	388	82	148	114
	13%	13% d	13%	11%	9%	13% d	14% b	8%	12%	13%	15% b	11%	15% b	13% b	16% c	14%	12%
I did something else	35	30	1	3	1	35	32	3	3	32	2	20	13	35	5	11	13
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
TOTAL - TOOK SOME ACTION	1725	1477	121	76	50	1725	1564	161	236	1488	206	672	846	1725	332	639	543
	58%	59% b	49%	56%	53%	58% b	59%	52%	60%	58%	55%	55%	61% ab	58%	65% bc	59%	56%
I didn't do anything/ I ignored it	1202	977	125	57	43	1202	1060	142	152	1050	156	525	518	1202	171	439	428
	40%	39%	50% ae	42%	46% a	40%	40%	46% a	39%	41%	42%	43% c	38%	40%	33%	40% a	44% a
Don't know	44	36	4	2	1	44	40	4	6	38	13	19	12	44	8	11	4
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3% cd	2%	1%	1%	2% c	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2976	703	1504	724	2976	1184	1602	1705	1130
Effective Weighted Sample	2400	572	1220	571	2400	935	1310	1350	944
Total	2970	713	1525	689	2970	1123	1660	1583	1267
I reported it to the site/ app	1008	269	485	239	1008	429	520	498	472
	34%	38%	32%	35%	34%	38%	31%	31%	37%
		b				b			a
I commented on it to say it was incorrect/ misleading	829	237	415	167	829	349	423	357	437
	28%	33%	27%	24%	28%	31%	26%	23%	34%
		bcd				b			a
I shared it online and said it was incorrect/ misleading	388	141	178	66	388	167	196	142	223
	13%	20%	12%	10%	13%	15%	12%	9%	18%
		bcd			c	b			a
I did something else	35	10	20	4	35	19	16	13	17
	1%	1%	1%	1%	1%	2%	1%	1%	1%
TOTAL - TOOK SOME ACTION	1725	462	867	371	1725	730	883	794	853
	58%	65%	57%	54%	58%	65%	53%	50%	67%
		bcd				b			a
I didn't do anything/ I ignored it	1202	244	637	311	1202	379	760	769	404
	40%	34%	42%	45%	40%	34%	46%	49%	32%
			a	ad	a		a	b	
Don't know	44	7	21	8	44	14	17	20	9
	1%	1%	1%	1%	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.

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
Always	179	**	42	45	38	20	16	179	82	91	84	47	18	30	131	48	179
	24%	**	27%	30% ef	25%	18%	15%	24%	23%	25%	36% bcdefg	20%	14%	22%	28% bcf	18%	24% c
Often	215	**	57	43	42	28	20	215	110	102	62	77	39	38	139	76	215
	29%	**	36% f	30%	28%	25%	19%	29%	30%	28%	26%	33%	30%	27%	30%	29%	29%
Sometimes	186	**	35	42	31	35	32	186	107	78	52	62	37	33	115	71	186
	25%	**	22%	28%	20%	31%	30%	25%	30% b	22%	22%	26%	29%	24%	24%	26%	25%
Never	38	**	5	4	13	5	8	38	15	22	10	10	14	3	20	17	38
	5%	**	3%	3%	9% c	5%	7%	5%	4%	6%	4%	4%	11% abdeg	2%	4%	7%	5%
Not applicable - I don't share news or information online from sources I haven't heard of before	106	**	14	13	22	21	30	106	48	57	24	36	17	28	61	44	106
	14%	**	9%	9%	15%	19% bc	28% bcdg	14%	13%	16%	10%	15%	13%	20% a	13%	17%	14%
Don't know	13	**	3	-	5	2	-	13	-	13	1	2	3	7	3	10	13
	2%	**	2%	-%	3% c	2%	-%	2%	-%	4% a	*%	1%	3%	5% abeg	1%	4% ae	2%
SUMMARY CODES																	
TOTAL - EVER	580	**	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
	79%	**	86% def	88% defg	73%	74%	65%	79% f	83% b	75%	85% cdf	79%	73%	73%	82% cdf	73%	79%

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.

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
Always	179	147	**	**	**	179	165	**	**	168	**	54	119	179	29	63	74
	24%	24%	**	**	**	24%	25%	**	**	25%	**	22%	27%	24%	24%	22%	29%
Often	215	177	**	**	**	215	188	**	**	204	**	60	141	215	37	74	82
	29%	29%	**	**	**	29%	29%	**	**	30%	**	25%	33%	29%	31%	26%	32%
Sometimes	186	155	**	**	**	186	170	**	**	168	**	72	99	186	35	88	50
	25%	25%	**	**	**	25%	26%	**	**	25%	**	30%	23%	25%	30%	30% c	20%
Never	38	30	**	**	**	38	33	**	**	34	**	12	26	38	4	14	17
	5%	5%	**	**	**	5%	5%	**	**	5%	**	5%	6%	5%	3%	5%	7%
Not applicable - I don't share news or information online from sources I haven't heard of before	106	89	**	**	**	106	87	**	**	92	**	39	45	106	14	49	33
	14%	15%	**	**	**	14%	13%	**	**	14%	**	16% c	10%	14%	12%	17%	13%
Don't know	13	13	**	**	**	13	13	**	**	10	**	6	6	13	-	-	1
	2%	2%	**	**	**	2%	2%	**	**	1%	**	2%	1%	2%	-%	-%	*%
SUMMARY CODES																	
TOTAL - EVER	580	479	**	**	**	580	522	**	**	540	**	186	359	580	101	225	206
	79%	78%	**	**	**	79%	80%	**	**	80%	**	77%	83%	79%	85%	78%	80%

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.

IN15E. Earlier, you said you share news or information online. Before sharing news or information online from a source you haven't heard of before, how often, if at all, do you check the credibility of the source or verify the information? (ADDED AT WAVE 2) (SINGLE CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
Always	179	74	78	26	179	50	121	81	96
	24%	38% bcd	21%	17%	24%	21%	26%	20%	31% a
Often	215	57	112	44	215	69	136	118	90
	29%	29%	30%	28%	29%	29%	29%	29%	29%
Sometimes	186	31	112	40	186	65	111	102	79
	25%	16%	30% a	26%	25% a	27%	24%	25%	26%
Never	38	9	17	12	38	11	25	27	10
	5%	5%	4%	8%	5%	5%	5%	7%	3%
Not applicable - I don't share news or information online from sources I haven't heard of before	106	22	57	26	106	36	69	72	28
	14%	11%	15%	16%	14%	15%	15%	18% b	9%
Don't know	13	1	2	10	13	8	2	7	3
	2%	1%	*%	6% abd	2%	4% b	1%	2%	1%
SUMMARY CODES									
TOTAL - EVER	580	162	302	110	580	184	368	301	265
	79%	83% c	80% c	70%	79% c	77%	79%	74%	86% 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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	583	58	129	143	105	80	68	583	300	271	200	190	88	104	390	192	583
Effective Weighted Sample	457	48	103	110	82	63	52	457	237	211	160	148	69	81	308	149	457
Total	580	53	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
I check the information on other apps or sites	357	**	85	81	75	**	**	357	181	168	140	114	**	60	254	103	357
	62%	**	63%	62%	67%	**	**	62%	61%	62%	70% f	62%	**	59%	66% f	53%	62%
I read the full story first to check it	349	**	69	85	71	**	**	349	174	168	130	112	**	55	242	106	349
	60%	**	51%	65% b	64%	**	**	60%	58%	62%	65%	61%	**	54%	63%	55%	60%
I check the date to see how recent it is	304	**	67	60	60	**	**	304	137	159	100	100	**	54	200	104	304
	52%	**	50%	46%	54%	**	**	52%	46%	59% a	50%	54%	**	53%	52%	54%	52%
I look at what other people are saying in the comments	302	**	82	52	56	**	**	302	143	150	108	100	**	51	209	93	302
	52%	**	61% c	40%	51%	**	**	52% c	48%	55%	55%	54%	**	50%	54%	48%	52%
I think about whether it sounds believable	301	**	53	56	64	**	**	301	165	129	104	103	**	55	207	93	301
	52%	**	40%	43%	58% bc	**	**	52% b	55%	48%	53%	55%	**	54%	54%	48%	52%
I think about who has published the news story and whether I have heard of them	264	**	64	53	54	**	**	264	137	120	98	81	**	45	179	85	264
	46%	**	47%	41%	49%	**	**	46%	46%	44%	49%	44%	**	44%	47%	44%	46%
I look out for bad grammar or spelling	260	**	55	56	57	**	**	260	127	126	92	84	**	42	176	84	260
	45%	**	41%	43%	52%	**	**	45%	43%	47%	46%	45%	**	41%	46%	43%	45%

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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	583	58	129	143	105	80	68	583	300	271	200	190	88	104	390	192	583
Effective Weighted Sample	457	48	103	110	82	63	52	457	237	211	160	148	69	81	308	149	457
Total	580	53	135	130	111	83	69	580	298	270	199	186	93	101	384	195	580
I think about whether any image, videos or text look altered or doctored	242	**	52	60	47	**	**	242	121	112	87	78	**	37	165	76	242
	42%	**	39%	46%	42%	**	**	42%	41%	41%	44%	42%	**	37%	43%	39%	42%
I use a fact checking website or app like Full Fact to verify the story	166	**	42	39	41	**	**	166	82	84	69	35	**	31	104	63	166
	29%	**	31%	30%	37%	**	**	29%	27%	31%	35% b	19%	**	30% b	27%	32% b	29% b
Something else – please type in below	7	**	2	2	3	**	**	7	3	4	3	2	**	2	5	2	7
	1%	**	1%	2%	3%	**	**	1%	1%	2%	2%	1%	**	2%	1%	1%	1%
Don't know	13	**	4	2	3	**	**	13	7	6	*	5	**	6	5	8	13
	2%	**	3%	1%	3%	**	**	2%	2%	2%	*%	3%	**	6% ae	1%	4% a	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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	583	380	74	70	59	583	524	59	37	546	32	191	360	583	93	231	211
Effective Weighted Sample	457	344	62	68	52	457	412	46	29	428	27	146	285	457	73	179	168
Total	580	479	55	31	14	580	522	57	40	540	35	186	359	580	101	225	206
I check the information on other apps or sites	357	294	**	**	**	357	322	**	**	337	**	96	247	357	**	128	141
	62%	61%	**	**	**	62%	62%	**	**	62%	**	52%	69% bd	62% b	**	57%	68% b
I read the full story first to check it	349	280	**	**	**	349	305	**	**	324	**	99	233	349	**	136	139
	60%	59%	**	**	**	60%	58%	**	**	60%	**	53%	65% b	60%	**	61%	67%
I check the date to see how recent it is	304	250	**	**	**	304	273	**	**	282	**	85	209	304	**	119	106
	52%	52%	**	**	**	52%	52%	**	**	52%	**	46%	58% b	52%	**	53%	52%
I look at what other people are saying in the comments	302	252	**	**	**	302	272	**	**	285	**	82	209	302	**	109	128
	52%	52%	**	**	**	52%	52%	**	**	53%	**	44%	58% b	52%	**	48%	62% b
I think about whether it sounds believable	301	245	**	**	**	301	257	**	**	285	**	94	189	301	**	125	109
	52%	51%	**	**	**	52%	49%	**	**	53%	**	51%	53%	52%	**	56%	53%
I think about who has published the news story and whether I have heard of them	264	219	**	**	**	264	236	**	**	248	**	71	186	264	**	102	97
	46%	46%	**	**	**	46%	45%	**	**	46%	**	38%	52% b	46%	**	46%	47%
I look out for bad grammar or spelling	260	218	**	**	**	260	233	**	**	245	**	74	177	260	**	108	93
	45%	45%	**	**	**	45%	45%	**	**	45%	**	40%	49%	45%	**	48%	45%

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

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IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	583	380	74	70	59	583	524	59	37	546	32	191	360	583	93	231	211
Effective Weighted Sample	457	344	62	68	52	457	412	46	29	428	27	146	285	457	73	179	168
Total	580	479	55	31	14	580	522	57	40	540	35	186	359	580	101	225	206
I think about whether any image, videos or text look altered or doctored	242	207	**	**	**	242	220	**	**	229	**	62	172	242	**	88	94
	42%	43%	**	**	**	42%	42%	**	**	42%	**	34%	48% b	42%	**	39%	46%
I use a fact checking website or app like Full Fact to verify the story	166	140	**	**	**	166	153	**	**	157	**	36	121	166	**	51	73
	29%	29%	**	**	**	29%	29%	**	**	29%	**	20%	34% b	29% b	**	23%	36% b
Something else – please type in below	7	6	**	**	**	7	7	**	**	5	**	2	5	7	**	1	3
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	**	*%	1%
Don't know	13	13	**	**	**	13	13	**	**	10	**	5	5	13	**	4	4
	2%	3%	**	**	**	2%	3%	**	**	2%	**	3%	1%	2%	**	2%	2%

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

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Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	583	151	303	124	583	201	351	323	245
Effective Weighted Sample	457	122	239	92	457	148	285	247	198
Total	580	162	302	110	580	184	368	301	265
I check the information on other apps or sites	357	107	184	64	357	117	221	183	169
	62%	66%	61%	58%	62%	63%	60%	61%	64%
I read the full story first to check it	349	103	174	69	349	106	225	180	163
	60%	63%	58%	62%	60%	57%	61%	60%	61%
I check the date to see how recent it is	304	81	167	54	304	98	195	171	129
	52%	50%	55%	49%	52%	53%	53%	57%	49%
I look at what other people are saying in the comments	302	88	155	58	302	93	197	162	135
	52%	55%	51%	53%	52%	50%	54%	54%	51%
I think about whether it sounds believable	301	93	150	58	301	91	193	176	119
	52%	57%	49%	53%	52%	50%	53%	58% b	45%
I think about who has published the news story and whether I have heard of them	264	80	127	56	264	83	168	146	115
	46%	49%	42%	51%	46%	45%	46%	48%	43%
I look out for bad grammar or spelling	260	73	137	50	260	85	166	155	102
	45%	45%	45%	45%	45%	46%	45%	51% b	39%

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

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Base : All respondents at Wave 2 who share news or information on online communication platforms and say they check the credibility of the source or verify the information before sharing it

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	583	151	303	124	583	201	351	323	245
Effective Weighted Sample	457	122	239	92	457	148	285	247	198
Total	580	162	302	110	580	184	368	301	265
I think about whether any image, videos or text look altered or doctored	242	81	105	54	242	89	145	134	102
	42%	50%	35%	49%	42%	48%	39%	45%	38%
		b		b					
I use a fact checking website or app like Full Fact to verify the story	166	69	71	26	166	57	100	76	89
	29%	42%	23%	24%	29%	31%	27%	25%	34%
		bcd							
Something else – please type in below	7	3	3	1	7	3	4	4	4
	1%	2%	1%	1%	1%	2%	1%	1%	1%
Don't know	13	2	6	3	13	6	5	6	6
	2%	1%	2%	3%	2%	3%	1%	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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
I check the information on other apps or sites	357	**	85	81	75	51	31	357	181	168	140	114	44	60	254	103	357
	48%	**	54% f	55% f	49% f	45% f	29%	48% f	50%	46%	60% bcdfg	49% c	34%	43%	54% cdf	39%	48% cf
I read the full story first to check it	349	**	69	85	71	54	42	349	174	168	130	112	51	55	242	106	349
	47%	**	44%	58% bfg	47%	48%	39%	47%	48%	47%	55% cdf	48%	40%	40%	52% cdf	40%	47%
I check the date to see how recent it is	304	**	67	60	60	52	38	304	137	159	100	100	51	54	200	104	304
	41%	**	43%	41%	40%	46%	36%	41%	38%	44%	43%	43%	40%	39%	43%	39%	41%
I look at what other people are saying in the comments	302	**	82	52	56	46	38	302	143	150	108	100	42	51	209	93	302
	41%	**	52% cdfg	36%	37%	41%	36%	41%	40%	41%	46% cf	43%	32%	37%	45% cf	35%	41%
I think about whether it sounds believable	301	**	53	56	64	52	49	301	165	129	104	103	39	55	207	93	301
	41%	**	34%	38%	43%	46%	46%	41%	46% b	36%	45% c	44% c	30%	39%	44% cf	35%	41%
I think about who has published the news story and whether I have heard of them	264	**	64	53	54	36	34	264	137	120	98	81	40	45	179	85	264
	36%	**	41%	36%	36%	32%	32%	36%	38%	33%	42% f	35%	31%	32%	38%	32%	36%
I look out for bad grammar or spelling	260	**	55	56	57	39	34	260	127	126	92	84	42	42	176	84	260
	35%	**	35%	38%	38%	35%	32%	35%	35%	35%	39%	36%	33%	30%	38%	31%	35%

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.

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Base : All respondents at Wave 2 who share news or information on online communication platforms

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	734	68	149	164	140	109	104	734	364	355	236	247	114	135	483	249	734
Effective Weighted Sample	576	57	120	126	111	85	79	576	287	278	188	192	90	105	380	195	576
Total	737	63	157	147	151	112	106	737	361	362	234	234	128	139	468	267	737
I think about whether any image, videos or text look altered or doctored	242	**	52	60	47	32	23	242	121	112	87	78	39	37	165	76	242
	33%	**	33%	41% f	31%	28%	22%	33% f	34%	31%	37%	33%	30%	27%	35%	29%	33%
I use a fact checking website or app like Full Fact to verify the story	166	**	42	39	41	16	16	166	82	84	69	35	32	31	104	63	166
	23%	**	27% ef	27% ef	27% ef	14%	15%	23%	23%	23%	30% b	15%	25% b	22%	22% b	23% b	23% b
Something else – please type in below	7	**	2	2	3	*	-	7	3	4	3	2	-	2	5	2	7
	1%	**	1%	2%	2%	*%	-%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%
Don't know	13	**	4	2	3	1	2	13	7	6	*	5	2	6	5	8	13
	2%	**	3%	1%	2%	1%	2%	2%	2%	2%	*%	2%	2%	4% ae	1%	3% a	2%
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	**	22	17	40	29	38	157	63	91	35	49	35	37	84	72	157
	21%	**	14%	12%	27% bc	26% bc	35% bcg	21% c	17%	25% a	15%	21%	27% ae	27% ae	18%	27% ae	21%

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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
I check the information on other apps or sites	357	294	**	**	**	357	322	**	**	337	**	96	247	357	57	128	141
	48%	48%	**	**	**	48%	49%	**	**	50%	**	40%	57% bd	48% b	48%	44%	55% b
I read the full story first to check it	349	280	**	**	**	349	305	**	**	324	**	99	233	349	53	136	139
	47%	46%	**	**	**	47%	47%	**	**	48%	**	41%	54% b	47%	44%	47%	54%
I check the date to see how recent it is	304	250	**	**	**	304	273	**	**	282	**	85	209	304	57	119	106
	41%	41%	**	**	**	41%	42%	**	**	42%	**	35%	48% bd	41%	48%	41%	41%
I look at what other people are saying in the comments	302	252	**	**	**	302	272	**	**	285	**	82	209	302	43	109	128
	41%	41%	**	**	**	41%	41%	**	**	42%	**	34%	48% bd	41%	36%	38%	50% ab
I think about whether it sounds believable	301	245	**	**	**	301	257	**	**	285	**	94	189	301	43	125	109
	41%	40%	**	**	**	41%	39%	**	**	42%	**	39%	43%	41%	36%	43%	42%
I think about who has published the news story and whether I have heard of them	264	219	**	**	**	264	236	**	**	248	**	71	186	264	44	102	97
	36%	36%	**	**	**	36%	36%	**	**	37%	**	29%	43% bd	36%	37%	36%	38%
I look out for bad grammar or spelling	260	218	**	**	**	260	233	**	**	245	**	74	177	260	39	108	93
	35%	36%	**	**	**	35%	36%	**	**	36%	**	31%	41% b	35%	33%	37%	36%

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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	a	b	c
Unweighted total	734	484	88	92	70	734	651	83	53	681	50	255	429	734	110	294	261
Effective Weighted Sample	576	436	73	89	62	576	514	62	42	534	42	193	342	576	86	229	207
Total	737	611	69	40	17	737	656	81	61	676	59	242	435	737	119	288	257
I think about whether any image, videos or text look altered or doctored	242	207	**	**	**	242	220	**	**	229	**	62	172	242	39	88	94
	33%	34%	**	**	**	33%	34%	**	**	34%	**	26%	39% bd	33%	33%	31%	37%
I use a fact checking website or app like Full Fact to verify the story	166	140	**	**	**	166	153	**	**	157	**	36	121	166	37	51	73
	23%	23%	**	**	**	23%	23%	**	**	23%	**	15%	28% b	23% b	31% b	18%	29% b
Something else – please type in below	7	6	**	**	**	7	7	**	**	5	**	2	5	7	4	1	3
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	1%	1%	3% b	*%	1%
Don't know	13	13	**	**	**	13	13	**	**	10	**	5	5	13	3	4	4
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	1%	2%	2%	1%	1%
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	132	**	**	**	157	134	**	**	136	**	57	76	157	18	63	51
	21%	22%	**	**	**	21%	20%	**	**	20%	**	23%	17%	21%	15%	22%	20%

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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
I check the information on other apps or sites	357	107	184	64	357	117	221	183	169
	48%	55% c	49%	41%	48%	49%	48%	45%	55% a
I read the full story first to check it	349	103	174	69	349	106	225	180	163
	47%	53%	46%	43%	47%	44%	49%	44%	53% a
I check the date to see how recent it is	304	81	167	54	304	98	195	171	129
	41%	42%	44%	34%	41%	41%	42%	42%	42%
I look at what other people are saying in the comments	302	88	155	58	302	93	197	162	135
	41%	46%	41%	37%	41%	39%	42%	40%	44%
I think about whether it sounds believable	301	93	150	58	301	91	193	176	119
	41%	48%	40%	37%	41%	38%	42%	43%	39%
I think about who has published the news story and whether I have heard of them	264	80	127	56	264	83	168	146	115
	36%	41%	34%	36%	36%	35%	36%	36%	38%
I look out for bad grammar or spelling	260	73	137	50	260	85	166	155	102
	35%	37%	36%	32%	35%	35%	36%	38%	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.

IN15F. Which of these best describe what you tend to do to check the credibility of the source or verify the information? (ADDED AT WAVE 2) (MULTI CODE)

Base : All respondents at Wave 2 who share news or information on online communication platforms

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	734	183	376	167	734	253	443	431	280
Effective Weighted Sample	576	147	298	125	576	188	357	332	227
Total	737	194	377	158	737	240	464	408	307
I think about whether any image, videos or text look altered or doctored	242	81	105	54	242	89	145	134	102
	33%	42% bd	28%	34%	33%	37%	31%	33%	33%
I use a fact checking website or app like Full Fact to verify the story	166	69	71	26	166	57	100	76	89
	23%	35% bcd	19%	17%	23%	24%	22%	19%	29% a
Something else – please type in below	7	3	3	1	7	3	4	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	13	2	6	3	13	6	5	6	6
	2%	1%	2%	2%	2%	3%	1%	1%	2%
DOES NOT CHECK THE CREDIBILITY OF THE SOURCE OR VERIFY THE INFORMATION	157	32	75	48	157	55	96	107	42
	21%	17%	20%	30% abd	21%	23%	21%	26% b	14%

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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Follow an online 'how to' tutorial to create or do something of your own	1972	285	470	401	338	249	229	1972	858	1090	622	616	406	321	1237	727	1972
	32%	38%	41%	38%	31%	25%	20%	32%	29%	34%	35%	33%	32%	26%	34%	29%	32%
		defg	defg	defg	ef	f		ef		a	dfg	df	d		df		df
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1886	199	426	366	308	278	308	1886	845	1027	637	590	364	285	1227	649	1886
	30%	27%	37%	34%	28%	27%	28%	30%	29%	32%	36%	32%	28%	23%	34%	26%	30%
			adefg	adefg						a	bcdfg	df	d		cdfg		df
Add filters to or edit photos	1362	263	426	293	217	101	63	1362	539	804	417	449	294	194	866	488	1362
	22%	35%	37%	28%	20%	10%	6%	22%	18%	25%	24%	24%	23%	16%	24%	19%	22%
		cdefg	cdefg	defg	ef	f		ef		a	df	df	df		df	d	df
Create your own videos or reels	1218	227	423	295	171	67	34	1218	607	593	426	381	246	156	807	402	1218
	20%	31%	37%	28%	16%	7%	3%	20%	21%	19%	24%	20%	19%	13%	22%	16%	20%
		defg	acdefg	defg	ef	f		def			bcdfg	df	df		cdfg	d	df
Create an online photo book or calendar	740	94	198	204	135	64	46	740	330	404	263	210	157	108	472	265	740
	12%	13%	17%	19%	12%	6%	4%	12%	11%	13%	15%	11%	12%	9%	13%	11%	12%
		ef	adefg	adefg	ef	f		ef			bdfg	d	d		df		d
Create an online scrapbook of ideas, on sites like Pinterest	668	164	212	133	88	40	30	668	234	419	252	204	129	77	456	206	668
	11%	22%	18%	13%	8%	4%	3%	11%	8%	13%	14%	11%	10%	6%	13%	8%	11%
		cdefg	cdefg	def	ef			def		a	bcdfg	df	d		cdfg	d	df
Make a meme or gif	665	145	209	145	107	38	21	665	363	286	238	183	136	106	422	241	665
	11%	20%	18%	14%	10%	4%	2%	11%	12%	9%	13%	10%	11%	9%	12%	10%	11%
		cdefg	cdefg	defg	ef	f		ef	b		bcdfg				df		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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Have an online dating profile	565	103	176	129	101	37	20	565	349	208	195	161	121	88	355	209	565
	9%	14%	15%	12%	9%	4%	2%	9%	12%	7%	11%	9%	9%	7%	10%	8%	9%
		defg	cdefg	defg	ef	f		ef	b		bdfg				d		d
Write blogs or articles	546	65	207	132	75	46	23	546	324	217	237	138	110	61	374	171	546
	9%	9%	18%	12%	7%	5%	2%	9%	11%	7%	13%	7%	9%	5%	10%	7%	9%
		ef	acdefg	adefg	f	f		def	b		bcdefg	d	d		bdfg	d	df
Make or edit music online (such as editing/ cutting or mixing tracks)	530	108	194	134	58	27	10	530	304	215	209	135	115	69	344	184	530
	9%	15%	17%	13%	5%	3%	1%	9%	10%	7%	12%	7%	9%	6%	9%	7%	9%
		defg	cdefg	defg	ef	f		def	b		bcdefg		d		bdf		d
Set up/ manage your own website	499	91	150	115	83	34	26	499	303	191	245	122	81	51	367	132	499
	8%	12%	13%	11%	8%	3%	2%	8%	10%	6%	14%	7%	6%	4%	10%	5%	8%
		defg	defg	defg	ef			ef	b		bcdefg	d	d		bcdfg		bdf
Contribute to collaborative websites such as Wikipedia	345	55	112	85	52	24	17	345	236	107	168	63	76	37	232	113	345
	6%	7%	10%	8%	5%	2%	1%	6%	8%	3%	9%	3%	6%	3%	6%	5%	6%
		defg	defg	defg	ef			ef	b		bcdefg		bd		bdf	d	bd
Make or modify a website/ app or game	342	71	111	78	59	17	6	342	230	109	149	84	63	42	233	105	342
	6%	10%	10%	7%	5%	2%	1%	6%	8%	3%	8%	4%	5%	3%	6%	4%	6%
		defg	defg	efg	ef	f		ef	b		bcdefg				bdf		df
Make a podcast	292	50	107	73	44	12	6	292	184	106	162	42	47	40	204	87	292
	5%	7%	9%	7%	4%	1%	1%	5%	6%	3%	9%	2%	4%	3%	6%	3%	5%
		defg	defg	defg	ef			ef	b		bcdefg		b		bcdf	b	bdf
ANY OF THESE	4174	637	1000	824	703	525	485	4174	1986	2154	1286	1285	894	690	2572	1583	4174
	67%	86%	87%	78%	64%	52%	43%	67%	67%	67%	72%	69%	69%	56%	71%	63%	67%
		cdefg	cdefg	defg	ef	f		def			bdfg	df	df		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.

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

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None of these	1897	82	134	218	374	466	624	1897	913	979	477	557	372	486	1034	858	1897
	31%	11%	12%	21%	34%	46%	56%	31%	31%	31%	27%	30%	29%	40%	28%	34%	31%
				ab	abc	abcdg	abcdeg	abc						abcefg		abceg	ae
Don't know	114	22	16	21	23	21	10	114	48	65	12	25	21	49	37	70	114
	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	4%	1%	3%	2%
		bfg			f	f		f					a	abceg		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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Follow an online 'how to' tutorial to create or do something of your own	1972	1640	181	95	56	1972	1742	231	199	1773	152	751	1069	1972	332	718	706
	32%	32%	35%	33%	32%	32%	32%	29%	23%	33% a	12%	28% a	49% abd	32% ab	34% b	29%	36% b
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1886	1583	157	96	49	1886	1653	233	179	1707	164	713	1007	1886	266	750	659
	30%	30%	30%	33%	28%	30%	31%	29%	21%	32% a	13%	26% a	46% abd	30% ab	28%	31%	34% ab
Add filters to or edit photos	1362	1147	115	60	41	1362	1249	114	179	1184	103	477	782	1362	249	476	450
	22%	22%	22%	21%	24%	22%	23% b	14%	21%	22%	8%	18% a	36% abd	22% ab	26% b	20%	23% b
Create your own videos or reels	1218	1039	99	46	34	1218	1123	94	167	1051	96	415	707	1218	218	447	400
	20%	20% c	19%	16%	20%	20% c	21% b	12%	20%	20%	8%	15% a	32% abd	20% ab	23% b	18%	21%
Create an online photo book or calendar	740	613	66	37	25	740	665	75	70	671	46	240	455	740	135	254	269
	12%	12%	13%	13%	14%	12%	12% b	10%	8%	13% a	4%	9% a	21% abd	12% ab	14% b	10%	14% b
Create an online scrapbook of ideas, on sites like Pinterest	668	555	59	34	20	668	592	75	59	609	48	220	399	668	126	233	208
	11%	11%	11%	12%	12%	11%	11%	10%	7%	11% a	4%	8% a	18% abd	11% ab	13% b	10%	11%
Make a meme or gif	665	563	53	28	21	665	622	43	57	608	47	218	399	665	141	234	216
	11%	11%	10%	9%	12%	11%	12% b	5%	7%	11% a	4%	8% a	18% abd	11% ab	15% bc	10%	11%

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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Have an online dating profile	565	490	38	22	15	565	521	44	45	520	44	196	326	565	97	205	186
	9%	9%	7%	8%	9%	9%	10% b	6%	5%	10% a	3%	7% a	15% abd	9% ab	10%	8%	10%
Write blogs or articles	546	467	44	22	13	546	504	43	45	502	44	178	324	546	106	196	192
	9%	9%	9%	8%	8%	9%	9% b	5%	5%	9% a	4%	7% a	15% abd	9% ab	11% b	8%	10%
Make or edit music online (such as editing/ cutting or mixing tracks)	530	471	31	16	13	530	498	33	48	482	44	184	302	530	111	203	156
	9%	9% bc	6%	5%	7%	9% bc	9% b	4%	6%	9% a	3%	7% a	14% abd	9% ab	11% bc	8%	8%
Set up/ manage your own website	499	430	40	15	14	499	448	51	34	466	49	170	280	499	81	180	174
	8%	8% c	8%	5%	8%	8% c	8%	6%	4%	9% a	4%	6% a	13% abd	8% ab	8%	7%	9%
Contribute to collaborative websites such as Wikipedia	345	293	27	16	10	345	318	26	26	319	23	105	217	345	68	120	120
	6%	6%	5%	5%	5%	6%	6% b	3%	3%	6% a	2%	4% a	10% abd	6% ab	7% b	5%	6%
Make or modify a website/ app or game	342	291	24	16	11	342	317	25	25	316	31	109	202	342	69	104	123
	6%	6%	5%	5%	6%	6%	6% b	3%	3%	6% a	2%	4% a	9% abd	6% ab	7% b	4%	6% b
Make a podcast	292	242	26	18	7	292	271	21	31	261	26	100	165	292	62	93	102
	5%	5%	5%	6%	4%	5%	5% b	3%	4%	5%	2%	4% a	8% abd	5% ab	6% b	4%	5% 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.

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

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
ANY OF THESE	4174	3514	344	194	121	4174	3701	473	519	3655	522	1777	1874	4174	714	1594	1332
	67%	68%	66%	67%	70%	67%	69%	60%	61%	69%	41%	66%	86%	67%	74%	65%	69%
							b			a		a	abd	a	bc		b
None of these	1897	1595	165	89	48	1897	1599	299	301	1597	685	888	291	1897	225	820	592
	31%	31%	32%	31%	28%	31%	30%	38%	35%	30%	54%	33%	13%	31%	23%	34%	31%
								a	b		bcd	c		c		ac	a
Don't know	114	93	10	8	4	114	94	19	32	82	56	43	12	114	27	21	14
	2%	2%	2%	3%	2%	2%	2%	2%	4%	2%	4%	2%	1%	2%	3%	1%	1%
									b		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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Follow an online 'how to' tutorial to create or do something of your own	1972	471	1015	466	1972	686	1185	1080	834
	32%	33%	32%	33%	32%	34%	32%	29%	39% a
Write online reviews about something you've purchased/ used or somewhere you've visited/ stayed	1886	504	946	412	1886	675	1132	1078	751
	30%	35% bcd	29%	29%	30%	33%	30%	29%	35% a
Add filters to or edit photos	1362	315	685	347	1362	504	794	648	648
	22%	22%	21%	25% b	22%	25% b	21%	17%	30% a
Create your own videos or reels	1218	356	603	242	1218	394	730	525	638
	20%	25% bcd	19%	17%	20% c	19%	20%	14%	30% a
Create an online photo book or calendar	740	190	377	167	740	250	432	302	410
	12%	13%	12%	12%	12%	12%	12%	8%	19% a
Create an online scrapbook of ideas, on sites like Pinterest	668	181	334	143	668	288	327	304	330
	11%	13% b	10%	10%	11%	14% b	9%	8%	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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Make a meme or gif	665	178	334	141	665	270	347	292	333
	11%	12%	10%	10%	11%	13% b	9%	8%	15% a
Have an online dating profile	565	145	291	124	565	211	311	293	247
	9%	10%	9%	9%	9%	10% b	8%	8%	11% a
Write blogs or articles	546	172	261	107	546	218	296	209	313
	9%	12% bcd	8%	8%	9%	11% b	8%	6%	15% a
Make or edit music online (such as editing/ cutting or mixing tracks)	530	158	262	101	530	213	276	217	287
	9%	11% bcd	8%	7%	9%	10% b	7%	6%	13% a
Set up/ manage your own website	499	150	240	104	499	203	259	209	264
	8%	10% bcd	7%	7%	8%	10% b	7%	6%	12% a
Contribute to collaborative websites such as Wikipedia	345	125	162	56	345	131	190	121	206
	6%	9% bcd	5%	4%	6% c	6%	5%	3%	10% a
Make or modify a website/ app or game	342	110	171	56	342	141	176	139	180
	6%	8% bcd	5%	4%	6% c	7% b	5%	4%	8% 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.

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

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Make a podcast	292	117	119	47	292	115	143	85	186
	5%	8%	4%	3%	5%	6%	4%	2%	9%
		bcd			bc	b			a
ANY OF THESE	4174	1000	2182	930	4174	1479	2434	2279	1721
	67%	70%	68%	66%	67%	72%	65%	60%	80%
		c				b			a
None of these	1897	418	1001	442	1897	535	1258	1432	410
	31%	29%	31%	31%	31%	26%	34%	38%	19%
							a	b	
Don't know	114	13	35	45	114	31	32	58	28
	2%	1%	1%	3%	2%	2%	1%	2%	1%
				abd	ab	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5652	816	1065	1109	962	857	843	5652	2677	2933	1610	1657	1055	1303	3267	2358	5652
Effective Weighted Sample	4561	678	867	910	782	690	660	4561	2160	2368	1304	1353	884	1034	2656	1883	4561
Total	5640	737	1137	1030	1042	886	807	5640	2722	2879	1602	1728	1206	1076	3331	2281	5640
I spend too much time doing this	1362	356	442	264	161	93	45	1362	569	781	371	480	257	242	850	499	1362
	24%	48%	39%	26%	15%	10%	6%	24%	21%	27%	23%	28%	21%	23%	26%	22%	24%
		bcdefg	cdefg	def	ef	f		def		a		acdfg			cf		f
I am comfortable with the amount of time I spend doing this	4018	342	643	722	833	753	724	4018	2016	1979	1165	1193	885	764	2358	1649	4018
	71%	46%	57%	70%	80%	85%	90%	71%	74%	69%	73%	69%	73%	71%	71%	72%	71%
			a	ab	abcg	abcdg	abcdeg	ab	b		b		b			b	
I would like to spend more time doing this	166	26	35	28	34	25	17	166	95	69	48	39	42	36	87	78	166
	3%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%
									b								
Don't know	94	12	17	16	14	15	22	94	42	50	19	17	22	33	35	55	94
	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
														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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5652	3938	573	553	588	5652	4931	721	800	4852	956	2589	2090	5652	945	2161	1748
Effective Weighted Sample	4561	3537	492	523	531	4561	3987	574	642	3919	767	2073	1710	4561	745	1752	1422
Total	5640	4721	490	263	166	5640	4945	695	778	4862	939	2542	2145	5640	915	2169	1779
I spend too much time doing this	1362	1142	102	69	48	1362	1259	102	221	1140	176	590	595	1362	251	477	372
	24%	24%	21%	26%	29%	24%	25%	15%	28%	23%	19%	23%	28%	24%	27%	22%	21%
				b	abe		b		b			a	abd	a	bc		
I am comfortable with the amount of time I spend doing this	4018	3355	370	182	111	4018	3466	552	508	3510	668	1857	1483	4018	610	1606	1340
	71%	71%	75%	69%	67%	71%	70%	79%	65%	72%	71%	73%	69%	71%	67%	74%	75%
			acde			d		a		a		c				a	a
I would like to spend more time doing this	166	141	11	8	5	166	143	23	22	144	45	60	61	166	37	61	52
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	5%	2%	3%	3%	4%	3%	3%
											bcd						
Don't know	94	82	6	4	2	94	76	18	27	67	50	34	7	94	17	26	16
	2%	2%	1%	1%	1%	2%	2%	3%	3%	1%	5%	1%	*%	2%	2%	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5652	1257	2887	1394	5652	1965	3285	3489	1880
Effective Weighted Sample	4561	1023	2345	1102	4561	1557	2681	2769	1578
Total	5640	1282	2922	1323	5640	1850	3402	3282	2112
I spend too much time doing this	1362	324	647	363	1362	588	669	678	600
	24%	25% b	22%	27% bd	24%	32% b	20%	21%	28% a
I am comfortable with the amount of time I spend doing this	4018	917	2153	887	4018	1167	2620	2459	1431
	71%	72% c	74% cd	67%	71% c	63%	77% a	75% b	68%
I would like to spend more time doing this	166	29	82	47	166	70	80	87	66
	3%	2%	3%	4%	3%	4% b	2%	3%	3%
Don't know	94	12	40	26	94	25	34	58	16
	2%	1%	1%	2% a	2%	1%	1%	2% b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5572	812	1056	1085	918	842	859	5572	2545	2987	1605	1641	1031	1271	3246	2302	5572
Effective Weighted Sample	4505	675	859	891	748	681	676	4505	2059	2415	1305	1339	864	1012	2643	1843	4505
Total	5591	734	1130	1010	999	875	843	5591	2614	2939	1615	1710	1181	1060	3325	2241	5591
I spend too much time doing this	1515	357	482	307	179	113	77	1515	595	904	428	545	290	239	973	529	1515
	27%	49%	43%	30%	18%	13%	9%	27%	23%	31%	26%	32%	25%	23%	29%	24%	27%
		bcdefg	cdefg	defg	ef	f		def		a	d	acdfg			cdf		df
I am comfortable with the amount of time I spend doing this	3845	341	602	667	762	730	743	3845	1906	1921	1118	1102	853	765	2220	1618	3845
	69%	46%	53%	66%	76%	83%	88%	69%	73%	65%	69%	64%	72%	72%	67%	72%	69%
			a	ab	abcg	abcdg	abcdeg	ab	b		b		beg	beg		beg	b
I would like to spend more time doing this	143	26	35	21	36	18	7	143	79	64	57	33	26	25	91	51	143
	3%	4%	3%	2%	4%	2%	1%	3%	3%	2%	4%	2%	2%	2%	3%	2%	3%
		f	f	f	f			f			bf						
Don't know	88	10	11	15	22	14	17	88	34	51	12	30	12	31	42	43	88
	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%
					b							a		aceg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5572	3908	551	543	570	5572	4855	717	797	4775	1003	2475	2074	5572	932	2132	1722
Effective Weighted Sample	4505	3515	473	513	514	4505	3938	568	638	3867	808	1984	1699	4505	735	1726	1409
Total	5591	4704	468	258	161	5591	4902	688	787	4804	1007	2431	2134	5591	907	2143	1769
I spend too much time doing this	1515	1256	122	82	55	1515	1383	132	232	1283	194	635	685	1515	276	507	464
	27%	27%	26%	32% ae	34% abe	27%	28% b	19%	30%	27%	19%	26% a	32% abd	27% a	30% bc	24%	26%
I am comfortable with the amount of time I spend doing this	3845	3240	335	167	101	3845	3326	518	516	3328	735	1718	1378	3845	586	1568	1248
	69%	69% d	72% cd	65%	63%	69% d	68%	75% a	66%	69%	73% cd	71% c	65%	69% c	65%	73% a	71% a
I would like to spend more time doing this	143	126	8	6	3	143	129	14	20	123	31	55	56	143	35	44	42
	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%	4% bc	2%	2%
Don't know	88	81	2	3	2	88	65	24	19	70	47	23	15	88	9	23	15
	2%	2% b	*%	1%	1%	2%	1%	3% a	2%	1%	5% bcd	1%	1%	2% bc	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5572	1239	2847	1372	5572	1961	3220	3441	1859
Effective Weighted Sample	4505	1014	2315	1084	4505	1557	2631	2739	1560
Total	5591	1278	2888	1311	5591	1873	3339	3271	2084
I spend too much time doing this	1515	353	737	399	1515	625	767	780	652
	27%	28%	26%	30% bd	27%	33% b	23%	24%	31% a
I am comfortable with the amount of time I spend doing this	3845	867	2060	853	3845	1165	2464	2384	1337
	69%	68%	71% acd	65%	69% c	62%	74% a	73% b	64%
I would like to spend more time doing this	143	45	58	33	143	58	73	54	77
	3%	3% b	2%	3%	3%	3%	2%	2%	4% a
Don't know	88	14	34	26	88	24	34	54	18
	2%	1%	1%	2%	2%	1%	1%	2% b	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	4606	782	989	984	782	588	481	4606	2188	2382	1313	1331	887	1051	2644	1938	4606
Effective Weighted Sample	3735	649	807	809	637	475	384	3735	1774	1932	1074	1090	745	835	2163	1551	3735
Total	4623	704	1066	918	855	621	458	4623	2248	2340	1324	1391	1016	869	2715	1885	4623
I spend too much time doing this	690	137	180	127	112	72	62	690	337	348	208	192	165	122	399	288	690
	15%	19%	17%	14%	13%	12%	14%	15%	15%	15%	16%	14%	16%	14%	15%	15%	15%
		cdefg	de														
I am comfortable with the amount of time I spend doing this	3452	459	730	701	683	506	372	3452	1678	1753	998	1047	739	656	2045	1395	3452
	75%	65%	68%	76%	80%	82%	81%	75%	75%	75%	75%	75%	73%	75%	75%	74%	75%
				ab	abg	abcg	abg	ab									
I would like to spend more time doing this	364	91	128	63	42	25	15	364	192	164	100	111	90	59	211	150	364
	8%	13%	12%	7%	5%	4%	3%	8%	9%	7%	8%	8%	9%	7%	8%	8%	8%
		cdefg	cdefg	ef				def									
Don't know	117	17	28	27	18	17	9	117	40	75	18	41	21	32	59	52	117
	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	1%	3%	2%	4%	2%	3%	3%
										a		a		ae		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	4606	3235	463	450	458	4606	4092	514	625	3981	700	2012	1887	4606	852	1733	1381
Effective Weighted Sample	3735	2914	397	425	413	3735	3324	411	504	3231	570	1612	1549	3735	674	1414	1131
Total	4623	3885	396	215	127	4623	4126	497	607	4016	694	1977	1946	4623	824	1753	1424
I spend too much time doing this	690	570	59	39	22	690	604	86	84	606	122	294	274	690	116	272	202
	15%	15%	15%	18%	17%	15%	15%	17%	14%	15%	18% c	15%	14%	15%	14%	16%	14%
I am comfortable with the amount of time I spend doing this	3452	2904	304	154	89	3452	3090	362	430	3022	475	1473	1500	3452	616	1329	1095
	75%	75%	77%	72%	71%	75%	75%	73%	71%	75% a	68%	74% a	77% a	75% a	75%	76%	77%
I would like to spend more time doing this	364	311	24	17	13	364	330	34	53	311	54	156	154	364	70	120	108
	8%	8%	6%	8%	10% b	8%	8%	7%	9%	8%	8%	8%	8%	8%	8%	7%	8%
Don't know	117	100	10	5	2	117	101	16	40	77	43	54	18	117	22	32	18
	3%	3%	3%	2%	2%	3%	2%	3%	7% b	2%	6% bcd	3% c	1%	3% c	3% c	2%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	4606	1032	2342	1148	4606	1691	2590	2655	1713
Effective Weighted Sample	3735	845	1916	909	3735	1350	2121	2123	1435
Total	4623	1064	2391	1082	4623	1619	2686	2501	1925
I spend too much time doing this	690	183	304	190	690	312	325	352	291
	15%	17%	13%	18%	15%	19%	12%	14%	15%
		b		bd	b	b			
I am comfortable with the amount of time I spend doing this	3452	773	1857	769	3452	1126	2113	1903	1434
	75%	73%	78%	71%	75%	70%	79%	76%	74%
			acd		c		a		
I would like to spend more time doing this	364	100	180	78	364	145	191	176	169
	8%	9%	8%	7%	8%	9%	7%	7%	9%
Don't know	117	8	49	45	117	36	56	70	31
	3%	1%	2%	4%	3%	2%	2%	3%	2%
			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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
I spend too much time doing this	863	165	235	136	119	97	110	863	389	464	230	291	183	157	521	340	863
	14%	22%	20%	13%	11%	10%	10%	14%	13%	15%	13%	16%	14%	13%	14%	14%	14%
		cdefg	cdefg	ef				def				ad					
I am comfortable with the amount of time I spend doing this	4782	456	782	836	894	855	958	4782	2324	2435	1402	1423	1008	927	2825	1935	4782
	77%	61%	68%	79%	81%	84%	86%	77%	79%	76%	79%	76%	78%	76%	78%	77%	77%
			a	ab	abg	abcg	abcdg	ab	b		d						
I would like to spend more time doing this	380	92	103	69	57	36	23	380	171	206	108	126	65	80	233	146	380
	6%	12%	9%	7%	5%	4%	2%	6%	6%	6%	6%	7%	5%	7%	6%	6%	6%
		bcdefg	defg	ef	f			ef									
Don't know	160	29	29	21	29	25	27	160	63	94	36	28	30	60	64	90	160
	3%	4%	3%	2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	5%	2%	4%	3%
		c												abceg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
I spend too much time doing this	863	719	80	40	24	863	772	91	130	734	154	385	323	863	162	323	241
	14%	14%	16%	14%	14%	14%	14%	12%	15%	14%	12%	14%	15%	14%	17% bc	13%	12%
I am comfortable with the amount of time I spend doing this	4782	4019	403	228	133	4782	4149	633	625	4157	956	2118	1683	4782	705	1937	1564
	77%	77%	78%	78%	77%	77%	77%	80%	73%	78% a	76%	78%	77%	77%	73%	80% a	81% a
I would like to spend more time doing this	380	326	28	13	13	380	339	40	55	325	73	156	150	380	72	138	110
	6%	6%	5%	4%	8% c	6%	6%	5%	6%	6%	6%	6%	7%	6%	7%	6%	6%
Don't know	160	139	8	10	3	160	134	27	42	118	79	48	22	160	27	37	22
	3%	3%	2%	3%	2%	3%	2%	3%	5% b	2%	6% bcd	2% c	1%	3% bc	3% bc	2%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
I spend too much time doing this	863	225	384	231	863	374	428	482	329
	14%	16%	12%	16%	14%	18%	11%	13%	15%
		b		bd	b	b			a
I am comfortable with the amount of time I spend doing this	4782	1096	2598	1025	4782	1478	3031	3004	1634
	77%	77%	81%	72%	77%	72%	81%	80%	76%
		c	acd		c		a	b	
I would like to spend more time doing this	380	76	182	113	380	146	201	191	163
	6%	5%	6%	8%	6%	7%	5%	5%	8%
				abd		b			a
Don't know	160	33	55	47	160	47	63	91	33
	3%	2%	2%	3%	3%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Relax	2491	361	596	477	450	352	256	2491	1225	1245	720	751	550	459	1471	1009	2491
	40%	49%	52%	45%	41%	35%	23%	40%	42%	39%	41%	40%	43%	37%	40%	40%	40%
		defg	cdefg	efg	ef	f		ef					d				
Look up health symptoms	2137	221	393	368	405	352	398	2137	881	1235	669	668	414	381	1337	795	2137
	35%	30%	34%	35%	37%	35%	36%	35%	30%	39%	38%	36%	32%	31%	37%	32%	35%
				a	a	a	a	a		a	cdfg	df			cdf		df
Improve your mood/ feel happy	1919	316	536	364	366	225	112	1919	920	984	566	577	411	358	1142	769	1919
	31%	43%	47%	34%	33%	22%	10%	31%	31%	31%	32%	31%	32%	29%	31%	31%	31%
		cdefg	cdefg	ef	ef	f		ef									
Healthy eating/ nutrition	1742	237	433	348	318	236	169	1742	719	1006	577	527	366	263	1104	629	1742
	28%	32%	38%	33%	29%	23%	15%	28%	24%	31%	32%	28%	28%	22%	30%	25%	28%
		efg	acdefg	efg	ef	f		ef		a	bcdfg	df	df		dfg	d	df
Follow a fitness programme/ health tracker	1272	184	350	280	225	146	87	1272	560	700	464	406	235	159	870	394	1272
	21%	25%	30%	26%	20%	14%	8%	21%	19%	22%	26%	22%	18%	13%	24%	16%	21%
		defg	adefg	defg	ef	f		ef		a	bcdfg	cdf	d		cdfg	d	df
Get support when feeling unhappy/ anxious/ worried	1042	224	325	228	161	74	30	1042	445	583	331	320	212	172	652	384	1042
	17%	30%	28%	21%	15%	7%	3%	17%	15%	18%	19%	17%	17%	14%	18%	15%	17%
		cdefg	cdefg	defg	ef	f		ef		a	df	d			df		d
Sleep	1006	201	257	205	199	92	52	1006	457	539	287	299	218	199	586	417	1006
	16%	27%	22%	19%	18%	9%	5%	16%	15%	17%	16%	16%	17%	16%	16%	17%	16%
		bcdefg	defg	efg	ef	f		ef									
Feel energised	823	150	240	201	131	71	30	823	455	361	316	209	174	119	525	293	823
	13%	20%	21%	19%	12%	7%	3%	13%	15%	11%	18%	11%	14%	10%	14%	12%	13%
		defg	defg	defg	ef	f		ef	b		bcdefg		d		bdf		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.

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Meditate	776	116	217	205	142	62	33	776	373	391	290	216	147	115	506	263	776
	13%	16%	19%	19%	13%	6%	3%	13%	13%	12%	16%	12%	11%	9%	14%	10%	13%
		efg	defg	defg	ef	f		ef			bcdefg				bdf		df
ANY OF THESE	4688	663	1027	879	838	693	589	4688	2224	2433	1409	1421	1001	838	2830	1840	4688
	76%	89%	89%	83%	76%	68%	53%	76%	75%	76%	79%	76%	78%	68%	78%	73%	76%
		cdefg	cdefg	defg	ef	f		ef			bdfg	d	df		df	d	df
None of these	1384	55	102	170	241	308	509	1384	676	702	352	418	258	351	770	609	1384
	22%	7%	9%	16%	22%	30%	46%	22%	23%	22%	20%	22%	20%	29%	21%	24%	22%
				ab	abc	abcdg	abcdeg	abc						abcefg		ace	a
Don't know	113	24	21	14	21	13	20	113	47	63	14	29	27	35	44	62	113
	2%	3%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%
		ceg											ae	abeg		ae	ae
Base for stats	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.7	2.9	2.5	2.2	1.6	1.0	2.1	2.0	2.2	2.4	2.1	2.1	1.8	2.2	2.0	2.1
		cdefg	acdefg	defg	ef	f		ef		a	bcdefg	df	df		bdfg	d	df
Standard deviation	1.94	1.93	2.00	2.04	1.97	1.60	1.33	1.94	1.85	2.01	2.08	1.91	1.83	1.83	2.00	1.84	1.94
Standard error	.02	.07	.06	.06	.06	.05	.04	.02	.03	.04	.05	.05	.05	.05	.03	.04	.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.

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Relax	2491	2113	195	112	72	2491	2209	282	318	2173	349	1012	1127	2491	419	971	759
	40%	41%	37%	38%	42%	40%	41% b	36%	37%	41%	28%	37% a	52% abd	40% ab	43%	40%	39%
Look up health symptoms	2137	1796	186	95	61	2137	1844	294	239	1899	214	886	1038	2137	325	861	720
	35%	35%	36%	33%	35%	35%	34%	37%	28%	36% a	17%	33% a	48% abd	35% a	34%	35%	37%
Improve your mood/ feel happy	1919	1612	165	92	51	1919	1729	190	249	1670	170	761	987	1919	368	707	588
	31%	31%	32%	32%	30%	31%	32% b	24%	29%	31%	13%	28% a	45% abd	31% ab	38% bc	29%	30%
Healthy eating/ nutrition	1742	1466	154	72	50	1742	1554	188	190	1552	140	696	905	1742	284	629	628
	28%	28%	30%	25%	29%	28%	29% b	24%	22%	29% a	11%	26% a	42% abd	28% ab	29%	26%	32% b
Follow a fitness programme/ health tracker	1272	1072	102	60	37	1272	1139	133	152	1120	101	453	718	1272	190	411	537
	21%	21%	20%	21%	21%	21%	21% b	17%	18%	21%	8%	17% a	33% abd	21% ab	20%	17%	28% ab
Get support when feeling unhappy/ anxious/ worried	1042	884	79	46	33	1042	945	96	135	907	81	377	584	1042	223	364	304
	17%	17%	15%	16%	19%	17%	18% b	12%	16%	17%	6%	14% a	27% abd	17% ab	23% bc	15%	16%
Sleep	1006	850	78	40	38	1006	921	85	128	878	102	403	499	1006	223	381	255
	16%	16%	15%	14%	22% abce	16%	17% b	11%	15%	16%	8%	15% a	23% abd	16% a	23% bc	16% c	13%
Feel energised	823	705	64	32	21	823	756	67	85	738	84	286	453	823	155	288	274
	13%	14%	12%	11%	12%	13%	14% b	9%	10%	14% a	7%	11% a	21% abd	13% ab	16% b	12%	14% 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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Meditate	776	676	52	26	21	776	716	59	85	690	57	279	439	776	139	289	256
	13%	13% c	10%	9%	12%	13% c	13% b	7%	10%	13% a	5%	10% a	20% abd	13% ab	14%	12%	13%
ANY OF THESE	4688	3954	389	210	135	4688	4136	552	616	4072	703	2029	1949	4688	785	1793	1507
	76%	76%	75%	72%	78% c	76%	77% b	70%	72%	76% a	56%	75% a	90% abd	76% a	81% b	74%	78% b
None of these	1384	1153	123	73	35	1384	1164	220	209	1175	507	643	208	1384	172	620	408
	22%	22%	24%	25% d	20%	22%	22%	28% a	25%	22%	40% bcd	24% c	10%	22% c	18%	25% ac	21%
Don't know	113	95	7	7	4	113	94	19	26	87	51	36	19	113	10	23	22
	2%	2%	1%	2%	2%	2%	2%	2%	3% b	2%	4% bcd	1%	1%	2% c	1%	1%	1%
Base for stats	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.1 c	2.1	2.0	2.2 c	2.1	2.2 b	1.8	1.9	2.2 a	1.0	1.9 a	3.1 abd	2.1 ab	2.4 bc	2.0	2.2 b
Standard deviation	1.94	1.94	1.95	1.90	1.95	1.94	1.95	1.81	1.82	1.96	1.32	1.68	2.11	1.94	1.97	1.88	1.98
Standard error	.02	.03	.08	.08	.08	.02	.03	.06	.06	.03	.04	.03	.05	.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.

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Relax	2491	587	1298	570	2491	887	1439	1364	1039
	40%	41%	40%	40%	40%	43% b	39%	36%	48% a
Look up health symptoms	2137	457	1145	509	2137	801	1233	1291	784
	35%	32%	36% a	36% a	35%	39% b	33%	34%	36%
Improve your mood/ feel happy	1919	458	983	455	1919	735	1076	995	860
	31%	32%	31%	32%	31%	36% b	29%	26%	40% a
Healthy eating/ nutrition	1742	431	922	362	1742	579	1072	901	784
	28%	30% c	29%	26%	28%	28%	29%	24%	36% a
Follow a fitness programme/ health tracker	1272	360	655	239	1272	421	789	602	629
	21%	25% bcd	20% c	17%	21% c	21%	21%	16%	29% a
Get support when feeling unhappy/ anxious/ worried	1042	264	473	289	1042	506	477	493	500
	17%	18% b	15%	20% bd	17% b	25% b	13%	13%	23% a
Sleep	1006	228	514	243	1006	423	481	501	460
	16%	16%	16%	17%	16%	21% b	13%	13%	21% a
Feel energised	823	239	422	154	823	278	494	355	422
	13%	17% bcd	13%	11%	13% c	14%	13%	9%	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.

Q5. Do you use websites, apps or other online services to help you with any of the following things? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Meditate	776	217	390	158	776	327	397	332	406
	13%	15% bcd	12%	11%	13%	16% b	11%	9%	19% a
ANY OF THESE	4688	1092	2450	1074	4688	1660	2725	2640	1863
	76%	76%	76%	76%	76%	81% b	73%	70%	86% a
None of these	1384	320	727	310	1384	362	958	1073	271
	22%	22%	23%	22%	22%	18%	26% a	28% b	13%
Don't know	113	19	41	32	113	22	40	55	25
	2%	1%	1%	2% b	2%	1%	1%	1%	1%
Base for stats	6185	1430	3218	1416	6185	2044	3723	3768	2159
Mean number of type of app/ site/ online service used (out of 9)	2.1	2.3 bcd	2.1	2.1	2.1	2.4 b	2.0	1.8	2.7 a
Standard deviation	1.94	2.11	1.87	1.93	1.94	2.00	1.89	1.82	2.02
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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Set aside time for yourself when you are not online	1823	230	372	301	325	283	311	1823	826	978	596	532	352	333	1128	684	1823
	29%	31%	32%	28%	30%	28%	28%	29%	28%	31%	34%	29%	27%	27%	31%	27%	29%
			ef							a	bcdfg				cdf		
Disable notifications on devices or use 'Do not Disturb' settings	1713	345	453	333	273	190	117	1713	769	918	530	568	347	255	1098	602	1713
	28%	47%	39%	31%	25%	19%	10%	28%	26%	29%	30%	30%	27%	21%	30%	24%	28%
		bcdefg	cdefg	defg	ef	f		ef		a	df	dfg	d		dfg	d	df
Taken a deliberate break from any social media apps	1426	251	410	288	221	158	99	1426	724	683	458	441	285	234	899	520	1426
	23%	34%	36%	27%	20%	16%	9%	23%	25%	21%	26%	24%	22%	19%	25%	21%	23%
		cdefg	cdefg	defg	ef	f		ef	b		cdfg	df			df		df
Chosen not to take devices such as phones or tablets to bed with you	1391	150	248	227	249	206	309	1391	683	694	483	385	285	234	868	519	1391
	22%	20%	22%	21%	23%	20%	28%	22%	23%	22%	27%	21%	22%	19%	24%	21%	22%
							abcdeg				bcdefg				bdf		d
Deleted apps because you spend too much time on them	1199	214	336	248	184	123	93	1199	579	602	377	379	235	198	756	434	1199
	19%	29%	29%	23%	17%	12%	8%	19%	20%	19%	21%	20%	18%	16%	21%	17%	19%
		cdefg	cdefg	defg	ef	f		ef			df	df			df		df
Taken a deliberate break from any other apps	830	147	226	187	124	83	63	830	447	373	277	230	187	129	507	316	830
	13%	20%	20%	18%	11%	8%	6%	13%	15%	12%	16%	12%	15%	11%	14%	13%	13%
		defg	defg	defg	ef	f		ef	b		bdfg		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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Deleted apps because they are bad for your mental health/ self-esteem	825	180	262	181	125	54	24	825	422	391	265	249	182	128	515	310	825
	13%	24%	23%	17%	11%	5%	2%	13%	14%	12%	15%	13%	14%	10%	14%	12%	13%
		cdefg	cdefg	defg	ef	f		ef	b		df	d	d		d		d
Used an app to help reduce your 'screen time'/ time spent using devices	644	146	251	136	73	23	14	644	321	314	253	187	109	91	440	201	644
	10%	20%	22%	13%	7%	2%	1%	10%	11%	10%	14%	10%	9%	7%	12%	8%	10%
		cdefg	cdefg	defg	ef			def			bcdefg	df			bcdfg		df
ANY OF THESE	4236	653	967	781	706	569	560	4236	2032	2171	1303	1280	890	745	2583	1635	4236
	68%	88%	84%	73%	64%	56%	50%	68%	69%	68%	73%	69%	69%	61%	71%	65%	68%
		bcdefg	cdefg	defg	ef	f		def			bcdfg	df	df		dfg	d	df
None of these	1805	61	163	258	365	423	536	1805	843	957	455	548	368	430	1003	798	1805
	29%	8%	14%	24%	33%	42%	48%	29%	29%	30%	26%	29%	29%	35%	28%	32%	29%
			a	ab	abcg	abcdg	abcdeg	abc				a		abceg		aeg	a
Don't know	144	28	20	24	29	22	22	144	71	70	18	40	28	50	58	78	144
	2%	4%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	4%	2%	3%	2%
		bfg										a	a	abceg		ae	ae
SUMMARY																	
TAKING A BREAK FROM ANY APP	1822	312	518	381	280	197	134	1822	938	863	592	538	385	298	1131	683	1822
	29%	42%	45%	36%	25%	19%	12%	29%	32%	27%	33%	29%	30%	24%	31%	27%	29%
		cdefg	cdefg	defg	ef	f		def	b		bdfg	d	d		df		d
DELETING ANY APPS	1636	295	488	341	249	154	110	1636	812	803	528	491	335	271	1020	607	1636
	26%	40%	42%	32%	23%	15%	10%	26%	28%	25%	30%	26%	26%	22%	28%	24%	26%
		cdefg	cdefg	defg	ef	f		def			bdfg	d	d		df		df

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

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Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Set aside time for yourself when you are not online	1823	1546	156	69	52	1823	1603	220	200	1623	209	766	847	1823	279	723	600
	29%	30%	30%	24%	30%	29%	30%	28%	23%	30%	17%	28%	39%	29%	29%	30%	31%
		c	c		c	c				a		a	abd	a			
Disable notifications on devices or use 'Do not Disturb' settings	1713	1422	157	85	48	1713	1521	192	204	1509	129	713	867	1713	272	610	580
	28%	27%	30%	29%	28%	28%	28%	24%	24%	28%	10%	26%	40%	28%	28%	25%	30%
							b			a		a	abd	a			b
Taken a deliberate break from any social media apps	1426	1224	104	58	39	1426	1288	138	155	1271	154	549	723	1426	250	517	463
	23%	24%	20%	20%	23%	23%	24%	17%	18%	24%	12%	20%	33%	23%	26%	21%	24%
							b			a		a	abd	ab	b		
Chosen not to take devices such as phones or tablets to bed with you	1391	1173	121	59	37	1391	1208	183	140	1251	198	605	584	1391	190	540	486
	22%	23%	23%	20%	21%	22%	22%	23%	16%	23%	16%	22%	27%	22%	20%	22%	25%
										a		a	abd	a			ab
Deleted apps because you spend too much time on them	1199	1000	105	48	45	1199	1065	133	136	1063	108	495	596	1199	200	437	393
	19%	19%	20%	17%	26%	19%	20%	17%	16%	20%	9%	18%	27%	19%	21%	18%	20%
					abce					a		a	abd	a			
Taken a deliberate break from any other apps	830	706	65	30	29	830	756	74	89	741	77	313	440	830	148	319	253
	13%	14%	13%	10%	17%	13%	14%	9%	10%	14%	6%	12%	20%	13%	15%	13%	13%
		c			ace	c	b			a		a	abd	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.

Q6. Which, if any, of these things have you done in the last 12 months? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Deleted apps because they are bad for your mental health/ self-esteem	825	700	67	30	28	825	757	68	89	737	66	310	450	825	168	277	264
	13%	13% c	13%	10%	16% c	13%	14% b	9%	10%	14% a	5%	11% a	21% abd	13% ab	17% bc	11%	14% b
Used an app to help reduce your 'screen time'/ time spent using devices	644	559	48	24	13	644	593	50	83	560	67	230	347	644	141	219	196
	10%	11% d	9%	8%	8%	10%	11% b	6%	10%	11%	5%	8% a	16% abd	10% ab	15% bc	9%	10%
ANY OF THESE	4236	3561	360	192	123	4236	3746	490	552	3684	628	1856	1745	4236	710	1609	1338
	68%	68%	69%	66%	71%	68%	69% b	62%	65%	69% a	50%	69% a	80% abd	68% a	74% bc	66%	69%
None of these	1805	1519	146	93	47	1805	1534	272	263	1542	567	803	413	1805	239	787	583
	29%	29%	28%	32%	27%	29%	28%	34% a	31%	29%	45% bcd	30% c	19%	29% c	25%	32% a	30% a
Don't know	144	122	14	6	3	144	115	29	37	107	67	48	19	144	17	39	16
	2%	2%	3%	2%	2%	2%	2%	4% a	4% b	2%	5% bcd	2% c	1%	2% c	2% c	2% c	1%
SUMMARY																	
TAKING A BREAK FROM ANY APP	1822	1556	136	74	56	1822	1647	176	205	1618	203	725	894	1822	328	683	568
	29%	30% c	26%	26%	32% bc	29% c	31% b	22%	24%	30% a	16%	27% a	41% abd	29% ab	34% bc	28%	29%
DELETING ANY APPS	1636	1375	136	66	58	1636	1468	168	186	1450	156	678	801	1636	298	582	531
	26%	26%	26%	23%	34% abce	26%	27% b	21%	22%	27% a	12%	25% a	37% abd	26% a	31% b	24%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Set aside time for yourself when you are not online	1823	464	938	400	1823	647	1081	1094	685
	29%	32% bcd	29%	28%	29%	32%	29%	29%	32%
Disable notifications on devices or use 'Do not Disturb' settings	1713	431	863	397	1713	644	981	928	735
	28%	30% b	27%	28%	28%	31% b	26%	25%	34% a
Taken a deliberate break from any social media apps	1426	340	710	356	1426	575	764	731	639
	23%	24%	22%	25% b	23%	28% b	21%	19%	30% a
Chosen not to take devices such as phones or tablets to bed with you	1391	369	723	278	1391	497	829	846	506
	22%	26% bcd	22% c	20%	22% c	24%	22%	22%	23%
Deleted apps because you spend too much time on them	1199	272	640	264	1199	473	653	613	531
	19%	19%	20%	19%	19%	23% b	18%	16%	25% a
Taken a deliberate break from any other apps	830	221	405	193	830	338	435	387	407
	13%	15% b	13%	14%	13%	17% b	12%	10%	19% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Deleted apps because they are bad for your mental health/ self-esteem	825	219	355	239	825	383	383	377	409
	13%	15% b	11%	17% bd	13% b	19% b	10%	10%	19% a
Used an app to help reduce your 'screen time'/ time spent using devices	644	210	299	126	644	260	345	262	341
	10%	15% bcd	9%	9%	10%	13% b	9%	7%	16% a
ANY OF THESE	4236	994	2220	963	4236	1525	2451	2384	1679
	68%	69%	69%	68%	68%	75% b	66%	63%	78% a
None of these	1805	420	945	405	1805	492	1216	1317	447
	29%	29%	29%	29%	29%	24%	33% a	35% b	21%
Don't know	144	17	53	49	144	28	57	67	33
	2%	1%	2%	3% abd	2% ab	1%	2%	2%	2%
SUMMARY									
TAKING A BREAK FROM ANY APP	1822	441	924	431	1822	731	973	896	847
	29%	31%	29%	30%	29%	36% b	26%	24%	39% a
DELETING ANY APPS	1636	391	826	392	1636	669	861	783	775
	26%	27%	26%	28%	26%	33% b	23%	21%	36% 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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Buy things/ Online shopping (purchasing products or services etc.)	5382	592	953	928	971	905	1033	5382	2509	2839	1594	1659	1101	1005	3254	2106	5382
	87%	80%	83%	87%	88%	89%	92%	87%	85%	89%	90%	89%	86%	82%	89%	84%	87%
				ab	ab	ab	abcdeg	ab		a	cdfg	cdf	d		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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Buy things/ Online shopping (purchasing products or services etc.)	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
	87%	87%	88%	89%	88%	87%	87%	90%	76%	89%	72%	87%	97%	87%	80%	88%	93%
								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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Buy things/ Online shopping (purchasing products or services etc.)	5382	1254	2826	1214	5382	1733	3333	3336	1875
	87%	88%	88%	86%	87%	85%	90% a	89%	87%

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5378	654	894	998	902	882	1048	5378	2464	2879	1581	1596	966	1213	3177	2179	5378
Effective Weighted Sample	4347	546	726	820	734	712	831	4347	1990	2329	1281	1303	811	966	2584	1746	4347
Total	5382	592	953	928	971	905	1033	5382	2509	2839	1594	1659	1101	1005	3254	2106	5382
Very important	860	113	240	187	139	100	81	860	467	388	339	214	165	139	552	304	860
	16%	19%	25%	20%	14%	11%	8%	16%	19%	14%	21%	13%	15%	14%	17%	14%	16%
		def	acdefg	defg	f	f		ef	b		bcdefg				bdf		b
Fairly important	1972	243	334	329	360	342	365	1972	949	1011	587	664	415	301	1252	715	1972
	37%	41%	35%	35%	37%	38%	35%	37%	38%	36%	37%	40%	38%	30%	38%	34%	37%
		bcfg									d	dfg	d		df	d	df
Neither important nor unimportant	1413	149	202	268	285	251	258	1413	606	797	352	456	277	322	808	599	1413
	26%	25%	21%	29%	29%	28%	25%	26%	24%	28%	22%	27%	25%	32%	25%	28%	26%
				b	b	b		b		a		a		abceg		ae	a
Not very important	591	55	104	82	97	103	151	591	249	340	175	185	123	106	359	229	591
	11%	9%	11%	9%	10%	11%	15%	11%	10%	12%	11%	11%	11%	11%	11%	11%	11%
							abcdg			a							
Not at all important	453	16	53	53	74	96	162	453	209	240	125	120	102	104	245	206	453
	8%	3%	6%	6%	8%	11%	16%	8%	8%	8%	8%	7%	9%	10%	8%	10%	8%
			a	a	a	abc	abcdeg	abc						abe		be	
Don't know	93	17	20	10	17	14	16	93	29	63	17	20	18	33	38	52	93
	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
		c								a				abceg		abe	
SUMMARY CODES																	
TOTAL IMPORTANT	2833	356	574	516	499	441	446	2833	1416	1399	926	878	580	440	1804	1020	2833
	53%	60%	60%	56%	51%	49%	43%	53%	56%	49%	58%	53%	53%	44%	55%	48%	53%
		defg	defg	ef	f	f		f	b		bcdfg	df	df		dfg	d	df
TOTAL NOT IMPORTANT	1044	71	157	134	171	199	312	1044	459	580	299	305	225	210	604	435	1044
	19%	12%	16%	14%	18%	22%	30%	19%	18%	20%	19%	18%	20%	21%	19%	21%	19%
			a		a	abcd	abcdeg	ac									
TOTAL NEITHER/ DON'T KNOW	1506	165	222	278	302	265	274	1506	635	860	369	477	296	355	845	651	1506
	28%	28%	23%	30%	31%	29%	27%	28%	25%	30%	23%	29%	27%	35%	26%	31%	28%
				b	bf	b		b		a		a		abcefg		aceg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
Very important	860	733	69	40	19	860	787	74	91	769	83	290	487	860	162	272	326
	16%	16% d	15%	15%	12%	16% d	17% b	10%	14%	16%	9%	12% a	23% abd	16% ab	21% b	13%	18% b
Fairly important	1972	1633	179	99	61	1972	1697	276	195	1777	230	863	879	1972	277	808	678
	37%	36%	39%	39%	40%	37%	36%	39%	30%	38% a	25%	37% a	42% abd	37% a	36%	38%	38%
Neither important nor unimportant	1413	1183	122	67	42	1413	1218	195	202	1211	280	672	455	1413	186	576	445
	26%	26%	27%	26%	27%	26%	26%	27%	31% b	26%	31% cd	29% cd	22%	26% c	24%	27%	25%
Not very important	591	501	44	29	17	591	506	85	83	507	125	297	168	591	70	261	199
	11%	11%	10%	11%	11%	11%	11%	12%	13%	11%	14% cd	13% c	8%	11% c	9%	12% a	11%
Not at all important	453	384	37	19	12	453	389	64	54	399	152	193	104	453	69	203	132
	8%	9%	8%	7%	8%	8%	8%	9%	8%	8%	17% bcd	8% c	5%	8% c	9%	9% c	7%
Don't know	93	82	5	4	2	93	75	18	22	70	43	27	18	93	12	22	15
	2%	2%	1%	1%	1%	2%	2%	2%	3% b	1%	5% bcd	1%	1%	2% c	1%	1%	1%
SUMMARY CODES																	
TOTAL IMPORTANT	2833	2366	248	139	80	2833	2483	349	286	2546	314	1153	1365	2833	439	1080	1004
	53%	52%	54%	54%	52%	53%	53%	49%	44%	54% a	34%	49% a	65% abd	53% ab	57% b	50%	56% b
TOTAL NOT IMPORTANT	1044	885	81	48	29	1044	895	149	137	907	277	490	272	1044	138	464	331
	19%	20%	18%	19%	19%	19%	19%	21%	21%	19%	30% bcd	21% c	13%	19% c	18%	22% ac	18%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
TOTAL NEITHER/ DON'T KNOW	1506	1265	127	70	43	1506	1293	213	224	1282	323	699	473	1506	198	598	460
	28%	28%	28%	27%	28%	28%	28%	30%	35% b	27%	35% bcd	30% c	22%	28% c	25%	28%	26%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
Very important	860	311	378	158	860	272	536	392	442
	16%	25% bcd	13%	13%	16% bc	16%	16%	12%	24% a
Fairly important	1972	399	1132	422	1972	625	1254	1266	661
	37%	32%	40% acd	35%	37% a	36%	38%	38%	35%
Neither important nor unimportant	1413	266	757	372	1413	447	865	875	481
	26%	21%	27% a	31% abd	26% a	26%	26%	26%	26%
Not very important	591	141	314	124	591	180	381	407	168
	11%	11%	11%	10%	11%	10%	11%	12% b	9%
Not at all important	453	122	208	113	453	170	267	338	105
	8%	10% b	7%	9%	8%	10% b	8%	10% b	6%
Don't know	93	15	37	25	93	39	30	59	19
	2%	1%	1%	2%	2%	2% b	1%	2%	1%
SUMMARY CODES									
TOTAL IMPORTANT	2833	710	1510	580	2833	897	1790	1658	1103
	53%	57% cd	53% c	48%	53% c	52%	54%	50%	59% a
TOTAL NOT IMPORTANT	1044	263	522	237	1044	350	648	744	272
	19%	21%	18%	19%	19%	20%	19%	22% b	15%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
TOTAL NEITHER/ DON'T KNOW	1506	281	794	397	1506	486	894	934	500
	28%	22%	28% a	33% abd	28% a	28%	27%	28%	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5378	654	894	998	902	882	1048	5378	2464	2879	1581	1596	966	1213	3177	2179	5378
Effective Weighted Sample	4347	546	726	820	734	712	831	4347	1990	2329	1281	1303	811	966	2584	1746	4347
Total	5382	592	953	928	971	905	1033	5382	2509	2839	1594	1659	1101	1005	3254	2106	5382
Very important	1225	167	314	252	192	146	153	1225	562	654	433	351	241	193	784	435	1225
	23%	28% defg	33% cdefg	27% defg	20% f	16%	15%	23% ef	22%	23%	27% bcdefg	21%	22%	19%	24% bdf	21%	23% d
Fairly important	2249	271	411	392	412	376	387	2249	1024	1207	634	728	483	394	1361	877	2249
	42%	46% f	43% f	42% f	42% f	42%	37%	42% f	41%	43%	40%	44% ad	44% d	39%	42%	42%	42%
Neither important nor unimportant	1144	106	155	189	229	229	235	1144	531	610	293	341	245	260	634	506	1144
	21%	18%	16%	20% b	24% ab	25% abcg	23% ab	21% b	21%	21%	18%	21%	22% a	26% abeg	19%	24% abeg	21% a
Not very important	371	25	48	63	71	59	105	371	195	174	110	109	72	80	219	152	371
	7%	4%	5%	7% a	7% a	7%	10% abcdeg	7% a	8% b	6%	7%	7%	7%	8%	7%	7%	7%
Not at all important	297	8	11	18	53	74	134	297	155	141	102	102	43	51	203	94	297
	6%	1%	1%	2%	5% abc	8% abcdg	13% abcdeg	6% abc	6%	5%	6% cf	6% cf	4%	5%	6% cf	4%	6%
Don't know	96	15	14	13	14	21	19	96	43	53	22	30	16	26	53	42	96
	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%	3% a	2%	2%	2%
SUMMARY CODES																	
TOTAL IMPORTANT	3474	438	725	644	604	522	540	3474	1586	1861	1067	1078	724	587	2145	1312	3474
	65%	74% defg	76% cdefg	69% defg	62% f	58% f	52%	65% ef	63%	66%	67% df	65% d	66% d	58%	66% df	62% d	65% d
TOTAL NOT IMPORTANT	668	33	59	81	123	133	238	668	349	315	212	210	115	131	422	246	668
	12%	6%	6%	9% a	13% abc	15% abc	23% abcdeg	12% abc	14% b	11%	13%	13%	10%	13%	13%	12%	12%
TOTAL NEITHER/ DON'T KNOW	1240	121	169	202	243	250	254	1240	574	663	316	371	261	286	687	548	1240
	23%	20%	18%	22% b	25% b	28% abcg	25% b	23% b	23%	23%	20%	22%	24% a	28% abceg	21%	26% abeg	23% 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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
Very important	1225	1038	99	52	36	1225	1088	137	159	1065	158	450	617	1225	197	451	418
	23%	23%	22%	20%	23%	23%	23% b	19%	25%	23%	17%	19%	29% abd	23% ab	25% b	21%	23%
Fairly important	2249	1885	184	116	64	2249	1976	273	275	1974	300	1001	947	2249	325	910	759
	42%	42%	40%	45%	42%	42%	42%	38%	42%	42%	33%	43% a	45% ad	42% a	42%	42%	42%
Neither important nor unimportant	1144	950	107	52	35	1144	970	173	136	1008	250	546	339	1144	166	458	364
	21%	21%	23%	20%	23%	21%	21%	24% a	21%	21%	27% bcd	23% c	16%	21% c	21%	21%	20%
Not very important	371	318	27	17	9	371	313	58	45	326	75	166	128	371	42	156	124
	7%	7%	6%	6%	6%	7%	7%	8%	7%	7%	8% c	7%	6%	7%	5%	7%	7%
Not at all important	297	245	31	14	7	297	245	52	20	277	88	144	63	297	33	139	102
	6%	5%	7%	6%	5%	6%	5%	7% a	3%	6% a	10% bcd	6% c	3%	6% c	4%	6% a	6%
Don't know	96	81	8	6	1	96	79	17	13	84	43	35	17	96	13	27	28
	2%	2% d	2%	2% d	*%	2% d	2%	2%	2%	2%	5% bcd	2%	1%	2% c	2%	1%	2%
SUMMARY CODES																	
TOTAL IMPORTANT	3474	2922	283	169	100	3474	3064	410	434	3040	457	1452	1564	3474	521	1361	1178
	65%	65%	62%	65%	66%	65%	66% b	58%	67%	64%	50%	62% a	74% abd	65% a	67%	64%	66%
TOTAL NOT IMPORTANT	668	563	58	31	17	668	558	111	65	603	163	310	191	668	75	295	226
	12%	12%	13%	12%	11%	12%	12%	16% a	10%	13%	18% bcd	13% c	9%	12% c	10%	14% a	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
TOTAL NEITHER/ DON'T KNOW	1240	1031	115	58	36	1240	1049	191	149	1091	293	581	356	1240	179	485	392
	23%	23%	25%	23%	24%	23%	22%	27% a	23%	23%	32% bcd	25% c	17%	23% c	23%	23%	22%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
Very important	1225	392	561	257	1225	392	767	599	581
	23%	31% bcd	20%	21%	23% b	23%	23%	18%	31% a
Fairly important	2249	440	1282	501	2249	706	1433	1395	800
	42%	35%	45% acd	41% a	42% a	41%	43%	42%	43%
Neither important nor unimportant	1144	232	604	288	1144	360	701	773	335
	21%	19%	21%	24% a	21%	21%	21%	23% b	18%
Not very important	371	85	203	79	371	128	224	248	105
	7%	7%	7%	6%	7%	7%	7%	7% b	6%
Not at all important	297	89	144	62	297	112	171	251	40
	6%	7% b	5%	5%	6%	6%	5%	8% b	2%
Don't know	96	16	34	28	96	35	37	69	15
	2%	1%	1%	2% b	2%	2% b	1%	2% b	1%
SUMMARY CODES									
TOTAL IMPORTANT	3474	831	1842	758	3474	1098	2200	1994	1381
	65%	66%	65%	62%	65%	63%	66%	60%	74% a
TOTAL NOT IMPORTANT	668	174	346	140	668	239	395	500	145
	12%	14%	12%	12%	12%	14%	12%	15% b	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
TOTAL NEITHER/ DON'T KNOW	1240	249	638	316	1240	395	738	842	349
	23%	20%	23%	26%	23%	23%	22%	25%	19%
				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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5378	654	894	998	902	882	1048	5378	2464	2879	1581	1596	966	1213	3177	2179	5378
Effective Weighted Sample	4347	546	726	820	734	712	831	4347	1990	2329	1281	1303	811	966	2584	1746	4347
Total	5382	592	953	928	971	905	1033	5382	2509	2839	1594	1659	1101	1005	3254	2106	5382
Very important	440	70	157	121	59	19	14	440	246	191	192	90	93	62	282	155	440
	8%	12%	16%	13%	6%	2%	1%	8%	10%	7%	12%	5%	8%	6%	9%	7%	8%
		defg	adefg	defg	ef			def	b		bcdefg		b		bd	b	bd
Fairly important	864	179	257	193	134	72	27	864	421	440	281	243	198	137	524	335	864
	16%	30%	27%	21%	14%	8%	3%	16%	17%	15%	18%	15%	18%	14%	16%	16%	16%
		cdefg	cdefg	defg	ef	f		ef			bd		bd				
Neither important nor unimportant	1107	153	201	232	236	176	109	1107	472	628	261	329	262	251	590	513	1107
	21%	26%	21%	25%	24%	19%	11%	21%	19%	22%	16%	20%	24%	25%	18%	24%	21%
		befg	f	efg	efg	f		f		a		a	abeg	abeg		abeg	ae
Not very important	985	127	181	173	196	164	145	985	417	563	254	352	208	167	606	375	985
	18%	21%	19%	19%	20%	18%	14%	18%	17%	20%	16%	21%	19%	17%	19%	18%	18%
		f	f	f	f	f		f		a		adfg			a		
Not at all important	1912	51	141	199	334	463	725	1912	921	977	589	629	328	360	1218	688	1912
	36%	9%	15%	21%	34%	51%	70%	36%	37%	34%	37%	38%	30%	36%	37%	33%	36%
			a	ab	abc	abcdg	abcdeg	abc			cf	cf		c	cf		cf
Don't know	74	13	16	9	12	11	13	74	32	40	16	17	12	28	33	40	74
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%
														abceg		abe	
SUMMARY CODES																	
TOTAL IMPORTANT	1303	249	414	315	193	92	41	1303	667	631	474	333	291	199	806	490	1303
	24%	42%	43%	34%	20%	10%	4%	24%	27%	22%	30%	20%	26%	20%	25%	23%	24%
		cdefg	cdefg	defg	ef	f		def	b		bdefg		bd		bd	bd	bd
TOTAL NOT IMPORTANT	2897	178	322	371	530	627	870	2897	1338	1540	844	981	536	527	1825	1063	2897
	54%	30%	34%	40%	55%	69%	84%	54%	53%	54%	53%	59%	49%	52%	56%	50%	54%
				ab	abc	abcdg	abcdeg	abc				acdfg			cf		cf
TOTAL NEITHER/ DON'T KNOW	1182	166	217	241	248	187	122	1182	505	669	277	346	274	279	623	552	1182
	22%	28%	23%	26%	26%	21%	12%	22%	20%	24%	17%	21%	25%	28%	19%	26%	22%
		befg	f	efg	efg	f		f		a		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
Very important	440	382	28	22	9	440	408	32	59	380	39	153	248	440	104	133	147
	8%	8% d	6%	8%	6%	8%	9% b	4%	9%	8%	4%	7% a	12% abd	8% ab	13% bc	6%	8% b
Fairly important	864	750	61	30	22	864	796	67	120	744	83	341	439	864	163	311	278
	16%	17% c	13%	12%	14%	16% c	17% b	9%	19%	16%	9%	15% a	21% abd	16% a	21% bc	15%	15%
Neither important nor unimportant	1107	930	85	57	36	1107	1008	99	167	940	183	488	430	1107	193	447	304
	21%	21%	19%	22%	24% b	21%	22% b	14%	26% b	20%	20%	21%	20%	21%	25% bc	21% c	17%
Not very important	985	799	102	49	35	985	835	150	119	867	135	409	441	985	142	399	319
	18%	18%	22% ae	19%	23% ae	18%	18%	21%	18%	18%	15%	17%	21% abd	18% a	18%	19%	18%
Not at all important	1912	1591	175	96	49	1912	1564	348	170	1742	439	927	540	1912	163	830	737
	36%	35%	38% d	37%	32%	36%	33%	49% a	26%	37% a	48% bcd	40% cd	26%	36% c	21%	39% a	41% a
Don't know	74	65	5	4	*	74	59	15	13	62	35	25	12	74	9	20	9
	1%	1% d	1%	2%	*%	1%	1%	2%	2%	1%	4% bcd	1%	1%	1% c	1%	1%	1%
SUMMARY CODES																	
TOTAL IMPORTANT	1303	1132	89	52	31	1303	1204	99	179	1124	122	494	687	1303	268	444	425
	24%	25% bcd	20%	20%	20%	24% bc	26% b	14%	28% b	24%	13%	21% a	33% abd	24% ab	35% bc	21%	24% b
TOTAL NOT IMPORTANT	2897	2391	277	145	84	2897	2399	498	288	2609	574	1336	981	2897	305	1229	1057
	54%	53%	61% ae	56%	55%	54%	51%	70% a	45%	55% a	63% bcd	57% cd	46%	54% c	39%	57% a	59% 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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
TOTAL NEITHER/ DON'T KNOW	1182	994	90	60	37	1182	1068	114	180	1002	218	513	443	1182	202	468	313
	22%	22%	20%	23%	24%	22%	23%	16%	28%	21%	24%	22%	21%	22%	26%	22%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
Very important	440	186	186	62	440	152	257	138	280
	8%	15% bcd	7%	5%	8% bc	9%	8%	4%	15% a
Fairly important	864	204	466	187	864	248	551	394	442
	16%	16%	17%	15%	16%	14%	17%	12%	24% a
Neither important nor unimportant	1107	180	596	303	1107	355	650	622	432
	21%	14%	21% a	25% abd	21% a	21%	20%	19%	23% a
Not very important	985	177	555	243	985	332	610	600	361
	18%	14%	20% a	20% a	18% a	19%	18%	18%	19%
Not at all important	1912	498	995	397	1912	609	1244	1530	347
	36%	40% bcd	35%	33%	36%	35%	37%	46% b	18%
Don't know	74	9	28	22	74	36	20	51	13
	1%	1%	1%	2% ab	1%	2% b	1%	2% b	1%
SUMMARY CODES									
TOTAL IMPORTANT	1303	389	652	249	1303	400	808	532	722
	24%	31% bcd	23%	21%	24% c	23%	24%	16%	39% a
TOTAL NOT IMPORTANT	2897	675	1550	640	2897	941	1854	2130	707
	54%	54%	55%	53%	54%	54%	56%	64% b	38%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
TOTAL NEITHER/ DON'T KNOW	1182	189	624	325	1182	392	670	673	446
	22%	15%	22%	27%	22%	23%	20%	20%	24%
			a	abd	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5378	654	894	998	902	882	1048	5378	2464	2879	1581	1596	966	1213	3177	2179	5378
Effective Weighted Sample	4347	546	726	820	734	712	831	4347	1990	2329	1281	1303	811	966	2584	1746	4347
Total	5382	592	953	928	971	905	1033	5382	2509	2839	1594	1659	1101	1005	3254	2106	5382
Very important	1592	214	390	336	282	193	176	1592	688	889	529	484	304	263	1014	567	1592
	30%	36%	41%	36%	29%	21%	17%	30%	27%	31%	33%	29%	28%	26%	31%	27%	30%
		defg	defg	defg	ef	f		ef		a	bcdfg				df		df
Fairly important	2469	252	400	400	474	453	490	2469	1157	1299	710	781	541	430	1491	971	2469
	46%	43%	42%	43%	49%	50%	47%	46%	46%	46%	45%	47%	49%	43%	46%	46%	46%
					abc	abcg	b	b				d	ad				
Neither important nor unimportant	824	83	108	136	146	170	181	824	409	414	198	249	166	210	447	376	824
	15%	14%	11%	15%	15%	19%	18%	15%	16%	15%	12%	15%	15%	21%	14%	18%	15%
					b	abcg	b	b						abceg		abeg	a
Not very important	280	25	33	42	36	46	98	280	147	132	85	89	50	56	174	105	280
	5%	4%	3%	4%	4%	5%	9%	5%	6%	5%	5%	5%	5%	6%	5%	5%	5%
							abcdeg	b									
Not at all important	165	6	15	6	23	35	80	165	84	77	64	47	27	26	110	53	165
	3%	1%	2%	1%	2%	4%	8%	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%
					c	abc	abcdeg	abc			f						
Don't know	52	12	7	8	10	8	8	52	24	29	8	10	13	20	17	33	52
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	2%	1%
		bfg												abeg		abe	e
SUMMARY CODES																	
TOTAL IMPORTANT	4061	466	790	736	756	647	666	4061	1845	2188	1240	1265	845	693	2505	1538	4061
	75%	79%	83%	79%	78%	71%	64%	75%	74%	77%	78%	76%	77%	69%	77%	73%	75%
		ef	defg	efg	ef	f		ef		a	df	df	df		df	d	d
TOTAL NOT IMPORTANT	445	31	48	48	60	81	178	445	232	209	149	136	77	82	285	158	445
	8%	5%	5%	5%	6%	9%	17%	8%	9%	7%	9%	8%	7%	8%	9%	8%	8%
						abcd	abcdeg	abc	b								
TOTAL NEITHER/ DON'T KNOW	876	96	115	144	156	177	189	876	433	442	206	259	179	230	464	409	876
	16%	16%	12%	16%	16%	20%	18%	16%	17%	16%	13%	16%	16%	23%	14%	19%	16%
		b		b	b	bcg	b	b					a	abcefg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
Very important	1592	1336	131	81	43	1592	1423	168	184	1407	164	592	835	1592	267	602	548
	30%	30%	29%	32%	28%	30%	30% b	24%	28%	30%	18%	25% a	40% abd	30% ab	34% b	28%	31%
Fairly important	2469	2056	215	123	74	2469	2122	347	290	2180	364	1146	957	2469	310	994	869
	46%	46%	47%	48%	49%	46%	45%	49%	45%	46%	40%	49% acd	45% a	46% a	40%	46% a	48% a
Neither important nor unimportant	824	695	70	34	24	824	712	112	108	717	215	390	209	824	131	355	220
	15%	15%	15%	13%	16%	15%	15%	16%	17%	15%	24% bcd	17% c	10%	15% c	17% c	17% c	12%
Not very important	280	245	19	11	6	280	238	42	40	240	77	125	77	280	42	105	97
	5%	5%	4%	4%	4%	5%	5%	6%	6%	5%	8% bcd	5% c	4%	5% c	5%	5%	5%
Not at all important	165	139	15	6	4	165	137	27	15	149	69	65	29	165	15	69	57
	3%	3%	3%	2%	3%	3%	3%	4%	2%	3%	8% bcd	3% c	1%	3% c	2%	3%	3%
Don't know	52	45	5	2	1	52	38	15	11	42	23	25	4	52	10	16	4
	1%	1%	1%	1%	*%	1%	1%	2% a	2%	1%	3% bcd	1% c	*%	1% c	1% c	1% c	*%
SUMMARY CODES																	
TOTAL IMPORTANT	4061	3392	346	205	117	4061	3545	515	474	3587	529	1738	1792	4061	577	1596	1417
	75%	75%	76%	79% ae	77%	75%	76%	72%	73%	76%	58%	74% a	85% abd	75% a	74%	75%	79% ab
TOTAL NOT IMPORTANT	445	384	34	17	10	445	376	69	56	389	147	190	106	445	58	174	154
	8%	9%	8%	6%	7%	8%	8%	10%	9%	8%	16% bcd	8% c	5%	8% c	7%	8%	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5378	3768	537	540	533	5378	4633	745	660	4718	916	2391	2057	5378	799	2151	1743
Effective Weighted Sample	4347	3380	461	511	482	4347	3754	594	527	3820	735	1920	1682	4347	627	1746	1421
Total	5382	4517	456	258	152	5382	4671	711	648	4735	914	2343	2111	5382	775	2141	1795
TOTAL NEITHER/ DON'T KNOW	876	740	75	36	25	876	750	126	118	758	238	415	213	876	141	371	224
	16%	16%	16%	14%	16%	16%	16%	18%	18%	16%	26% bcd	18% c	10%	16% c	18% c	17% c	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
Very important	1592	446	790	339	1592	520	997	834	717
	30%	36% bcd	28%	28%	30%	30%	30%	25%	38% a
Fairly important	2469	533	1367	538	2469	781	1565	1602	802
	46%	42%	48% ac	44%	46%	45%	47%	48% b	43%
Neither important nor unimportant	824	145	432	229	824	253	495	533	259
	15%	12%	15% a	19% abd	15% a	15%	15%	16%	14%
Not very important	280	68	150	56	280	107	160	193	69
	5%	5%	5%	5%	5%	6%	5%	6% b	4%
Not at all important	165	53	74	36	165	55	102	141	17
	3%	4% b	3%	3%	3%	3%	3%	4% b	1%
Don't know	52	9	13	17	52	17	14	33	12
	1%	1%	*%	1% b	1% b	1% b	*%	1%	1%
SUMMARY CODES									
TOTAL IMPORTANT	4061	979	2157	877	4061	1301	2562	2437	1519
	75%	78% c	76% c	72%	75% c	75%	77%	73%	81% a
TOTAL NOT IMPORTANT	445	121	224	92	445	162	262	334	86
	8%	10%	8%	8%	8%	9%	8%	10% b	5%

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5378	1205	2804	1281	5378	1830	3227	3513	1670
Effective Weighted Sample	4347	983	2280	1013	4347	1442	2642	2803	1399
Total	5382	1254	2826	1214	5382	1733	3333	3336	1875
TOTAL NEITHER/ DON'T KNOW	876	154	445	246	876	269	509	566	270
	16%	12%	16%	20%	16%	16%	15%	17%	14%
			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.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
1	742	36	74	61	116	201	254	742	388	351	144	239	104	252	384	356	742
	12%	5%	6%	6%	11%	20%	23%	12%	13%	11%	8%	13%	8%	21%	11%	14%	12%
					abc	abcdg	abcdg	abc	b			ace		abcefg	ac	aceg	ace
2	1961	93	242	197	276	443	710	1961	891	1061	539	606	407	401	1146	809	1961
	32%	12%	21%	19%	25%	44%	63%	32%	30%	33%	30%	32%	32%	33%	31%	32%	32%
			a	a	abc	abcdg	abcdeg	abcd		a							
3	1412	182	354	260	307	210	99	1412	703	698	435	429	314	230	865	544	1412
	23%	25%	31%	24%	28%	21%	9%	23%	24%	22%	25%	23%	24%	19%	24%	22%	23%
		f	acefg	f	efg	f		f			df	d	d		d		d
4	1230	194	304	342	246	113	31	1230	581	642	423	358	279	161	781	441	1230
	20%	26%	26%	32%	22%	11%	3%	20%	20%	20%	24%	19%	22%	13%	21%	18%	20%
		efg	efg	abdefg	ef	f		ef			bdfg	d	df		df	d	df
5-6	559	138	104	156	115	33	13	559	266	291	168	159	129	102	326	231	559
	9%	19%	9%	15%	10%	3%	1%	9%	9%	9%	9%	8%	10%	8%	9%	9%	9%
		bcdefg	ef	bdefg	ef	f		ef									
7-9	73	34	17	12	9	2	-	73	29	44	20	14	19	19	34	38	73
	1%	5%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		bcdefg	ef	ef	f			ef								b	
10 or more	7	2	5	*	-	-	-	7	1	6	4	1	-	2	5	2	7
	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			fg														
Prefer not to say	200	63	49	35	31	12	12	200	88	106	42	61	33	57	103	90	200
	3%	8%	4%	3%	3%	1%	1%	3%	3%	3%	2%	3%	3%	5%	3%	4%	3%
		bcdefg	ef	ef	ef			ef						aceg		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.

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
1	742	605	72	40	25	742	645	97	81	661	183	355	193	742	128	339	215
	12%	12%	14%	14%	14%	12%	12%	12%	10%	12%	15%	13%	9%	12%	13%	14%	11%
										a	cd	c		c		c	
2	1961	1624	190	97	50	1961	1621	340	205	1756	505	895	546	1961	99	899	763
	32%	31%	37%	34%	29%	32%	30%	43%	24%	33%	40%	33%	25%	32%	10%	37%	39%
			ade					a		a	bcd	c		c		a	a
3	1412	1196	105	78	33	1412	1225	187	202	1210	220	625	561	1412	137	761	367
	23%	23%	20%	27%	19%	23%	23%	24%	24%	23%	17%	23%	26%	23%	14%	31%	19%
		d		abde		d						a	abd	a		ac	a
4	1230	1052	97	44	37	1230	1133	97	184	1046	181	480	568	1230	263	386	418
	20%	20%	19%	15%	21%	20%	21%	12%	22%	20%	14%	18%	26%	20%	27%	16%	22%
		c			c	c	b					a	abd	ab	bc		b
5-6	559	486	38	16	19	559	516	43	102	457	78	236	244	559	271	51	147
	9%	9%	7%	6%	11%	9%	10%	5%	12%	9%	6%	9%	11%	9%	28%	2%	8%
		c			bc	c	b		b			a	abd	a	bc		b
7-9	73	67	2	2	2	73	61	12	23	50	14	43	16	73	41	-	9
	1%	1%	*%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	4%	-%	*%
		b							b			c			bc		b
10 or more	7	5	1	1	*	7	7	1	2	5	4	1	2	7	5	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%
											b				bc		
Prefer not to say	200	167	14	11	7	200	186	14	52	148	77	73	46	200	22	-	17
	3%	3%	3%	4%	4%	3%	3%	2%	6%	3%	6%	3%	2%	3%	2%	-%	1%
							b		b		bcd			c	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
1	742 12%	124 9%	386 12% a	223 16% abd	742 12% a	277 14% b	424 11%	742 20% b	- -%
2	1961 32%	523 37% bcd	1035 32% c	382 27%	1961 32% c	655 32%	1211 33%	1789 47% b	155 7%
3	1412 23%	273 19%	772 24% a	349 25% a	1412 23% a	476 23%	858 23%	630 17%	765 35% a
4	1230 20%	314 22% c	640 20%	255 18%	1230 20%	331 16%	813 22% a	385 10%	830 38% a
5-6	559 9%	142 10%	264 8%	148 10% b	559 9%	201 10%	323 9%	187 5%	366 17% a
7-9	73 1%	20 1%	34 1%	14 1%	73 1%	31 2% b	29 1%	31 1%	39 2% a
10 or more	7 *%	3 *%	2 *%	1 *%	7 *%	6 *% b	1 *%	4 *%	4 *%
Prefer not to say	200 3%	32 2%	84 3%	45 3%	200 3%	67 3% b	65 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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Yes	2196	185	607	722	518	147	16	2196	1030	1160	799	581	495	318	1380	812	2196
	36%	25%	53%	68%	47%	15%	1%	36%	35%	36%	45%	31%	38%	26%	38%	32%	36%
		ef	adefg	abdefg	aefg	f		aef			bcdefg	d	bdf		bdfg	d	bdf
No	3768	486	489	302	550	852	1090	3768	1821	1922	932	1219	753	847	2151	1599	3768
	61%	66%	43%	28%	50%	84%	97%	61%	62%	60%	52%	65%	59%	69%	59%	64%	61%
		bcdg	c		bc	abcdg	abcdeg	bcd				aceg	a	abcefg	a	aceg	a
Prefer not to say	221	70	53	39	32	15	12	221	95	117	45	67	39	60	112	99	221
	4%	9%	5%	4%	3%	1%	1%	4%	3%	4%	3%	4%	3%	5%	3%	4%	4%
		bcdefg	ef	ef	ef			ef						aceg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Yes	2196	1878	170	88	59	2196	2005	191	328	1868	276	867	1051	2196	458	852	691
	36%	36% c	33%	30%	34%	36% c	37% b	24%	38%	35%	22%	32% a	48% abd	36% ab	47% bc	35%	36%
No	3768	3141	332	189	106	3768	3185	583	465	3303	900	1759	1077	3768	486	1583	1229
	61%	60%	64%	65% a	61%	61%	59%	74% a	55%	62% a	71% bcd	65% cd	49%	61% c	50%	65% a	63% a
Prefer not to say	221	183	17	13	7	221	204	17	59	162	86	81	50	221	22	-	17
	4%	4%	3%	5%	4%	4%	4% b	2%	7% b	3%	7% bcd	3%	2%	4% c	2% bc	-%	1% b

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yes	2196	520	1103	553	2196	653	1398	-	2159
	36%	36%	34%	39% bd	36%	32%	38% a	-%	100% a
No	3768	875	2022	814	3768	1318	2258	3768	-
	61%	61%	63% c	57%	61% c	64% b	61%	100% b	-%
Prefer not to say	221	35	93	50	221	74	68	-	-
	4%	2%	3%	4%	4%	4% b	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.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
None/ no children aged under 18 living at home	3768	486	489	302	550	852	1090	3768	1821	1922	932	1219	753	847	2151	1599	3768
	61%	66%	43%	28%	50%	84%	97%	61%	62%	60%	52%	65%	59%	69%	59%	64%	61%
		bcdg	c		bc	abcdg	abcdeg	bcd				aceg	a	abcefg	a	aceg	a
1	1066	110	309	246	285	103	13	1066	506	557	352	294	256	164	646	420	1066
	17%	15%	27%	23%	26%	10%	1%	17%	17%	17%	20%	16%	20%	13%	18%	17%	17%
		ef	aefg	aefg	aefg	f		ef			bdfg		bdfg		d	d	d
2	836	55	243	337	171	29	1	836	404	430	344	219	171	100	562	270	836
	14%	7%	21%	32%	16%	3%	*%	14%	14%	13%	19%	12%	13%	8%	15%	11%	14%
		ef	adefg	abdefg	aef	f		aef			bcdefg	d	df		bdfg	d	df
3	201	9	34	107	42	5	3	201	90	111	84	41	48	28	125	75	201
	3%	1%	3%	10%	4%	1%	*%	3%	3%	3%	5%	2%	4%	2%	3%	3%	3%
		f	aef	abdefg	aef			aef			bdefg		b		b		b
4	54	4	15	18	16	2	-	54	17	37	10	18	11	15	28	26	54
	1%	1%	1%	2%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f	ef	efg	ef			ef		a							
5 or more	8	-	3	5	*	-	-	8	1	7	2	1	1	4	2	5	8
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				fg						a							
Prefer not to say	252	77	57	48	36	22	12	252	109	135	52	75	47	68	127	115	252
	4%	10%	5%	5%	3%	2%	1%	4%	4%	4%	3%	4%	4%	6%	3%	5%	4%
		bcdefg	ef	ef	f			ef						aceg		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.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
None/ no children aged under 18 living at home	3768	3141	332	189	106	3768	3185	583	465	3303	900	1759	1077	3768	486	1583	1229
	61%	60%	64%	65% a	61%	61%	59%	74% a	55%	62% a	71% bcd	65% cd	49%	61% c	50%	65% a	63% a
1	1066	899	91	48	27	1066	961	105	152	914	131	459	474	1066	130	557	296
	17%	17%	18%	17%	16%	17%	18% b	13%	18%	17%	10%	17% a	22% abd	17% a	13%	23% ac	15%
2	836	733	53	29	20	836	774	62	124	712	103	299	432	836	194	262	305
	14%	14% bc	10%	10%	12%	14% bc	14% b	8%	15%	13%	8%	11% a	20% abd	14% ab	20% bc	11%	16% b
3	201	167	18	7	10	201	188	13	27	174	18	73	111	201	85	33	70
	3%	3%	3%	2%	6% ace	3%	3% b	2%	3%	3%	1%	3% a	5% abd	3% a	9% bc	1%	4% b
4	54	47	4	2	1	54	48	5	15	39	8	22	24	54	36	-	12
	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	1%	1%	1%	1%	4% bc	-%	1% b
5 or more	8	6	-	1	1	8	6	2	1	7	1	4	3	8	8	-	-
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% bc	-%	-%
Prefer not to say	252	210	20	14	8	252	232	20	69	184	101	91	57	252	27	-	24
	4%	4%	4%	5%	5%	4%	4% b	3%	8% b	3%	8% bcd	3%	3%	4% c	3% bc	-%	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.

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
None/ no children aged under 18 living at home	3768 61%	875 61%	2022 63% c	814 57%	3768 61% c	1318 64% b	2258 61%	3768 100% b	- -%
1	1066 17%	243 17%	530 16%	287 20% abd	1066 17%	341 17%	652 18%	- -%	1065 49% a
2	836 14%	212 15%	425 13%	190 13%	836 14%	203 10%	583 16% a	- -%	834 39% a
3	201 3%	46 3%	108 3%	46 3%	201 3%	70 3%	118 3%	- -%	199 9% a
4	54 1%	14 1%	21 1%	17 1%	54 1%	20 1%	30 1%	- -%	54 2% a
5 or more	8 *%	1 *%	3 *%	3 *%	8 *%	3 *%	5 *%	- -%	8 *% a
Prefer not to say	252 4%	39 3%	108 3%	59 4%	252 4% a	90 4% b	78 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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	2700	355	503	496	445	412	489	2700	1286	1389	843	827	465	552	1670	1017	2700
Effective Weighted Sample	2088	281	394	387	349	322	363	2088	992	1076	645	644	376	425	1289	795	2088
Total	2700	324	502	464	480	442	488	2700	1281	1397	775	818	561	535	1593	1096	2700
None/ no children aged under 18 living at home	1638	219	206	144	226	368	475	1638	772	853	386	551	331	363	937	694	1638
	61%	68%	41%	31%	47%	83%	97%	61%	60%	61%	50%	67%	59%	68%	59%	63%	61%
		bcdg	c		c	abcdg	abcdeg	bcd				aceg	a	aceg	a	ae	a
0-2 years old	183	24	98	58	3	-	-	183	72	111	64	50	44	25	114	69	183
	7%	7%	20%	12%	1%	-%	-%	7%	6%	8%	8%	6%	8%	5%	7%	6%	7%
		def	acdefg	adefg				def		a	d						
3-5 years old	268	22	128	86	25	7	-	268	135	132	111	67	59	31	178	90	268
	10%	7%	26%	18%	5%	2%	-%	10%	11%	9%	14%	8%	10%	6%	11%	8%	10%
		ef	acdefg	adefg	ef	f		def			bdfg		d		bdf		d
6-7 years old	178	12	61	67	33	2	2	178	104	73	83	51	25	19	134	44	178
	7%	4%	12%	15%	7%	1%	*%	7%	8%	5%	11%	6%	4%	4%	8%	4%	7%
		ef	adefg	adefg	ef			ef	b		bcdfg				cdfg		df
8-9 years old	154	6	39	68	38	3	1	154	69	85	57	42	32	23	99	55	154
	6%	2%	8%	15%	8%	1%	*%	6%	5%	6%	7%	5%	6%	4%	6%	5%	6%
		f	aef	abdefg	aef			aef			d						
10-12 years old	247	10	31	115	80	11	-	247	107	138	101	47	62	35	149	97	247
	9%	3%	6%	25%	17%	2%	-%	9%	8%	10%	13%	6%	11%	7%	9%	9%	9%
		f	ef	abdefg	abefg	f		aef			bdefg		bd		b	b	b
13-15 years old	259	16	25	90	102	25	-	259	134	124	104	56	56	41	160	98	259
	10%	5%	5%	19%	21%	6%	-%	10%	10%	9%	13%	7%	10%	8%	10%	9%	10%
		f	f	abefg	abefg	f		abef			bdefg				b		b
16-17 years old	162	7	9	44	76	23	2	162	71	90	48	42	37	33	91	70	162
	6%	2%	2%	10%	16%	5%	*%	6%	6%	6%	6%	5%	7%	6%	6%	6%	6%
		f		abefg	abcefg	bf		abf									
Prefer not to say	118	28	26	21	22	14	8	118	51	63	23	30	29	34	53	63	118
	4%	9%	5%	5%	5%	3%	2%	4%	4%	5%	3%	4%	5%	6%	3%	6%	4%
		cdefg	f	f	f			f						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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2700	1795	300	305	300	2700	2355	345	326	2374	507	1196	975	2700	409	1025	892
Effective Weighted Sample	2088	1607	251	294	263	2088	1824	264	251	1837	389	915	767	2088	317	806	677
Total	2700	2271	227	127	76	2700	2355	345	338	2362	530	1184	962	2700	425	1039	853
None/ no children aged under 18 living at home	1638	1364	144	84	46	1638	1379	258	189	1449	384	759	475	1638	214	689	522
	61%	60%	64%	66%	61%	61%	59%	75% a	56%	61%	72% bcd	64% c	49%	61% c	50%	66% ac	61% a
0-2 years old	183	155	16	7	5	183	166	17	34	149	18	76	90	183	52	58	59
	7%	7%	7%	6%	6%	7%	7%	5%	10% b	6%	3%	6% a	9% abd	7% a	12% bc	6%	7%
3-5 years old	268	230	21	9	7	268	244	23	33	235	19	98	149	268	57	84	110
	10%	10%	9%	7%	10%	10%	10%	7%	10%	10%	4%	8% a	15% abd	10% a	13% b	8%	13% b
6-7 years old	178	151	16	6	6	178	169	10	20	158	11	79	89	178	38	52	71
	7%	7%	7%	4%	7%	7%	7% b	3%	6%	7%	2%	7% a	9% ad	7% a	9% b	5%	8% b
8-9 years old	154	134	11	4	5	154	142	12	19	135	8	76	69	154	46	47	52
	6%	6%	5%	3%	6%	6%	6%	3%	6%	6%	2%	6% a	7% a	6% a	11% bc	5%	6%
10-12 years old	247	212	21	8	6	247	234	13	36	211	31	106	109	247	57	85	81
	9%	9%	9%	6%	8%	9%	10% b	4%	11%	9%	6%	9%	11% a	9% a	14% b	8%	9%
13-15 years old	259	224	16	11	8	259	246	13	32	227	23	91	143	259	72	80	90
	10%	10%	7%	8%	10%	10%	10% b	4%	9%	10%	4%	8% a	15% abd	10% a	17% bc	8%	11%
16-17 years old	162	133	15	8	5	162	148	14	17	145	24	66	72	162	52	56	44
	6%	6%	7%	7%	7%	6%	6%	4%	5%	6%	5%	6%	7%	6%	12% bc	5%	5%
Prefer not to say	118	101	7	6	4	118	106	12	29	90	49	41	25	118	9	-	13
	4%	4%	3%	5%	6%	4%	5%	3%	8% b	4%	9% bcd	3%	3%	4% c	2% b	-%	2% 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 (AMENDED AT WAVE 2)

Base : All respondents at Wave 2

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	2700	654	1372	620	2700	926	1594	1698	871
Effective Weighted Sample	2088	502	1070	474	2088	699	1249	1287	701
Total	2700	649	1382	614	2700	895	1628	1638	944
None/ no children aged under 18 living at home	1638 61%	389 60%	868 63% c	352 57%	1638 61%	584 65% b	969 59%	1638 100% b	- -%
0-2 years old	183 7%	50 8%	88 6%	45 7%	183 7%	56 6%	115 7%	- -%	183 19% a
3-5 years old	268 10%	86 13% bd	125 9%	57 9%	268 10%	60 7%	192 12% a	- -%	268 28% a
6-7 years old	178 7%	59 9% bc	85 6%	35 6%	178 7%	42 5%	129 8% a	- -%	178 19% a
8-9 years old	154 6%	37 6%	71 5%	46 7%	154 6%	36 4%	111 7% a	- -%	154 16% a
10-12 years old	247 9%	54 8%	124 9%	65 11%	247 9%	78 9%	152 9%	- -%	247 26% a
13-15 years old	259 10%	60 9%	134 10%	62 10%	259 10%	75 8%	174 11%	- -%	259 27% a
16-17 years old	162 6%	29 4%	73 5%	57 9% abd	162 6%	53 6%	99 6%	- -%	162 17% a
Prefer not to say	118 4%	17 3%	55 4%	28 5%	118 4%	39 4% b	41 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.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5333	547	929	889	975	923	1069	5333	2520	2782	1549	1633	1115	1018	3182	2133	5333
	86%	74%	81%	84%	89%	91%	96%	86%	86%	87%	87%	87%	87%	83%	87%	85%	86%
			a	a	abc	abcg	abcdeg	abc			d	df	d		df		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	2216	386	510	440	363	281	235	2216	1119	1083	734	626	474	373	1360	846	2216
	36%	52%	44%	41%	33%	28%	21%	36%	38%	34%	41%	34%	37%	30%	37%	34%	36%
		bcdefg	defg	defg	ef	f		ef	b		bcdefg		d		bdf		d
Some other way of going online at home	36	9	5	9	3	2	7	36	20	16	13	6	7	8	20	16	36
	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
		deg															
ACCESS TO THE INTERNET AT HOME	6042	690	1133	1040	1081	992	1106	6042	2893	3114	1758	1831	1265	1165	3589	2430	6042
	98%	93%	99%	98%	98%	98%	99%	98%	98%	97%	99%	98%	98%	95%	99%	97%	98%
			a	a	a	a	ag	a			bdfg	df	df		dfg	d	df
None of these – Do not connect to the internet at home	35	7	4	8	5	7	4	35	15	19	6	7	5	16	13	21	35
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
														abceg		e	
Don't know	108	45	12	14	13	15	9	108	39	65	13	29	16	44	42	60	108
	2%	6%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	4%	1%	2%	2%
		bcdefg						f		a		a		abceg		ace	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.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5333	4461	453	263	155	5333	4627	705	641	4691	999	2320	1988	5333	768	2173	1746
	86%	86%	87%	91% ae	90% ae	86%	86%	89% a	75%	88% a	79%	86% a	91% abd	86% a	79%	89% a	90% 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	2216	1897	174	84	61	2216	1995	221	300	1916	350	921	941	2216	391	822	736
	36%	36% c	34%	29%	35% c	36% c	37% b	28%	35%	36%	28%	34% a	43% abd	36% a	40% b	34%	38% b
Some other way of going online at home	36	30	5	1	*	36	30	6	5	31	9	14	13	36	10	8	14
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% b	*%	1%
ACCESS TO THE INTERNET AT HOME	6042	5084	506	282	171	6042	5276	766	802	5240	1194	2659	2162	6042	945	2417	1922
	98%	98%	97%	97%	99%	98%	98%	97%	94%	98% a	95%	98% a	99% abd	98% a	98%	99% a	99% a
None of these – Do not connect to the internet at home	35	27	5	2	1	35	29	5	11	24	18	7	5	35	8	7	5
	1%	1%	1%	1%	*%	1%	1%	1%	1% b	*%	1% bcd	*%	*%	1%	1%	*%	*%
Don't know	108	92	9	6	2	108	89	19	39	70	49	41	10	108	14	11	11
	2%	2%	2%	2%	1%	2%	2%	2%	5% b	1%	4% bcd	2% c	*%	2% c	1% bc	*%	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.

A2. Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	5333	1224	2827	1217	5333	1719	3335	3352	1847
	86%	86%	88% d	86%	86%	84%	90% a	89% b	86%
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	2216	596	1117	479	2216	816	1255	1183	931
	36%	42% bcd	35%	34%	36%	40% b	34%	31%	43% a
Some other way of going online at home	36	8	17	12	36	18	15	21	11
	1%	1%	1%	1%	1%	1% b	*%	1%	1%
ACCESS TO THE INTERNET AT HOME	6042	1417	3169	1377	6042	2010	3685	3695	2149
	98%	99% cd	98% cd	97%	98%	98%	99%	98%	100% a
None of these – Do not connect to the internet at home	35	7	14	7	35	8	17	19	7
	1%	1%	*%	*%	1%	*%	*%	1%	*%
Don't know	108	6	34	32	108	26	21	54	4
	2%	*%	1%	2% ab	2% ab	1% b	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
I have no formal qualifications (and I am not still studying)	249	24	23	28	30	24	121	249	121	127	26	33	51	138	60	190	249
	4%	3%	2%	3%	3%	2%	11%	4%	4%	4%	1%	2%	4%	11%	2%	8%	4%
							abcdeg	bce					abe	abcefg		abceg	abe
Entry level qualification such as ESOL, ELC or Skills for Life	52	13	12	8	9	6	5	52	26	26	11	8	14	20	18	34	52
	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%
		efg												abeg		abe	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	567	64	82	90	133	133	66	567	267	297	67	100	156	240	168	396	567
	9%	9%	7%	8%	12%	13%	6%	9%	9%	9%	4%	5%	12%	20%	5%	16%	9%
		f		f	abcfg	abcfg		f				a	abeg	abcefg		abceg	abe
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	947	118	106	127	176	208	211	947	418	522	142	277	242	279	419	520	947
	15%	16%	9%	12%	16%	21%	19%	15%	14%	16%	8%	15%	19%	23%	11%	21%	15%
		bc			bc	abcdg	bcg	bc		a		ae	abeg	abceg	a	abeg	ae
Level 1-2 vocational qualification or intermediate apprenticeship	246	27	29	48	66	31	45	246	130	116	27	49	105	64	76	170	246
	4%	4%	3%	5%	6%	3%	4%	4%	4%	4%	2%	3%	8%	5%	2%	7%	4%
				b	abeg			b				a	abdeg	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	790	175	99	105	112	158	140	790	365	417	203	284	159	141	487	300	790
	13%	24% bcdefg	9%	10%	10%	16% bcdg	13% b	13% bcd	12%	13%	11%	15% adfg	12%	11%	13%	12%	13%
Level 3 vocational qualification or advanced apprenticeship	364	32	60	57	65	84	66	364	169	194	58	112	120	74	170	194	364
	6%	4%	5%	5%	6%	8% abcg	6%	6%	6%	6%	3%	6% a	9% abdeg	6% a	5% a	8% abeg	6% ae
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	384	32	62	81	78	63	67	384	195	186	106	122	104	51	228	156	384
	6%	4%	5%	8% ab	7% a	6%	6%	6%	7%	6%	6% d	7% d	8% adeg	4%	6% d	6% d	6% d
Level 4-5 vocational qualification or higher apprenticeship	199	23	26	18	26	42	64	199	91	107	61	67	54	17	128	71	199
	3%	3%	2%	2%	2%	4% bcd	6% abcdg	3% c	3%	3%	3% d	4% d	4% df	1%	4% d	3% d	3% d
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1418	106	351	276	271	189	224	1418	682	730	585	543	177	107	1128	284	1418
	23%	14%	31% acdefg	26% aefg	25% aef	19% a	20% a	23% ae	23%	23%	33% bcdfg	29% cdfg	14% d	9%	31% cdfg	11% d	23% cdf
Level 6 vocational qualification or degree apprenticeship	52	4	15	4	13	5	12	52	26	26	26	18	4	4	43	9	52
	1%	1%	1% c	*%	1%	*%	1%	1%	1%	1%	1% cdfg	1% f	*%	*%	1% cdf	*%	1% 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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
University higher degree (e.g. Masters, PhD or equivalent)	767	55	258	205	101	60	87	767	409	351	449	202	75	39	651	114	767
	12%	7%	22%	19%	9%	6%	8%	12%	14%	11%	25%	11%	6%	3%	18%	5%	12%
			adefg	adefg	e			adef	b		bcdefg	cdf	d		bcdfg		cdf
Still studying/ still at school	50	40	7	3	*	-	-	50	15	34	7	31	6	4	38	10	50
	1%	5%	1%	*%	*%	-%	-%	1%	*%	1%	*%	2%	*%	*%	1%	*%	1%
		bcdefg	def					def		a		acdfg			adf		
Don't know	37	10	6	2	6	6	6	37	14	23	-	5	5	24	5	29	37
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	-%	*%	*%	2%	*%	1%	1%
		cg										a	a	abceg		abceg	ae
Prefer not to say	63	19	13	10	12	4	5	63	21	41	7	15	12	23	22	34	63
	1%	3%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
		bcdefg								a				abeg		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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
I have no formal qualifications (and I am not still studying)	249	222	10	12	6	249	207	43	56	194	137	80	22	249	69	121	18
	4%	4% b	2%	4% b	4%	4% b	4%	5%	7% b	4%	11% bcd	3% c	1%	4% bc	7% bc	5% c	1%
Entry level qualification such as ESOL, ELC or Skills for Life	52	42	6	2	2	52	47	5	9	43	23	20	9	52	22	19	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% bcd	1%	*%	1%	2% bc	1%	*%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	567	479	49	22	17	567	497	70	140	427	201	245	119	567	148	235	87
	9%	9%	9%	8%	10%	9%	9%	9%	16% b	8%	16% bcd	9% c	5%	9% c	15% bc	10% c	4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	947	816	65	42	24	947	806	141	147	800	238	466	238	947	152	429	218
	15%	16%	12%	15%	14%	15%	15%	18%	17%	15%	19% cd	17% cd	11%	15% c	16% c	18% c	11%
Level 1-2 vocational qualification or intermediate apprenticeship	246	216	10	14	5	246	226	20	38	208	70	106	69	246	57	119	41
	4%	4% b	2%	5% b	3%	4% b	4% b	3%	4%	4%	6% bcd	4%	3%	4%	6% c	5% c	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	790	663	70	37	19	790	687	102	82	708	118	373	292	790	121	318	248
	13%	13%	13%	13%	11%	13%	13%	13%	10%	13% a	9%	14% a	13% a	13% a	13%	13%	13%
Level 3 vocational qualification or advanced apprenticeship	364	315	26	16	8	364	313	51	36	329	62	167	132	364	51	180	91
	6%	6%	5%	5%	5%	6%	6%	6%	4%	6% a	5%	6%	6%	6%	5%	7% ac	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	384	297	53	19	15	384	322	62	46	338	51	178	152	384	51	162	117
	6%	6%	10% ace	7%	9% ae	6%	6%	8%	5%	6%	4%	7% a	7% a	6% a	5%	7%	6%
Level 4-5 vocational qualification or higher apprenticeship	199	168	16	10	5	199	166	34	24	175	26	111	62	199	18	81	73
	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	4% ac	3%	3% a	2%	3% a	4% a
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1418	1204	105	68	42	1418	1272	146	148	1270	169	587	659	1418	152	530	609
	23%	23%	20%	23%	24%	23%	24% b	18%	17%	24% a	13%	22% a	30% abd	23% a	16%	22% a	31% ab

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

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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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Level 6 vocational qualification or degree apprenticeship	52	42	6	3	1	52	46	6	6	46	12	24	17	52	8	20	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	767	625	81	38	23	767	676	91	63	704	88	290	389	767	93	206	396
	12%	12%	16%	13%	13%	12%	13%	11%	7%	13%	7%	11%	18%	12%	10%	8%	20%
			ae							a		a	abd	ab			ab
Still studying/ still at school	50	38	7	2	4	50	45	5	10	40	12	26	12	50	9	6	7
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%
					ace										b		
Don't know	37	28	6	3	1	37	31	6	19	18	20	15	2	37	6	3	2
	1%	1%	1%	1%	*%	1%	1%	1%	2%	*%	2%	1%	*%	1%	1%	*%	*%
									b		bcd	c		c	bc		
Prefer not to say	63	48	10	3	2	63	54	8	27	36	35	20	5	63	8	5	2
	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	3%	1%	*%	1%	1%	*%	*%
			a						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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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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
I have no formal qualifications (and I am not still studying)	249	65	108	74	249	111	115	180	55
	4%	5%	3%	5%	4%	5%	3%	5%	3%
				b		b		b	
Entry level qualification such as ESOL, ELC or Skills for Life	52	14	26	11	52	26	19	29	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%
						b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	567	79	289	186	567	218	294	342	189
	9%	6%	9%	13%	9%	11%	8%	9%	9%
			a	abd	a	b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	947	165	515	244	947	347	540	671	239
	15%	12%	16%	17%	15%	17%	15%	18%	11%
			a	a	a	b		b	
Level 1-2 vocational qualification or intermediate apprenticeship	246	42	129	71	246	101	128	138	99
	4%	3%	4%	5%	4%	5%	3%	4%	5%
				a		b			

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

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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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	790	168	433	173	790	248	503	548	212
	13%	12%	13%	12%	13%	12%	14%	15% b	10%
Level 3 vocational qualification or advanced apprenticeship	364	63	208	87	364	116	236	241	116
	6%	4%	6% a	6%	6%	6%	6%	6%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	384	80	197	105	384	146	210	240	134
	6%	6%	6%	7%	6%	7% b	6%	6%	6%
Level 4-5 vocational qualification or higher apprenticeship	199	45	116	33	199	73	119	136	59
	3%	3%	4% c	2%	3%	4%	3%	4%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1418	374	778	254	1418	366	978	816	563
	23%	26% cd	24% c	18%	23% c	18%	26% a	22%	26% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Level 6 vocational qualification or degree apprenticeship	52	11	25	16	52	17	32	26	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	767	286	352	121	767	214	520	315	426
	12%	20%	11%	9%	12%	10%	14%	8%	20%
		bcd	c		c		a		a
Still studying/ still at school	50	19	20	9	50	26	14	35	9
	1%	1%	1%	1%	1%	1%	*%	1%	*%
		b				b			
Don't know	37	6	8	13	37	16	6	20	5
	1%	*%	*%	1%	1%	1%	*%	1%	*%
				b	b	b			
Prefer not to say	63	13	15	18	63	19	10	29	10
	1%	1%	*%	1%	1%	1%	*%	1%	*%
				b	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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Very confident	4558	469	783	734	797	806	969	4558	2132	2398	1428	1432	907	772	2860	1679	4558
	74%	63%	68%	69%	72%	80%	87%	74%	72%	75%	80%	77%	70%	63%	78%	67%	74%
			a	a	a	abcdg	abcdeg	abc		a	bcdfg	cdfg	df		cdfg	d	cdf
Fairly confident	1245	185	275	255	236	166	128	1245	631	610	282	349	310	300	631	610	1245
	20%	25%	24%	24%	21%	16%	11%	20%	21%	19%	16%	19%	24%	24%	17%	24%	20%
		efg	efg	efg	ef	f		ef	b			a	abeg	abeg		abeg	ae
Neither confident nor not confident	239	43	52	53	47	27	17	239	123	114	43	54	41	98	97	139	239
	4%	6%	5%	5%	4%	3%	2%	4%	4%	4%	2%	3%	3%	8%	3%	6%	4%
		efg	ef	ef	f			f						abcefg		abceg	ae
Not very confident	84	21	23	12	13	10	4	84	39	42	13	24	19	28	37	47	84
	1%	3%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		cdefg	f	f	f			f						aeg		ae	a
Not at all confident	19	7	3	4	3	1	-	19	8	10	3	4	6	7	7	13	19
	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
		efg												e		e	
Don't know	19	4	8	3	2	2	-	19	8	12	4	4	-	10	7	10	19
	*%	1%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
		f	f											abceg			
Prefer not to say	21	12	4	2	2	1	1	21	7	13	4	1	4	9	5	14	21
	*%	2%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
		bcdefg												abe		be	
SUMMARY CODES																	
TOTAL CONFIDENT	5803	654	1058	988	1033	972	1097	5803	2762	3007	1710	1781	1217	1072	3491	2289	5803
	94%	88%	92%	93%	94%	96%	98%	94%	94%	94%	96%	95%	95%	88%	96%	91%	94%
			a	a	a	abcg	abcdeg	a			dfg	dfg	df		dfg	d	df
TOTAL NOT CONFIDENT	103	28	27	17	16	11	4	103	46	53	15	28	24	35	43	59	103
	2%	4%	2%	2%	1%	1%	*%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%
		cdefg	f	f	f			f					a	abeg		aeg	a

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

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C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
TOTAL NEITHER/ DON'T KNOW	258	47	60	56	49	29	17	258	131	126	47	58	41	108	104	149	258
	4%	6%	5%	5%	4%	3%	2%	4%	4%	4%	3%	3%	3%	9%	3%	6%	4%
		efg	ef	ef	f			f						abcefg		abceg	ae

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

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		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Very confident	4558	3814	400	217	128	4558	3943	615	533	4026	816	1970	1752	4558	624	1818	1587
	74%	73%	77%	75%	74%	74%	73%	78% a	63%	75% a	65%	73% a	81% abd	74% a	65%	75% a	82% ab
Fairly confident	1245	1064	88	56	36	1245	1118	127	211	1033	285	582	367	1245	249	502	295
	20%	20%	17%	19%	21%	20%	21% b	16%	25% b	19%	23% c	22% c	17%	20% c	26% bc	21% c	15%
Neither confident nor not confident	239	202	20	11	6	239	212	27	69	169	88	108	38	239	62	74	39
	4%	4%	4%	4%	4%	4%	4%	3%	8% b	3%	7% bcd	4% c	2%	4% c	6% bc	3%	2%
Not very confident	84	74	3	4	3	84	73	11	19	64	33	31	17	84	21	32	12
	1%	1%	1%	1%	2%	1%	1%	1%	2% b	1%	3% bcd	1%	1%	1%	2% c	1% c	1%
Not at all confident	19	17	1	1	1	19	17	2	3	16	13	6	1	19	4	7	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1% bcd	*%	*%	*% c	*%	*%	*%
Don't know	19	14	5	*	-	19	15	4	10	10	18	1	-	19	5	1	3
	*%	*%	1% ade	*%	-%	*%	*%	1%	1% b	*%	1% bcd	*%	-%	*% bc	1% b	*%	*%
Prefer not to say	21	18	2	1	*	21	17	5	6	15	9	9	2	21	-	*	-
	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	1% c	*%	*%	*%	-%	*%	-%
SUMMARY CODES																	
TOTAL CONFIDENT	5803	4878	488	273	163	5803	5061	742	744	5059	1102	2552	2120	5803	873	2321	1882
	94%	94%	94%	94%	94%	94%	94%	94%	87%	95% a	87%	94% a	97% abd	94% a	90%	95% a	97% ab
TOTAL NOT CONFIDENT	103	91	4	5	3	103	90	13	23	80	46	37	18	103	25	39	14
	2%	2%	1%	2%	2%	2%	2%	2%	3% b	2%	4% bcd	1%	1%	2% c	3% c	2% c	1%

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

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C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
TOTAL NEITHER/ DON'T KNOW	258	216	24	11	6	258	226	31	79	179	106	109	38	258	67	75	42
	4%	4%	5%	4%	4%	4%	4%	4%	9%	3%	8%	4%	2%	4%	7%	3%	2%
									b		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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Very confident	4558	1222	2340	941	4558	1373	2971	2876	1567
	74%	85% bcd	73% c	66%	74% c	67%	80% a	76% b	73%
Fairly confident	1245	174	712	335	1245	482	645	689	489
	20%	12%	22% ad	24% ad	20% a	24% b	17%	18%	23% a
Neither confident nor not confident	239	15	111	97	239	116	85	127	73
	4%	1%	3% a	7% abd	4% a	6% b	2%	3%	3%
Not very confident	84	12	43	25	84	53	16	50	23
	1%	1%	1%	2% a	1%	3% b	*%	1%	1%
Not at all confident	19	1	6	10	19	13	3	11	3
	*%	*%	*%	1% ab	*%	1% b	*%	*%	*%
Don't know	19	4	2	6	19	5	2	7	3
	*%	*%	*%	*% b	*% b	*%	*%	*%	*%
Prefer not to say	21	3	3	3	21	3	-	8	2
	*%	*%	*%	*%	*%	*%	-%	*%	*%
SUMMARY CODES									
TOTAL CONFIDENT	5803	1396	3052	1276	5803	1855	3617	3566	2055
	94%	98% bcd	95% c	90%	94% c	91%	97% a	95%	95%
TOTAL NOT CONFIDENT	103	13	49	35	103	66	19	61	26
	2%	1%	2%	2% a	2%	3% b	1%	2%	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.

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
TOTAL NEITHER/ DON'T KNOW	258	18	114	103	258	121	87	133	76
	4%	1%	4%	7%	4%	6%	2%	4%	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Yes – (English is first/ main language)	5790	666	1061	955	1024	982	1101	5790	2785	2969	1687	1763	1183	1130	3450	2313	5790
	94%	90%	92%	90%	93%	97%	98%	94%	95%	93%	95%	94%	92%	92%	95%	92%	94%
					ac	abcdg	abcdeg	ac	b		cdf	cdf			cdf		f
No	362	66	83	103	65	29	17	362	147	213	83	95	95	88	178	183	362
	6%	9%	7%	10%	6%	3%	2%	6%	5%	7%	5%	5%	7%	7%	5%	7%	6%
		defg	ef	defg	ef			ef		a			abe	abe		abeg	
Prefer not to say	33	10	5	5	11	3	*	33	14	16	6	9	9	6	16	15	33
	1%	1%	*%	*%	1%	*%	*%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
		efg			f			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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Yes – (English is first/ main language)	5790	4860	495	271	165	5790	5031	758	759	5031	1146	2543	2063	5790	889	2307	1857
	94%	93%	95%	93%	95%	94%	93%	96% a	89%	94% a	91%	94% a	95% a	94% a	92%	95% a	96% a
No	362	315	22	17	8	362	331	31	79	283	96	156	110	362	76	126	76
	6%	6%	4%	6%	5%	6%	6% b	4%	9% b	5%	8% bcd	6%	5%	6%	8% bc	5%	4%
Prefer not to say	33	28	3	2	*	33	32	2	13	20	20	9	4	33	1	2	4
	1%	1%	*%	1%	*%	1%	1%	*%	2% b	*%	2% bcd	*%	*%	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.

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Yes – (English is first/ main language)	5790	1338	3039	1322	5790	1923	3502	3563	2018
	94%	94%	94%	93%	94%	94%	94%	95%	93%
No	362	86	166	90	362	116	208	199	133
	6%	6%	5%	6%	6%	6%	6%	5%	6%
Prefer not to say	33	6	12	5	33	6	14	6	8
	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Being bought on mortgage	1496	171	289	385	377	200	74	1496	705	783	557	533	281	122	1089	403	1496
	24%	23%	25%	36%	34%	20%	7%	24%	24%	24%	31%	29%	22%	10%	30%	16%	24%
		f	ef	abefg	abefg	f		ef			cdfg	cdfg	df		cdfg	d	df
Owned outright by the household	2117	144	203	180	270	498	822	2117	1056	1058	802	588	388	335	1390	723	2117
	34%	19%	18%	17%	25%	49%	74%	34%	36%	33%	45%	31%	30%	27%	38%	29%	34%
					abc	abcdg	abcdeg	abcd	b		bcdefg	d			bcdfg		cdf
Rented from Local Authority/ Housing Association/ Trust	1064	147	212	191	216	190	108	1064	505	550	114	225	287	431	339	719	1064
	17%	20%	18%	18%	20%	19%	10%	17%	17%	17%	6%	12%	22%	35%	9%	29%	17%
		f	f	f	f	f		f				ae	abeg	abcefg	a	abceg	abe
Rented from private landlord	1253	166	381	273	212	116	104	1253	596	644	260	432	294	266	692	560	1253
	20%	22%	33%	26%	19%	11%	9%	20%	20%	20%	15%	23%	23%	22%	19%	22%	20%
		ef	acdefg	defg	ef			ef				aeg	ae	a	a	ae	a
Something else	70	15	26	11	8	1	8	70	23	47	17	18	16	19	35	35	70
	1%	2%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		defg	cdefg	e	e		e	e		a							
Don't know	87	58	19	4	6	2	-	87	25	61	10	34	10	25	44	35	87
	1%	8%	2%	*%	1%	*%	-%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
		bcdefg	cdef		f			cdef		a		ac		ac	a	a	a
Prefer not to say	98	40	20	18	11	8	2	98	37	54	16	38	9	27	55	36	98
	2%	5%	2%	2%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%
		bcdefg	f	f	f			f				ac		ac			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.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Being bought on mortgage	1496	1230	142	74	51	1496	1309	187	182	1315	192	546	757	1496	153	486	711
	24%	24%	27%	25%	29% ae	24%	24%	24%	21%	25%	15%	20% a	35% abd	24% ab	16%	20% a	37% ab
Owned outright by the household	2117	1760	188	106	63	2117	1760	357	169	1948	512	1002	583	2117	220	908	780
	34%	34%	36%	36%	36%	34%	33%	45% a	20%	37% a	41% bcd	37% cd	27%	34% c	23%	37% a	40% a
Rented from Local Authority/ Housing Association/ Trust	1064	890	102	50	22	1064	960	104	225	839	281	475	300	1064	339	432	118
	17%	17% d	20% d	17% d	13%	17% d	18% b	13%	26% b	16%	22% bcd	18% c	14%	17% c	35% bc	18% c	6%
Rented from private landlord	1253	1107	61	51	34	1253	1143	110	211	1042	191	567	489	1253	215	573	305
	20%	21% bc	12%	18% b	20% b	20% b	21% b	14%	25% b	20%	15%	21% a	22% a	20% a	22% c	24% c	16%
Something else	70	62	7	1	1	70	63	8	13	58	20	29	21	70	17	24	12
	1%	1% c	1% c	*%	*%	1% c	1%	1%	1%	1%	2%	1%	1%	1%	2% c	1%	1%
Don't know	87	71	11	5	1	87	71	16	28	60	29	46	11	87	13	7	8
	1%	1%	2% d	2%	1%	1%	1%	2%	3% b	1%	2% cd	2% c	1%	1% c	1% bc	*%	*%
Prefer not to say	98	83	8	4	2	98	88	9	24	73	36	43	16	98	9	6	4
	2%	2%	2%	1%	1%	2%	2%	1%	3% b	1%	3% bcd	2% c	1%	2% 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.

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Being bought on mortgage	1496	347	853	281	1496	378	1036	672	783
	24%	24%	27%	20%	24%	18%	28%	18%	36%
		c	cd		c		a		a
Owned outright by the household	2117	718	1131	244	2117	652	1378	1617	454
	34%	50%	35%	17%	34%	32%	37%	43%	21%
		bcd	c		c		a	b	
Rented from Local Authority/ Housing Association/ Trust	1064	136	467	446	1064	524	460	609	400
	17%	10%	15%	31%	17%	26%	12%	16%	19%
			a	abd	ab	b			a
Rented from private landlord	1253	186	666	384	1253	398	766	728	484
	20%	13%	21%	27%	20%	19%	21%	19%	22%
			a	abd	a				a
Something else	70	14	38	18	70	31	35	53	14
	1%	1%	1%	1%	1%	2%	1%	1%	1%
								b	
Don't know	87	17	25	22	87	36	23	52	13
	1%	1%	1%	2%	1%	2%	1%	1%	1%
				b	b	b		b	
Prefer not to say	98	12	39	22	98	25	27	37	10
	2%	1%	1%	2%	2%	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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Your mental health? Anxiety, depression, or trauma-related conditions, for example	901	196	183	167	165	135	54	901	342	543	180	253	173	291	433	464	901
	15%	26%	16%	16%	15%	13%	5%	15%	12%	17%	10%	14%	13%	24%	12%	18%	15%
		bcdefg	f	f	f	f		f		a		a	a	abcefg		abceg	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	540	29	75	65	90	121	160	540	253	285	122	121	108	189	243	298	540
	9%	4%	7%	6%	8%	12%	14%	9%	9%	9%	7%	6%	8%	15%	7%	12%	9%
			a		a	abcdg	abcdg	abc						abcefg		abceg	abe
Eyesight? Poor vision, colour blindness, partial sight, or are blind	378	102	77	49	60	36	55	378	190	184	114	86	80	93	201	173	378
	6%	14%	7%	5%	5%	4%	5%	6%	6%	6%	6%	5%	6%	8%	6%	7%	6%
		bcdefg	e					e			b			be		be	b
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	375	42	44	49	71	77	93	375	168	201	72	93	78	130	165	208	375
	6%	6%	4%	5%	6%	8%	8%	6%	6%	6%	4%	5%	6%	11%	5%	8%	6%
					b	bc	abcg	b					a	abcefg		abceg	ae
Hearing? Poor hearing, partial hearing, or are d/Deaf	364	26	36	42	42	67	151	364	198	165	111	97	60	94	208	154	364
	6%	4%	3%	4%	4%	7%	13%	6%	7%	5%	6%	5%	5%	8%	6%	6%	6%
						abcd	abcdeg	abcd	b					bceg			

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	359	74	96	81	58	37	12	359	159	191	65	69	97	123	135	220	359
	6%	10%	8%	8%	5%	4%	1%	6%	5%	6%	4%	4%	8%	10%	4%	9%	6%
		defg	defg	defg	f	f		ef					abeg	abceg		abeg	abe
Breathing? Breathlessness or chest pains	347	50	43	49	46	67	93	347	172	171	75	85	68	118	159	186	347
	6%	7%	4%	5%	4%	7%	8%	6%	6%	5%	4%	5%	5%	10%	4%	7%	6%
		bd				bd	bcdg	b						abcefg		abceg	ae
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	288	75	83	66	47	11	6	288	119	154	82	81	62	63	162	126	288
	5%	10%	7%	6%	4%	1%	1%	5%	4%	5%	5%	4%	5%	5%	4%	5%	5%
		bcdefg	defg	efg	ef			ef									
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	213	29	39	31	40	45	30	213	104	109	54	46	45	68	100	113	213
	3%	4%	3%	3%	4%	4%	3%	3%	4%	3%	3%	2%	3%	6%	3%	5%	3%
														abceg		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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Difficulty with speech? e.g. due to stroke, stutter or stammer	79	20	24	18	10	4	2	79	46	31	36	13	13	17	48	30	79
	1%	3%	2%	2%	1%	*%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		defg	def	ef	f			ef			bg						
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2044	352	380	307	322	321	363	2044	929	1095	496	561	412	565	1057	977	2044
	33%	47%	33%	29%	29%	32%	32%	33%	32%	34%	28%	30%	32%	46%	29%	39%	33%
		bcdefg						cd		a			a	abcefg		abceg	abe
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3723	298	670	674	712	642	728	3723	1823	1887	1201	1187	785	542	2388	1327	3723
	60%	40%	58%	63%	65%	63%	65%	60%	62%	59%	68%	64%	61%	44%	66%	53%	60%
			a	ab	abg	ab	abg	a	b		bcdfg	dfg	df		cdfg	d	df
Don't know	218	55	53	45	27	26	12	218	117	101	39	63	53	57	102	111	218
	4%	7%	5%	4%	2%	3%	1%	4%	4%	3%	2%	3%	4%	5%	3%	4%	4%
		bcdefg	def	df	f	f		f					ae	ae		ae	a
Prefer not to say	199	37	47	37	39	24	15	199	78	115	40	56	36	60	96	96	199
	3%	5%	4%	3%	4%	2%	1%	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%
		efg	f	f	f			f						abceg		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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Your mental health? Anxiety, depression, or trauma-related conditions, for example	901	753	81	35	32	901	794	107	147	754	146	395	357	901	211	366	162
	15%	14%	16%	12%	18% ace	15%	15%	14%	17% b	14%	12%	15% a	16% a	15% a	22% bc	15% c	8%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	540	441	47	30	23	540	459	81	70	470	156	242	136	540	116	251	116
	9%	8%	9%	10%	13% abe	9%	9%	10%	8%	9%	12% bcd	9% c	6%	9% c	12% c	10% c	6%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	378	324	26	16	13	378	334	43	68	310	81	169	124	378	104	124	75
	6%	6%	5%	6%	7%	6%	6%	5%	8% b	6%	6%	6%	6%	6%	11% bc	5%	4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	375	302	35	23	15	375	307	68	55	320	84	173	117	375	84	165	76
	6%	6%	7%	8%	9% ae	6%	6%	9% a	6%	6%	7%	6%	5%	6%	9% c	7% c	4%
Hearing? Poor hearing, partial hearing, or are d/Deaf	364	304	28	20	12	364	292	72	49	315	102	162	96	364	59	148	101
	6%	6%	5%	7%	7%	6%	5%	9% a	6%	6%	8% bcd	6% c	4%	6% c	6%	6%	5%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	359 6%	301 6%	32 6%	15 5%	9 5%	359 6%	322 6%	37 5%	61 7%	297 6%	59 5%	172 6%	126 6%	359 6%	90 9% bc	136 6% c	57 3%
Breathing? Breathlessness or chest pains	347 6%	285 5%	35 7%	16 6%	11 6%	347 6%	308 6%	39 5%	53 6%	295 6%	104 8% bcd	139 5%	101 5%	347 6%	79 8% bc	148 6% c	66 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	288 5%	236 5%	33 6% c	11 4%	8 5%	288 5%	257 5%	31 4%	33 4%	255 5%	41 3%	117 4%	130 6% abd	288 5% a	74 8% bc	102 4%	61 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	213 3%	179 3%	18 3%	10 4%	7 4%	213 3%	189 3%	25 3%	33 4%	180 3%	49 4%	96 4%	66 3%	213 3%	40 4% c	103 4% c	43 2%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Difficulty with speech? e.g. due to stroke, stutter or stammer	79	65	7	5	2	79	74	5	14	64	15	34	29	79	23	27	15
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2% bc	1%	1%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2044	1699	172	105	68	2044	1762	282	302	1742	475	910	649	2044	450	854	437
	33%	33%	33%	36%	40% abe	33%	33%	36%	35%	33%	38% bcd	34% c	30%	33% c	47% bc	35% c	23%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3723	3145	316	167	94	3723	3255	469	450	3273	650	1617	1438	3723	432	1487	1442
	60%	60% d	61% d	58%	55%	60% d	60%	59%	53%	61% a	52%	60% a	66% abd	60% a	45%	61% a	74% ab
Don't know	218	192	13	8	6	218	190	28	53	165	70	101	46	218	56	53	38
	4%	4%	2%	3%	3%	4%	4%	3%	6% b	3%	6% bcd	4% c	2%	4% c	6% bc	2%	2%
Prefer not to say	199	166	18	10	5	199	187	13	46	153	67	80	44	199	28	41	21
	3%	3%	4%	3%	3%	3%	3% b	2%	5% b	3%	5% bcd	3%	2%	3% c	3% bc	2%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Your mental health? Anxiety, depression, or trauma-related conditions, for example	901	127	380	379	901	901	-	587	284
	15%	9%	12%	27%	15%	44%	-%	16%	13%
			a	abd	ab	b		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	540	106	261	168	540	540	-	369	149
	9%	7%	8%	12%	9%	26%	-%	10%	7%
				abd		b		b	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	378	91	174	109	378	378	-	217	145
	6%	6%	5%	8%	6%	18%	-%	6%	7%
				bd		b			
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	375	77	164	128	375	375	-	274	89
	6%	5%	5%	9%	6%	18%	-%	7%	4%
				abd		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.

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Hearing? Poor hearing, partial hearing, or are d/ Deaf	364	90	183	85	364	364	-	267	82
	6%	6%	6%	6%	6%	18%	-%	7%	4%
						b		b	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	359	55	152	142	359	359	-	202	134
	6%	4%	5%	10%	6%	18%	-%	5%	6%
				abd	ab	b			
Breathing? Breathlessness or chest pains	347	59	152	129	347	347	-	217	109
	6%	4%	5%	9%	6%	17%	-%	6%	5%
				abd	a	b			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder etc.	288	59	123	99	288	288	-	151	121
	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	213	39	104	68	213	213	-	128	72
	3%	3%	3%	5% abd	3%	10% b	-%	3%	3%
Difficulty with speech? e.g. due to stroke, stutter or stammer	79	18	39	19	79	79	-	26	43
	1%	1%	1%	1%	1%	4% b	-%	1%	2% a
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	2044	406	954	656	2044	2044	-	1318	634
	33%	28%	30%	46% abd	33% ab	100% b	-%	35% b	29%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	3723	952	2085	649	3723	-	3723	2258	1388
	60%	67% cd	65% cd	46%	60% c	-%	100% a	60%	64% a
Don't know	218	39	101	56	218	-	-	100	92
	4%	3%	3%	4%	4%	-%	-%	3%	4% 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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Prefer not to say	199	34	77	56	199	-	-	92	45
	3%	2%	2%	4% ab	3% b	-%	-%	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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4693	407	703	741	877	903	1062	4693	2204	2463	1280	1390	992	1012	2670	2004	4693
	76%	55%	61%	70%	80%	89%	95%	76%	75%	77%	72%	74%	77%	83%	73%	80%	76%
			a	ab	abcg	abcdg	abcdeg	abc					ae	abceg		abeg	ae
WHITE - Irish	76	13	11	11	17	13	11	76	37	39	24	32	11	8	56	20	76
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
												df			df		
WHITE - Gypsy, Traveller or Irish Traveller	5	5	1	-	-	-	-	5	2	3	-	1	2	2	1	4	5
	*%	1%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
		cdefg															
WHITE - Any other White background	223	39	38	49	44	28	25	223	86	137	61	63	59	38	124	97	223
	4%	5%	3%	5%	4%	3%	2%	4%	3%	4%	3%	3%	5%	3%	3%	4%	4%
		efg		ef	f			f		a							
MIXED - White and Black African	72	17	33	16	5	1	1	72	44	26	31	24	11	7	55	18	72
	1%	2%	3%	2%	*%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		defg	cdefg	def				def	b		df				df		
MIXED - White and Black Caribbean	57	14	12	15	8	8	-	57	22	36	20	13	14	10	33	24	57
	1%	2%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		dfg	f	f	f	f		f									
MIXED - White and Asian	52	15	17	11	4	4	1	52	30	22	19	19	8	7	38	14	52
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		defg	def	f				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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
MIXED - Any other mixed/ multiple ethnic background	34	12	11	8	2	1	-	34	18	14	7	15	2	8	23	10	34
	1%	2%	1%	1%	*%	*%	-%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%
		defg	def	f				f				c					
ASIAN AND BRITISH ASIAN - Indian	165	30	46	35	27	20	7	165	76	89	53	65	28	19	118	46	165
	3%	4%	4%	3%	2%	2%	1%	3%	3%	3%	3%	3%	2%	2%	3%	2%	3%
		efg	efg	f	f	f		f			df	df			df		df
ASIAN AND BRITISH ASIAN - Pakistani	122	36	42	23	20	2	-	122	50	70	28	46	32	17	73	49	122
	2%	5%	4%	2%	2%	*%	-%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
		cdefg	defg	ef	ef			ef									
ASIAN AND BRITISH ASIAN - Chinese	60	7	17	11	16	5	4	60	37	23	30	15	13	3	44	15	60
	1%	1%	2%	1%	1%	*%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
			ef		ef				b		bdfg	d	d		df		d
ASIAN AND BRITISH ASIAN- Bangladeshi	30	7	12	6	5	1	-	30	10	20	8	5	10	8	13	18	30
	*%	1%	1%	1%	*%	*%	-%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%
		ef	ef	f	f			f									
ASIAN AND BRITISH ASIAN - Any other Asian background	53	15	18	9	8	2	2	53	24	29	19	17	4	13	36	17	53
	1%	2%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
		cdefg	ef	f				ef			c			c	c		
BLACK AND BLACK BRITISH - African	358	82	142	89	35	6	3	358	217	137	144	104	70	38	248	107	358
	6%	11%	12%	8%	3%	1%	*%	6%	7%	4%	8%	6%	5%	3%	7%	4%	6%
		defg	cdefg	defg	ef			def	b		bcdfg	d	d		df		df
BLACK AND BLACK BRITISH - Caribbean	71	10	17	18	12	10	3	71	37	34	28	22	6	14	51	20	71
	1%	1%	2%	2%	1%	1%	*%	1%	1%	1%	2%	1%	*%	1%	1%	1%	1%
		f	f	f	f			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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	26	5	11	5	3	2	-	26	17	9	11	7	4	5	17	8	26
	*%	1%	1%	*%	*%	*%	-%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%
		f	efg	f													
OTHER ETHNIC GROUP - Arab	23	9	2	5	1	6	1	23	11	12	4	5	6	7	9	13	23
	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
		bdfg															
OTHER ETHNIC GROUP - Any other ethnic background	22	7	6	5	4	1	-	22	4	18	3	8	7	5	10	12	22
	*%	1%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%	1%	*%	*%	*%	*%
		efg	f	f						a							
Prefer not to say	43	12	11	6	12	1	1	43	20	18	7	18	9	5	25	15	43
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%
		cefg	ef		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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4693	3878	437	250	129	4693	3992	701	598	4095	1011	2075	1572	4693	669	1949	1517
	76%	75%	84%	86%	74%	76%	74%	89%	70%	77%	80%	77%	72%	76%	69%	80%	78%
			ade	ade				a		a	bcd	c		c		a	a
WHITE - Irish	76	42	5	2	26	76	59	17	7	69	14	34	28	76	8	29	22
	1%	1%	1%	1%	15%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					abce			a									
WHITE - Gypsy, Traveller or Irish Traveller	5	4	1	-	*	5	5	-	3	3	5	1	-	5	2	1	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%
									b		bcd						
WHITE - Any other White background	223	194	17	6	6	223	196	27	34	189	29	107	87	223	27	97	59
	4%	4%	3%	2%	3%	4%	4%	3%	4%	4%	2%	4%	4%	4%	3%	4%	3%
		c				c						a	a	a			
MIXED - White and Black African	72	62	7	2	1	72	71	1	17	55	13	29	30	72	18	13	30
	1%	1%	1%	1%	*%	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%	1%	2%
							b		b						b		b
MIXED - White and Black Caribbean	57	56	1	-	*	57	53	4	18	39	15	18	25	57	11	21	10
	1%	1%	*%	-%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		bcd				c			b								
MIXED - White and Asian	52	46	3	2	*	52	47	5	7	45	8	18	26	52	8	16	23
	1%	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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
MIXED - Any other mixed/ multiple ethnic background	34	28	4	-	1	34	31	3	6	27	3	18	12	34	4	10	11
	1%	1%	1% c	-%	*%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%
ASIAN AND BRITISH ASIAN - Indian	165	157	3	3	2	165	154	10	29	135	27	69	68	165	32	61	43
	3%	3% bcd	1%	1%	1%	3% bcd	3% b	1%	3%	3%	2%	3%	3%	3%	3%	3%	2%
ASIAN AND BRITISH ASIAN - Pakistani	122	116	6	-	-	122	116	6	27	96	31	57	33	122	51	31	17
	2%	2% cd	1% cd	-%	-%	2% cd	2% b	1%	3% b	2%	2%	2%	2%	2%	5% bc	1%	1%
ASIAN AND BRITISH ASIAN - Chinese	60	51	6	1	1	60	57	3	*	59	13	20	27	60	6	20	29
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1% a	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN- Bangladeshi	30	28	-	2	-	30	30	-	3	28	3	19	9	30	8	9	7
	*%	1%	-%	1% bd	-%	*%	1%	-%	*%	1%	*%	1%	*%	*%	1%	*%	*%
ASIAN AND BRITISH ASIAN - Any other Asian background	53	49	2	*	2	53	53	-	7	46	7	25	21	53	12	22	9
	1%	1%	*%	*%	1%	1%	1% b	-%	1%	1%	1%	1%	1%	1%	1% c	1%	*%
BLACK AND BLACK BRITISH - African	358	317	22	16	3	358	350	7	58	300	29	151	177	358	70	123	112
	6%	6% d	4% d	5% d	2%	6% d	6% b	1%	7%	6%	2%	6% a	8% abd	6% a	7% b	5%	6%

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
BLACK AND BLACK BRITISH - Caribbean	71	69	-	1	*	71	69	2	8	62	13	24	33	71	14	15	26
	1%	1%	-%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcd				b	b								b		b
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	26	24	-	2	*	26	26	-	3	23	6	8	12	26	6	4	14
	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	1%	*%	1%
															b		b
OTHER ETHNIC GROUP - Arab	23	20	2	1	*	23	22	1	4	19	4	10	8	23	5	7	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	22	21	-	1	-	22	21	1	10	12	8	7	7	22	7	5	3
	*%	*%	-%	*%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%
									b						bc		
Prefer not to say	43	38	3	1	*	43	41	2	14	29	21	19	3	43	8	3	3
	1%	1%	1%	1%	*%	1%	1%	*%	2%	1%	2%	1%	*%	1%	1%	*%	*%
									b		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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	4693	1034	2465	1122	4693	1619	2810	3088	1454
	76%	72%	77% a	79% ad	76% a	79% b	75%	82% b	67%
WHITE - Irish	76	16	33	25	76	32	40	52	23
	1%	1%	1%	2%	1%	2%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	5	1	2	1	5	4	-	3	1
	*%	*%	*%	*%	*%	*% b	-%	*%	*%
WHITE - Any other White background	223	55	107	58	223	64	142	136	76
	4%	4%	3%	4%	4%	3%	4%	4%	4%
MIXED - White and Black African	72	32	32	8	72	28	40	30	38
	1%	2% bcd	1%	1%	1%	1%	1%	1%	2% a
MIXED - White and Black Caribbean	57	8	31	17	57	15	36	21	32
	1%	1%	1%	1%	1%	1%	1%	1%	1% a
MIXED - White and Asian	52	27	15	9	52	16	32	25	26
	1%	2% bcd	*%	1%	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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
MIXED - Any other mixed/ multiple ethnic background	34	8	10	9	34	6	19	16	11
	1%	1%	*%	1%	1%	*%	1%	*%	1%
ASIAN AND BRITISH ASIAN - Indian	165	46	87	30	165	47	105	88	69
	3%	3%	3%	2%	3%	2%	3%	2%	3%
ASIAN AND BRITISH ASIAN - Pakistani	122	20	62	36	122	52	53	44	68
	2%	1%	2%	3%	2%	3%	1%	1%	3%
				a		b			a
ASIAN AND BRITISH ASIAN - Chinese	60	18	35	7	60	19	37	31	25
	1%	1%	1%	*%	1%	1%	1%	1%	1%
		c							
ASIAN AND BRITISH ASIAN- Bangladeshi	30	7	19	5	30	12	16	17	14
	*%	*%	1%	*%	*%	1%	*%	*%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	53	14	27	10	53	15	34	33	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH - African	358	108	206	38	358	61	263	118	221
	6%	8%	6%	3%	6%	3%	7%	3%	10%
		cd	c		c		a		a
BLACK AND BLACK BRITISH - Caribbean	71	12	39	19	71	14	48	29	37
	1%	1%	1%	1%	1%	1%	1%	1%	2%
							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.

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	26	7	15	2	26	6	18	9	16
	*%	*%	*%	*%	*%	*%	*%	*%	1%
									a
OTHER ETHNIC GROUP - Arab	23	9	9	2	23	9	12	9	10
	*%	1%	*%	*%	*%	*%	*%	*%	*%
		c							
OTHER ETHNIC GROUP - Any other ethnic background	22	6	10	5	22	11	8	8	13
	*%	*%	*%	*%	*%	1%	*%	*%	1%
						b			a
Prefer not to say	43	4	14	15	43	12	12	11	10
	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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Universal Credit (and household has other earnings).	610	91	151	145	143	69	11	610	225	380	127	147	138	196	274	334	610
	10%	12%	13%	14%	13%	7%	1%	10%	8%	12%	7%	8%	11%	16%	8%	13%	10%
		ef	efg	efg	efg	f		ef		a			abe	abcefg		abeg	abe
Personal Independence Payment (PIP)	550	45	90	87	97	137	94	550	258	286	127	128	102	194	254	296	550
	9%	6%	8%	8%	9%	14%	8%	9%	9%	9%	7%	7%	8%	16%	7%	12%	9%
					a	abcdfg		a						abcefg		abceg	abe
Universal Credit (and household has no other earnings).	327	52	74	81	65	49	5	327	124	201	67	48	52	159	115	211	327
	5%	7%	6%	8%	6%	5%	*%	5%	4%	6%	4%	3%	4%	13%	3%	8%	5%
		f	f	efg	f	f		f		a			b	abcefg		abceg	abe
Employment and Support Allowance (ESA)	316	38	78	63	49	74	14	316	173	142	104	51	47	113	155	160	316
	5%	5%	7%	6%	4%	7%	1%	5%	6%	4%	6%	3%	4%	9%	4%	6%	5%
		f	dfg	f	f	dfg		f	b		bce			abcefg	b	bceg	b
Carer's allowance	262	40	43	53	63	48	14	262	128	132	64	52	45	101	116	146	262
	4%	5%	4%	5%	6%	5%	1%	4%	4%	4%	4%	3%	4%	8%	3%	6%	4%
		f	f	f	f	f		f						abcefg		abceg	be
Income Support	219	60	80	42	27	6	5	219	123	96	84	44	50	40	128	90	219
	4%	8%	7%	4%	2%	1%	*%	4%	4%	3%	5%	2%	4%	3%	4%	4%	4%
		cdefg	cdefg	ef	ef			ef	b		bg		b		b	b	b
Pensions Credit (Guaranteed Credit)	144	22	38	31	9	5	39	144	75	69	70	17	17	40	87	57	144
	2%	3%	3%	3%	1%	1%	3%	2%	3%	2%	4%	1%	1%	3%	2%	2%	2%
		de	de	de			deg	de			bcefg			bc	b	b	b
Income-based Jobseeker's Allowance	106	22	38	29	11	2	4	106	58	48	52	12	19	20	65	39	106
	2%	3%	3%	3%	1%	*%	*%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%
		defg	defg	defg	e			ef			bcdefg		b	b	b	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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Pensions Credit (no Guaranteed Credit)	92	19	27	24	8	1	12	92	54	39	43	16	26	9	58	34	92
	1%	3%	2%	2%	1%	*%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%
		defg	def	de			e	e			bdfg		bd		bd		d
Other	95	4	7	12	17	13	42	95	35	60	23	20	21	31	43	52	95
	2%	1%	1%	1%	2%	1%	4%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
							abcdeg	ab						abeg		be	
RECEIVES ANY OF THESE BENEFITS	1791	264	397	341	319	267	203	1791	790	989	424	393	365	603	817	968	1791
	29%	36%	35%	32%	29%	26%	18%	29%	27%	31%	24%	21%	28%	49%	22%	39%	29%
		defg	defg	ef	f	f		f		a			abe	abcefg		abceg	abe
None of these - Do not receive any of these benefits	3967	355	642	654	716	709	891	3967	1978	1967	1261	1348	833	515	2609	1348	3967
	64%	48%	56%	62%	65%	70%	80%	64%	67%	61%	71%	72%	65%	42%	72%	54%	64%
			a	ab	ab	abcdg	abcdeg	ab	b		cdfg	cdfg	df		cdfg	d	df
Don't know	215	78	59	27	26	14	11	215	94	120	51	69	46	41	120	87	215
	3%	10%	5%	3%	2%	1%	1%	3%	3%	4%	3%	4%	4%	3%	3%	3%	3%
		bcdefg	cdefg	f	f			ef									
Prefer not to say	211	44	51	41	39	22	13	211	86	122	40	57	42	66	96	108	211
	3%	6%	4%	4%	4%	2%	1%	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%
		defg	ef	ef	f			f						abceg		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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Universal Credit (and household has other earnings).	610	519	47	29	16	610	549	61	138	472	107	255	245	610	228	239	72
	10%	10%	9%	10%	9%	10%	10%	8%	16% b	9%	8%	9%	11% a	10%	24% bc	10% c	4%
Personal Independence Payment (PIP)	550	452	45	28	25	550	480	71	91	459	114	248	187	550	135	233	125
	9%	9%	9%	10%	14% abce	9%	9%	9%	11%	9%	9%	9%	9%	9%	14% bc	10% c	6%
Universal Credit (and household has no other earnings).	327	281	24	13	9	327	304	23	69	258	64	142	121	327	131	126	31
	5%	5%	5%	4%	5%	5%	6% b	3%	8% b	5%	5%	5%	6%	5%	14% bc	5% c	2%
Employment and Support Allowance (ESA)	316	267	22	12	15	316	284	32	41	275	58	141	115	316	93	125	73
	5%	5%	4%	4%	9% abce	5%	5%	4%	5%	5%	5%	5%	5%	5%	10% bc	5%	4%
Carer's allowance	262	216	22	14	10	262	234	28	41	221	44	124	93	262	84	122	34
	4%	4%	4%	5%	6%	4%	4%	4%	5%	4%	3%	5%	4%	4%	9% bc	5% c	2%
Income Support	219	189	14	8	8	219	209	10	45	174	44	95	80	219	67	66	65
	4%	4%	3%	3%	5%	4%	4% b	1%	5% b	3%	3%	4%	4%	4%	7% bc	3%	3%
Pensions Credit (Guaranteed Credit)	144	121	9	9	5	144	133	11	20	124	37	59	48	144	28	55	50
	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	3%
Income-based Jobseeker's Allowance	106	92	6	4	3	106	99	8	15	91	21	48	37	106	38	30	26
	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	4% bc	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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Pensions Credit (no Guaranteed Credit)	92	79	8	3	2	92	85	8	12	81	20	36	36	92	24	39	24
	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%
															c		
Other	95	75	11	4	5	95	86	9	11	84	24	44	24	95	18	47	15
	2%	1%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%
					ae										c	c	
RECEIVES ANY OF THESE BENEFITS	1791	1508	137	82	64	1791	1605	186	343	1448	404	796	583	1791	592	714	283
	29%	29%	26%	28%	37%	29%	30%	24%	40%	27%	32%	29%	27%	29%	61%	29%	15%
					abce		b		b		c				bc	c	
None of these - Do not receive any of these benefits	3967	3333	346	194	94	3967	3403	564	401	3566	740	1716	1491	3967	320	1643	1602
	64%	64%	67%	67%	55%	64%	63%	71%	47%	67%	59%	63%	69%	64%	33%	67%	83%
		d	d	d		d		a		a		a	abd	a		a	ab
Don't know	215	185	20	5	5	215	197	18	57	158	53	108	49	215	26	44	33
	3%	4%	4%	2%	3%	3%	4%	2%	7%	3%	4%	4%	2%	3%	3%	2%	2%
		c	c			c			b		c	c		c			
Prefer not to say	211	177	15	10	9	211	189	22	50	161	65	86	54	211	29	35	20
	3%	3%	3%	3%	5%	3%	4%	3%	6%	3%	5%	3%	2%	3%	3%	1%	1%
					ae				b		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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Universal Credit (and household has other earnings).	610	86	268	250	610	311	268	233	348
	10%	6%	8%	18%	10%	15%	7%	6%	16%
			a	abd	ab	b			a
Personal Independence Payment (PIP)	550	84	280	181	550	387	151	365	172
	9%	6%	9%	13%	9%	19%	4%	10%	8%
			a	abd	a	b		b	
Universal Credit (and household has no other earnings).	327	59	100	162	327	211	95	139	171
	5%	4%	3%	11%	5%	10%	3%	4%	8%
				abd	b	b			a
Employment and Support Allowance (ESA)	316	80	139	95	316	206	96	175	132
	5%	6%	4%	7%	5%	10%	3%	5%	6%
				bd		b			a
Carer's allowance	262	43	125	89	262	148	100	119	135
	4%	3%	4%	6%	4%	7%	3%	3%	6%
				abd		b			a
Income Support	219	94	83	42	219	111	87	55	148
	4%	7%	3%	3%	4%	5%	2%	1%	7%
		bcd			b	b			a
Pensions Credit (Guaranteed Credit)	144	58	59	27	144	68	68	73	67
	2%	4%	2%	2%	2%	3%	2%	2%	3%
		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.

C11. Do you or anyone in your household currently receive any of the following benefits? (MULTI CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Income-based Jobseeker's Allowance	106	40	41	25	106	69	30	36	65
	2%	3%	1%	2%	2%	3%	1%	1%	3%
		bd				b			a
Pensions Credit (no Guaranteed Credit)	92	30	41	18	92	64	25	33	54
	1%	2%	1%	1%	1%	3%	1%	1%	3%
						b			a
Other	95	20	54	21	95	55	38	56	36
	2%	1%	2%	1%	2%	3%	1%	1%	2%
						b			
RECEIVES ANY OF THESE BENEFITS	1791	338	816	619	1791	1035	659	897	811
	29%	24%	25%	44%	29%	51%	18%	24%	38%
				abd	ab	b			a
None of these - Do not receive any of these benefits	3967	1012	2227	684	3967	853	2944	2651	1225
	64%	71%	69%	48%	64%	42%	79%	70%	57%
		cd	cd		c		a	b	
Don't know	215	51	93	43	215	80	76	117	62
	3%	4%	3%	3%	3%	4%	2%	3%	3%
						b			
Prefer not to say	211	29	81	71	211	76	44	103	61
	3%	2%	3%	5%	3%	4%	1%	3%	3%
				abd	ab	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.

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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Up to £199 per week / Up to £10,399 per year	444	78	89	64	86	90	36	444	206	237	43	85	84	230	128	314	444
	7%	11%	8%	6%	8%	9%	3%	7%	7%	7%	2%	5%	7%	19%	4%	13%	7%
		cfg	f	f	f	cf		f				a	abe	abcefg		abceg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	507	61	69	75	79	108	115	507	227	277	60	99	112	235	159	347	507
	8%	8%	6%	7%	7%	11%	10%	8%	8%	9%	3%	5%	9%	19%	4%	14%	8%
						bcdg	bcdg	b				a	abe	abcefg		abceg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	957	74	164	148	165	176	231	957	456	495	138	318	241	261	456	501	957
	15%	10%	14%	14%	15%	17%	21%	15%	15%	15%	8%	17%	19%	21%	13%	20%	15%
			a	a	a	ac	abcdg	a				ae	aeg	abeg	a	abeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	1069	124	179	140	184	186	257	1069	520	541	264	363	278	163	628	441	1069
	17%	17%	16%	13%	17%	18%	23%	17%	18%	17%	15%	19%	22%	13%	17%	18%	17%
		c			c	c	abcdeg	c				ad	adefg		d	ad	ad
From £700 to £999 per week / From £36,400 to £51,999 per year	1076	89	186	195	213	169	224	1076	572	500	345	392	245	91	737	337	1076
	17%	12%	16%	18%	19%	17%	20%	17%	19%	16%	19%	21%	19%	7%	20%	13%	17%
			a	a	a	a	ab	a	b		df	dfg	df		dfg	d	df
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	786	73	182	180	143	97	111	786	395	388	352	272	134	27	624	161	786
	13%	10%	16%	17%	13%	10%	10%	13%	13%	12%	20%	15%	10%	2%	17%	6%	13%
			aefg	adefg	ef			aef			bcdefg	cdf	df		bcdfg	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
£1,500 and above per week / £78,000 and above per year	587	48	127	149	122	95	46	587	320	265	415	116	45	11	531	56	587
	9%	7%	11%	14%	11%	9%	4%	9%	11%	8%	23%	6%	3%	1%	15%	2%	9%
		f	af	aefg	af	af		af	b		bcdefg	cdf	df		bcdfg	d	bcdf
Don't know/ Prefer not to say	759	194	154	112	108	92	99	759	249	495	159	222	148	206	381	354	759
	12%	26%	13%	11%	10%	9%	9%	12%	8%	15%	9%	12%	11%	17%	10%	14%	12%
		bcdefg	def					def		a		a	a	abcefg		aeg	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.

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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Up to £199 per week / Up to £10,399 per year	444	368	38	23	15	444	390	54	98	345	150	196	96	444	444	-	-
	7%	7%	7%	8%	9%	7%	7%	7%	12% b	6%	12% bcd	7% c	4%	7% c	46% bc	-%	-%
From £200 to £299 per week / From £10,400 to £15,599 per year	507	429	44	22	13	507	448	60	84	423	161	216	125	507	156	332	-
	8%	8%	8%	8%	8%	8%	8%	8%	10%	8%	13% bcd	8% c	6%	8% c	16% c	14% c	-%
From £300 to £499 per week / From £15,600 to £25,999 per year	957	807	73	48	29	957	856	101	141	817	221	432	294	957	211	719	-
	15%	16%	14%	17%	17%	15%	16% b	13%	17%	15%	18% c	16% c	14%	15% c	22% c	30% ac	-%
From £500 to £699 per week / From £26,000 to £36,399 per year	1069	879	102	56	31	1069	903	166	125	943	206	510	351	1069	113	817	123
	17%	17%	20%	19%	18%	17%	17%	21% a	15%	18%	16%	19% c	16%	17%	12% c	34% ac	6%
From £700 to £999 per week / From £36,400 to £51,999 per year	1076	917	88	40	31	1076	925	152	101	975	164	474	435	1076	42	568	441
	17%	18% c	17%	14%	18%	17% c	17%	19%	12%	18% a	13%	18% a	20% abd	17% a	4%	23% a	23% a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	786	652	76	37	20	786	691	95	74	712	82	327	377	786	-	-	786
	13%	13%	15%	13%	12%	13%	13%	12%	9%	13% a	7%	12% a	17% abd	13% a	-%	-%	41% 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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
£1,500 and above per week / £78,000 and above per year	587	510	34	28	14	587	518	69	47	539	48	200	338	587	-	-	587
	9%	10%	7%	10%	8%	9%	10%	9%	6%	10%	4%	7%	16%	9%	-%	-%	30%
		b				b				a		a	abd	ab			ab
Don't know/ Prefer not to say	759	641	64	35	20	759	665	94	181	578	229	352	161	759	-	-	-
	12%	12%	12%	12%	11%	12%	12%	12%	21%	11%	18%	13%	7%	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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Up to £199 per week / Up to £10,399 per year	444	61	162	212	444	221	166	294	122
	7%	4%	5%	15%	7%	11%	4%	8%	6%
				abd	ab	b		b	
From £200 to £299 per week / From £10,400 to £15,599 per year	507	65	243	193	507	260	231	345	143
	8%	5%	8%	14%	8%	13%	6%	9%	7%
			a	abd	a	b		b	
From £300 to £499 per week / From £15,600 to £25,999 per year	957	133	522	298	957	373	534	619	311
	15%	9%	16%	21%	15%	18%	14%	16%	14%
			a	abd	a	b			
From £500 to £699 per week / From £26,000 to £36,399 per year	1069	226	609	228	1069	362	659	713	339
	17%	16%	19%	16%	17%	18%	18%	19%	16%
			ac					b	
From £700 to £999 per week / From £36,400 to £51,999 per year	1076	236	678	159	1076	281	760	647	403
	17%	17%	21%	11%	17%	14%	20%	17%	19%
		c	acd		c		a		
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	786	270	431	80	786	177	580	434	332
	13%	19%	13%	6%	13%	9%	16%	12%	15%
		bcd	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.

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
£1,500 and above per week / £78,000 and above per year	587	315	229	40	587	105	463	246	336
	9%	22%	7%	3%	9%	5%	12%	7%	16%
		bcd	c		bc		a		a
Don't know/ Prefer not to say	759	124	343	206	759	266	331	470	174
	12%	9%	11%	15%	12%	13%	9%	12%	8%
				abd	ab	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

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	6185	823	1077	1144	1014	981	1146	6185	2889	3253	1766	1790	1122	1476	3556	2598	6185
Effective Weighted Sample	4991	684	876	939	826	792	901	4991	2330	2627	1428	1462	941	1173	2890	2076	4991
Total	6185	741	1149	1063	1100	1013	1118	6185	2947	3199	1776	1867	1286	1225	3643	2511	6185
Doing well	1430	229	305	202	173	174	346	1430	756	671	677	356	252	139	1033	391	1430
	23%	31%	27%	19%	16%	17%	31%	23%	26%	21%	38%	19%	20%	11%	28%	16%	23%
		cdeg	cdeg				bcdeg	cde	b		bcdefg	df	df		bcdfg	d	bcdf
Getting by	3218	345	556	567	561	555	634	3218	1566	1633	867	1042	738	565	1909	1302	3218
	52%	47%	48%	53%	51%	55%	57%	52%	53%	51%	49%	56%	57%	46%	52%	52%	52%
				ab		ab	abdg	ab				adefg	adefg		ad	d	ad
Struggling	1416	129	265	282	337	274	129	1416	584	820	215	430	277	483	645	760	1416
	23%	17%	23%	26%	31%	27%	12%	23%	20%	26%	12%	23%	22%	39%	18%	30%	23%
		f	af	afg	abfg	afg		af		a		ae	ae	abcefg	a	abceg	ae
Don't know	55	19	14	9	5	7	1	55	19	34	7	17	8	20	24	27	55
	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
		cdefg	f	f				f						aceg		a	
Prefer not to say	66	19	9	3	23	4	7	66	22	40	10	22	11	19	32	30	66
	1%	3%	1%	*%	2%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		bcefg			bcefg			c						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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	6185	4347	613	612	613	6185	5364	821	868	5317	1270	2758	2116	6185	1000	2421	1894
Effective Weighted Sample	4991	3893	526	579	553	4991	4338	654	695	4296	1017	2209	1733	4991	789	1965	1538
Total	6185	5203	519	290	173	6185	5394	791	852	5333	1262	2707	2177	6185	966	2435	1937
Doing well	1430	1210	120	59	41	1430	1246	184	164	1266	297	603	520	1430	144	408	741
	23%	23%	23%	20%	24%	23%	23%	23%	19%	24% a	24%	22%	24%	23%	15%	17%	38% ab
Getting by	3218	2694	279	157	88	3218	2811	407	385	2833	601	1472	1126	3218	423	1408	996
	52%	52%	54%	54%	51%	52%	52%	51%	45%	53% a	48%	54% a	52% a	52% a	44%	58% ac	51% a
Struggling	1416	1198	107	69	42	1416	1231	185	271	1145	313	582	513	1416	389	609	193
	23%	23%	21%	24%	24%	23%	23%	23%	32% b	21%	25% b	22%	24%	23%	40% bc	25% c	10%
Don't know	55	44	8	3	1	55	46	9	14	41	22	24	8	55	11	5	4
	1%	1%	1%	1%	*%	1%	1%	1%	2% b	1%	2% bcd	1% c	*%	1% c	1% bc	*%	*%
Prefer not to say	66	57	6	2	1	66	61	5	16	50	28	25	11	66	*	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	2% bcd	1%	1%	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.

C13. How well would you say your household is managing financially at the moment? Would you say you are..? (SINGLE CODE)

Base : All respondents

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	6185	1391	3179	1493	6185	2147	3608	3971	1919
Effective Weighted Sample	4991	1129	2582	1181	4991	1698	2945	3157	1610
Total	6185	1430	3218	1416	6185	2044	3723	3768	2159
Doing well	1430	1430	-	-	1430	406	952	875	516
	23%	100% bcd	-%	-%	23% bc	20%	26% a	23%	24%
Getting by	3218	-	3218	-	3218	954	2085	2022	1085
	52%	-%	100% acd	-%	52% ac	47%	56% a	54% b	50%
Struggling	1416	-	-	1416	1416	656	649	814	541
	23%	-%	-%	100% abd	23% ab	32% b	17%	22%	25% a
Don't know	55	-	-	-	55	17	12	30	6
	1%	-%	-%	-%	1% abc	1% b	*%	1% b	*%
Prefer not to say	66	-	-	-	66	12	25	26	11
	1%	-%	-%	-%	1% abc	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.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		AGE							GENDER		SEG						
	Total	16-24	25-34	35-44	45-54	55-64	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	5315	576	908	1002	902	884	1043	5315	2579	2711	1582	1552	966	1207	3134	2173	5315
Effective Weighted Sample	4292	485	735	821	737	716	820	4292	2089	2184	1279	1265	814	963	2544	1743	4292
Total	5339	521	971	932	983	915	1016	5339	2652	2664	1598	1621	1116	998	3219	2114	5339
Most Financially Vulnerable	966	178	210	198	191	143	46	966	432	531	138	222	219	386	359	605	966
	18%	34%	22%	21%	19%	16%	5%	18%	16%	20%	9%	14%	20%	39%	11%	29%	18%
		bcdefg	efg	efg	f	f		f		a		ae	abe	abcefg	a	abceg	abe
Potentially Financially Vulnerable	2435	204	386	357	444	444	601	2435	1213	1210	499	798	604	532	1297	1136	2435
	46%	39%	40%	38%	45%	49%	59%	46%	46%	45%	31%	49%	54%	53%	40%	54%	46%
					abc	abc	abcdeg	abc				aeg	abeg	aeg	a	abeg	ae
Least Financially Vulnerable	1937	140	375	377	348	328	369	1937	1007	923	962	601	293	79	1563	372	1937
	36%	27%	39%	40%	35%	36%	36%	36%	38%	35%	60%	37%	26%	8%	49%	18%	36%
			a	adg	a	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

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	5315	3742	530	520	523	5315	4601	714	660	4655	1002	2356	1934	5315	1000	2421	1894
Effective Weighted Sample	4292	3349	454	492	472	4292	3723	569	529	3763	803	1887	1583	4292	789	1965	1538
Total	5339	4491	450	249	148	5339	4649	690	655	4684	1005	2322	1991	5339	966	2435	1937
Most Financially Vulnerable	966	819	70	44	32	966	885	81	195	771	231	432	299	966	966	-	-
	18%	18%	16%	18%	22%	18%	19%	12%	30%	16%	23%	19%	15%	18%	100%	-%	-%
					be		b		b		bcd	c		c	bc		
Potentially Financially Vulnerable	2435	2046	207	118	65	2435	2080	356	301	2135	538	1093	791	2435	-	2435	-
	46%	46%	46%	47%	44%	46%	45%	52%	46%	46%	54%	47%	40%	46%	-%	100%	-%
								a			bcd	c		c		ac	
Least Financially Vulnerable	1937	1626	173	87	51	1937	1684	253	160	1778	236	797	901	1937	-	-	1937
	36%	36%	38%	35%	35%	36%	36%	37%	24%	38%	23%	34%	45%	36%	-%	-%	100%
										a		a	abd	a			ab

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

		FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
	Total	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	5315	1245	2779	1265	5315	1827	3242	3486	1764
Effective Weighted Sample	4292	1009	2263	1001	4292	1444	2651	2774	1480
Total	5339	1293	2827	1191	5339	1741	3362	3298	1985
Most Financially Vulnerable	966	144	423	389	966	450	432	486	452
	18%	11%	15%	33%	18%	26%	13%	15%	23%
			a	abd	ab	b			a
Potentially Financially Vulnerable	2435	408	1408	609	2435	854	1487	1583	849
	46%	32%	50%	51%	46%	49%	44%	48%	43%
			ad	ad	a	b		b	
Least Financially Vulnerable	1937	741	996	193	1937	437	1442	1229	684
	36%	57%	35%	16%	36%	25%	43%	37%	34%
		bcd	c		c		a		

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