

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

NATION	1
Base : All respondents	
NATION/ REGION	4
Base : All respondents	
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Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
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Base : All respondents	
RESPONDENT'S GENDER	21
Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents that have seen offensive or inappropriate content	
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Base : All respondents who use social media apps or sites	
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Base : All respondents who use social media apps or sites that think the example social media post IS genuine	
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Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE	
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Base : All respondents that use online banking or pay bills online	
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Base : All respondents that use online banking or pay bills online	

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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
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Table 1

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

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
England	2592	305	485	445	461	430	465	2592	1247	1315	755	767	541	507	1523	1048	2592
	84%	83%	85%	84%	84%	85%	83%	84%	84%	84%	85%	83%	84%	83%	84%	84%	84%
Scotland	259	33	46	43	48	39	50	259	123	134	69	80	57	52	149	109	259
	8%	9%	8%	8%	9%	8%	9%	8%	8%	9%	8%	9%	9%	9%	8%	9%	8%
Wales	145	20	24	26	23	23	28	145	68	73	37	47	26	33	84	59	145
	5%	5%	4%	5%	4%	5%	5%	5%	5%	5%	4%	5%	4%	5%	5%	5%	5%
Northern Ireland	86	11	17	15	16	13	15	86	40	45	23	27	18	17	50	35	86
	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

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Table 1

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
England	2592	2592	-	-	-	2592	2290	302	327	2265	581	1123	851	2592	384	976	865
	84%	100%	-%	-%	-%	84%	85%	77%	83%	84%	86%	84%	83%	84%	85%	83%	85%
		bcde				bcd	b										
Scotland	259	-	259	-	-	259	219	40	36	223	46	110	100	259	37	108	76
	8%	-%	100%	-%	-%	8%	8%	10%	9%	8%	7%	8%	10%	8%	8%	9%	8%
			acde			acd											
Wales	145	-	-	145	-	145	114	31	17	128	28	69	47	145	20	62	43
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	4%	5%	5%	5%	4%	5%	4%
				abde		abd	a										
Northern Ireland	86	-	-	-	86	86	65	22	13	73	17	36	33	86	13	31	31
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%
				abce		abc	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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
England	2592	642	1314	570	2592	817	1572	1561	913
	84%	86%	83%	83%	84%	83%	84%	83%	85%
Scotland	259	56	137	61	259	81	159	167	84
	8%	8%	9%	9%	8%	8%	9%	9%	8%
Wales	145	26	79	36	145	49	88	96	45
	5%	4%	5%	5%	5%	5%	5%	5%	4%
Northern Ireland	86	21	43	19	86	33	48	51	32
	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

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Table 2

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

NATION/ REGION

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
North East	144	25	25	18	27	24	25	144	62	79	38	43	32	29	81	62	144
	5%	7%	4%	3%	5%	5%	5%	5%	4%	5%	4%	5%	5%	5%	5%	5%	5%
		c															
Yorkshire and Humberside	241	25	58	45	47	23	42	241	106	132	52	80	40	64	133	105	241
	8%	7%	10%	9%	9%	5%	8%	8%	7%	8%	6%	9%	6%	11%	7%	8%	8%
			e	e	e			e				a		aceg			
North West	408	36	88	63	78	86	57	408	202	205	118	128	82	77	246	160	408
	13%	10%	15%	12%	14%	17%	10%	13%	14%	13%	13%	14%	13%	13%	14%	13%	13%
			af			acfg											
West Midlands	313	38	46	76	63	38	51	313	168	145	96	94	69	47	190	116	313
	10%	10%	8%	14%	12%	8%	9%	10%	11%	9%	11%	10%	11%	8%	11%	9%	10%
				befg													
East Midlands	220	31	30	38	36	37	47	220	81	135	34	66	57	61	100	118	220
	7%	8%	5%	7%	7%	7%	8%	7%	5%	9%	4%	7%	9%	10%	6%	9%	7%
									a			a	ae	aeg		aeg	ae
East of England	228	19	40	21	37	40	70	228	98	128	70	65	37	55	135	92	228
	7%	5%	7%	4%	7%	8%	13%	7%	7%	8%	8%	7%	6%	9%	7%	7%	7%
						c	abcdeg	c									
South West	271	30	38	39	54	54	57	271	142	126	59	95	64	54	153	118	271
	9%	8%	7%	7%	10%	11%	10%	9%	10%	8%	7%	10%	10%	9%	8%	9%	9%
						b						a	a			a	
South East	435	39	54	92	79	89	83	435	230	193	136	117	105	74	253	179	435
	14%	11%	9%	17%	14%	18%	15%	14%	16%	12%	15%	13%	16%	12%	14%	14%	14%
				ab	b	ab	b	b	b				d				
Greater London	332	62	107	52	40	38	32	332	158	170	153	79	54	46	232	99	332
	11%	17%	19%	10%	7%	8%	6%	11%	11%	11%	17%	9%	8%	8%	13%	8%	11%
		cdefg	cdefg	f				def			bcdefg				bcdfg		df
Scotland	259	33	46	43	48	39	50	259	123	134	69	80	57	52	149	109	259
	8%	9%	8%	8%	9%	8%	9%	8%	8%	9%	8%	9%	9%	9%	8%	9%	8%

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

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NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Wales	145	20	24	26	23	23	28	145	68	73	37	47	26	33	84	59	145
	5%	5%	4%	5%	4%	5%	5%	5%	5%	5%	4%	5%	4%	5%	5%	5%	5%
Northern Ireland	86	11	17	15	16	13	15	86	40	45	23	27	18	17	50	35	86
	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

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NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
North East	144	144	-	-	-	144	130	14	24	120	38	66	40	144	24	53	48
	5%	6%	-%	-%	-%	5%	5%	4%	6%	4%	6%	5%	4%	5%	5%	5%	5%
		bcd				bcd											
Yorkshire and Humberside	241	241	-	-	-	241	210	30	36	205	52	114	72	241	42	99	62
	8%	9%	-%	-%	-%	8%	8%	8%	9%	8%	8%	9%	7%	8%	9%	8%	6%
		bcd				bcd											
North West	408	408	-	-	-	408	380	28	55	354	94	171	139	408	60	166	137
	13%	16%	-%	-%	-%	13%	14%	7%	14%	13%	14%	13%	13%	13%	13%	14%	14%
		bcd				bcd	b										
West Midlands	313	313	-	-	-	313	284	29	45	268	76	140	92	313	53	111	95
	10%	12%	-%	-%	-%	10%	11%	7%	12%	10%	11%	10%	9%	10%	12%	9%	9%
		bcd				bcd											
East Midlands	220	220	-	-	-	220	185	35	36	184	61	81	75	220	36	97	53
	7%	8%	-%	-%	-%	7%	7%	9%	9%	7%	9%	6%	7%	7%	8%	8%	5%
		bcd				bcd					b					c	
East of England	228	228	-	-	-	228	182	46	25	203	57	115	49	228	28	100	71
	7%	9%	-%	-%	-%	7%	7%	12%	6%	8%	8%	9%	5%	7%	6%	8%	7%
		bcd				bcd		a			c	c		c			
South West	271	271	-	-	-	271	224	47	28	243	61	122	83	271	39	116	86
	9%	10%	-%	-%	-%	9%	8%	12%	7%	9%	9%	9%	8%	9%	9%	10%	9%
		bcd				bcd		a									
South East	435	435	-	-	-	435	368	67	42	394	81	177	168	435	56	154	167
	14%	17%	-%	-%	-%	14%	14%	17%	11%	15%	12%	13%	16%	14%	12%	13%	16%
		bcd				bcd							a				b
Greater London	332	332	-	-	-	332	327	5	37	295	61	136	134	332	47	79	146
	11%	13%	-%	-%	-%	11%	12%	1%	9%	11%	9%	10%	13%	11%	10%	7%	14%
		bcd				bcd	b						ab		b		b

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 2

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

NATION/ REGION

Base : All respondents

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Scotland	259	-	259	-	-	259	219	40	36	223	46	110	100	259	37	108	76
	8%	-%	100%	-%	-%	8%	8%	10%	9%	8%	7%	8%	10%	8%	8%	9%	8%
			acde			acd											
Wales	145	-	-	145	-	145	114	31	17	128	28	69	47	145	20	62	43
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	4%	5%	5%	5%	4%	5%	4%
			abde			abd		a									
Northern Ireland	86	-	-	-	86	86	65	22	13	73	17	36	33	86	13	31	31
	3%	-%	-%	-%	100%	3%	2%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%
					abce	abc		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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
North East	144	53	53	35	144	49	84	82	58
	5%	7%	3%	5%	5%	5%	5%	4%	5%
		bd							
Yorkshire and Humberside	241	48	134	52	241	83	138	128	97
	8%	6%	9%	8%	8%	9%	7%	7%	9%
									a
North West	408	88	205	102	408	136	245	250	144
	13%	12%	13%	15%	13%	14%	13%	13%	13%
West Midlands	313	78	156	68	313	96	179	162	136
	10%	10%	10%	10%	10%	10%	10%	9%	13%
									a
East Midlands	220	36	126	56	220	77	128	133	75
	7%	5%	8%	8%	7%	8%	7%	7%	7%
			a	a	a				
East of England	228	61	123	39	228	61	151	154	65
	7%	8%	8%	6%	7%	6%	8%	8%	6%
South West	271	59	148	61	271	100	153	184	80
	9%	8%	9%	9%	9%	10%	8%	10%	7%
								b	
South East	435	93	231	101	435	117	292	291	126
	14%	12%	15%	15%	14%	12%	16%	15%	12%
							a	b	
Greater London	332	127	137	55	332	98	203	177	133
	11%	17%	9%	8%	11%	10%	11%	9%	12%
		bcd			b				a
Scotland	259	56	137	61	259	81	159	167	84
	8%	8%	9%	9%	8%	8%	9%	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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Wales	145	26	79	36	145	49	88	96	45
	5%	4%	5%	5%	5%	5%	5%	5%	4%
Northern Ireland	86	21	43	19	86	33	48	51	32
	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 3

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

URBANITY

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Urban	2687	343	538	473	473	425	434	2687	1288	1366	773	815	558	520	1588	1078	2687
	87%	93%	94%	89%	86%	84%	78%	87%	87%	87%	87%	88%	87%	85%	88%	86%	87%
		defg	cdefg	ef	f	f		f									
Rural	394	26	35	56	75	79	123	394	191	200	111	106	82	90	218	172	394
	13%	7%	6%	11%	14%	16%	22%	13%	13%	13%	13%	12%	13%	15%	12%	14%	13%
				b	ab	abc	abcdeg	ab									

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

	Total	NATION				ALL UK	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Urban	2687	2290	219	114	65	2687	2687	-	343	2344	570	1165	918	2687	417	1004	887
	87%	88%	85%	79%	75%	87%	100%	-%	87%	87%	85%	87%	89%	87%	92%	85%	87%
		cd	d			cd	b						a		bc		
Rural	394	302	40	31	22	394	-	394	49	345	103	173	112	394	37	173	129
	13%	12%	15%	21%	25%	13%	-%	100%	13%	13%	15%	13%	11%	13%	8%	15%	13%
				ae	abe			a			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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Urban	2687	668	1348	603	2687	847	1624	1592	978
	87%	90%	86%	88%	87%	86%	87%	85%	91%
		b							a
Rural	394	78	227	83	394	133	243	284	96
	13%	10%	14%	12%	13%	14%	13%	15%	9%
			a					b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
A	273	29	90	67	33	21	33	273	162	110	273	-	-	-	273	-	273
	9%	8%	16%	13%	6%	4%	6%	9%	11%	7%	31%	-%	-%	-%	15%	-%	9%
		e	adefg	adefg				ef	b		bcdefg				bcdfg		bcdf
B	612	52	111	109	107	94	141	612	333	277	612	-	-	-	612	-	612
	20%	14%	19%	21%	19%	19%	25%	20%	23%	18%	69%	-%	-%	-%	34%	-%	20%
			a	a	a		abdeg	a	b		bcdefg				bcdfg		bcdf
C1	921	126	165	131	177	179	143	921	442	468	-	921	-	-	921	-	921
	30%	34%	29%	25%	32%	35%	26%	30%	30%	30%	-%	100%	-%	-%	51%	-%	30%
		cf			cf	bcfg		c				acdefg			acdfg		acdf
C2	641	76	117	136	134	109	68	641	334	298	-	-	641	-	-	641	641
	21%	21%	20%	26%	24%	22%	12%	21%	23%	19%	-%	-%	100%	-%	-%	51%	21%
		f	f	fg	f	f		f	b				abdefg			abdeg	abde
D	290	42	56	47	54	47	44	290	92	194	-	-	-	290	-	290	290
	9%	11%	10%	9%	10%	9%	8%	9%	6%	12%	-%	-%	-%	48%	-%	23%	9%
									a				abcefg		abceg		abce
E	320	31	32	34	41	55	127	320	111	206	-	-	-	320	-	320	320
	10%	8%	6%	6%	8%	11%	23%	10%	7%	13%	-%	-%	-%	52%	-%	26%	10%
						bc	abcdeg	bc		a			abcefg		abceg		abce
Don't know	24	14	1	6	2	-	1	24	5	15	-	-	-	-	-	-	24
	1%	4%	*%	1%	*%	-%	*%	1%	*%	1%	-%	-%	-%	-%	-%	-%	1%
		bcdefg		e													abcdef
SUMMARY CODES																	
AB	885	80	200	176	140	115	174	885	495	387	885	-	-	-	885	-	885
	29%	22%	35%	33%	26%	23%	31%	29%	33%	25%	100%	-%	-%	-%	49%	-%	29%
			adeg	adeg			ae	ae	b		bcdefg				bcdfg		bcdf
C1C2	1562	202	283	267	311	288	211	1562	776	765	-	921	641	-	921	641	1562
	51%	55%	49%	50%	57%	57%	38%	51%	52%	49%	-%	100%	100%	-%	51%	51%	51%
		f	f	f	bfg	bcfg		f				adefg	adefg		ad	ad	ad
DE	610	73	88	81	95	102	171	610	202	400	-	-	-	610	-	610	610
	20%	20%	15%	15%	17%	20%	31%	20%	14%	26%	-%	-%	-%	100%	-%	49%	20%
							abcdeg	bc		a				abcefg		abceg	abce

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 4

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
A	273	243	16	7	6	273	256	17	28	245	30	114	128	273	18	46	189
	9%	9%	6%	5%	7%	9%	10%	4%	7%	9%	4%	9%	12%	9%	4%	4%	19%
		c				c	b					a	abd	a			ab
B	612	513	52	30	17	612	517	95	38	574	103	256	252	612	55	170	324
	20%	20%	20%	21%	20%	20%	19%	24%	10%	21%	15%	19%	24%	20%	12%	14%	32%
							a			a			abd	a			ab
C1	921	767	80	47	27	921	815	106	97	824	168	413	333	921	113	352	305
	30%	30%	31%	32%	31%	30%	30%	27%	25%	31%	25%	31%	32%	30%	25%	30%	30%
										a		a	a	a			
C2	641	541	57	26	18	641	558	82	92	549	144	283	208	641	87	325	154
	21%	21%	22%	18%	21%	21%	21%	21%	23%	20%	21%	21%	20%	21%	19%	28%	15%
																ac	
D	290	236	28	19	7	290	251	39	67	223	93	131	62	290	76	135	30
	9%	9%	11%	13%	8%	9%	9%	10%	17%	8%	14%	10%	6%	9%	17%	12%	3%
				a					b		bcd	c		c	bc	c	
E	320	271	24	15	10	320	269	51	61	259	125	134	45	320	102	147	12
	10%	10%	9%	10%	12%	10%	10%	13%	16%	10%	19%	10%	4%	10%	22%	13%	1%
									b		bcd	c		c	bc	c	
Don't know	24	21	1	2	1	24	20	4	8	16	9	7	3	24	3	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
			*						b		c		*		*	*	

SUMMARY CODES

AB	885	755	69	37	23	885	773	111	66	819	133	371	380	885	73	216	513
	29%	29%	27%	26%	27%	29%	29%	28%	17%	30%	20%	28%	37%	29%	16%	18%	51%
										a		a	abd	a			ab
C1C2	1562	1308	137	72	45	1562	1373	189	189	1373	312	695	541	1562	200	677	459
	51%	50%	53%	50%	52%	51%	51%	48%	48%	51%	46%	52%	52%	51%	44%	58%	45%
												a	a			ac	

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
DE	610	507	52	33	17	610	520	90	128	482	218	265	107	610	179	283	41
	20%	20%	20%	23%	20%	20%	19%	23%	33%	18%	32%	20%	10%	20%	39%	24%	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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
A	273 9%	172 23% bcd	83 5% c	14 2% c	273 9% bc	73 7%	183 10%	97 5%	167 16% a
B	612 20%	199 27% bcd	317 20% c	90 13% c	612 20% c	152 16%	429 23% a	353 19%	242 23% a
C1	921 30%	179 24%	509 32% a	204 30% a	921 30% a	277 28%	578 31%	621 33% b	255 24%
C2	641 21%	130 17%	350 22% a	148 22% a	641 21%	208 21%	382 20%	363 19%	256 24% a
D	290 9%	30 4%	152 10% a	103 15% abd	290 9% a	99 10%	161 9%	178 9%	94 9%
E	320 10%	33 4%	155 10% a	124 18% abd	320 10% a	164 17% b	127 7%	254 14% b	52 5%
Don't know	24 1%	3 *% *	10 1%	3 *% *	24 1%	7 1%	6 *% *	9 *% *	7 1%
SUMMARY CODES									
AB	885 29%	371 50% bcd	400 25% c	104 15% c	885 29% bc	225 23%	612 33% a	450 24%	409 38% a
C1C2	1562 51%	308 41%	859 55% ad	352 51% a	1562 51% a	485 50%	961 51%	984 52% b	512 48%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
DE	610	63	306	227	610	263	288	432	146
	20%	8%	19%	33%	20%	27%	15%	23%	14%
			a	abd	a	b		b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
16-24 years	369	369	-	-	-	-	-	369	169	182	80	126	76	73	206	149	369
	12%	100%	-%	-%	-%	-%	-%	12%	11%	12%	9%	14%	12%	12%	11%	12%	12%
		bcdefg						bcdef				a					a
25-34 years	572	-	572	-	-	-	-	572	268	294	200	165	117	88	366	205	572
	19%	-%	100%	-%	-%	-%	-%	19%	18%	19%	23%	18%	18%	14%	20%	16%	19%
			acdefg					acdef			bdfg				df		d
35-44 years	529	-	-	529	-	-	-	529	248	281	176	131	136	81	307	217	529
	17%	-%	-%	100%	-%	-%	-%	17%	17%	18%	20%	14%	21%	13%	17%	17%	17%
				abdefg				abdef			bd		bdeg		d	d	d
45-54 years	548	-	-	-	548	-	-	548	258	287	140	177	134	95	317	229	548
	18%	-%	-%	-%	100%	-%	-%	18%	17%	18%	16%	19%	21%	16%	18%	18%	18%
					abcefg			abcef					ad				
55-64 years	505	-	-	-	-	505	-	505	245	260	115	179	109	102	293	212	505
	16%	-%	-%	-%	-%	100%	-%	16%	17%	17%	13%	19%	17%	17%	16%	17%	16%
						abcdfg		abcdf				a	a		a	a	a
65+ years	557	-	-	-	-	-	557	557	290	263	174	143	68	171	317	239	557
	18%	-%	-%	-%	-%	-%	100%	18%	20%	17%	20%	16%	11%	28%	18%	19%	18%
							abcdeg	abcde			bc	c		abcefg	c	bc	c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 5

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
16-24 years	369	305	33	20	11	369	343	26	74	295	101	174	89	369	89	85	74
	12%	12%	13%	14%	13%	12%	13%	7%	19%	11%	15%	13%	9%	12%	20%	7%	7%
							b		b		c	c		c	bc		
25-34 years	572	485	46	24	17	572	538	35	69	503	85	240	247	572	109	180	209
	19%	19%	18%	17%	19%	19%	20%	9%	18%	19%	13%	18%	24%	19%	24%	15%	21%
							b					a	abd	a	b		b
35-44 years	529	445	43	26	15	529	473	56	86	444	90	198	238	529	90	189	187
	17%	17%	17%	18%	17%	17%	18%	14%	22%	17%	13%	15%	23%	17%	20%	16%	18%
									b				abd	a			
45-54 years	548	461	48	23	16	548	473	75	84	464	101	190	242	548	87	197	201
	18%	18%	19%	16%	18%	18%	18%	19%	21%	17%	15%	14%	23%	18%	19%	17%	20%
													abd	b			
55-64 years	505	430	39	23	13	505	425	79	44	460	121	232	145	505	57	230	162
	16%	17%	15%	16%	15%	16%	16%	20%	11%	17%	18%	17%	14%	16%	13%	20%	16%
								a		a	c	c				ac	
65+ years	557	465	50	28	15	557	434	123	34	523	176	304	69	557	22	296	184
	18%	18%	19%	19%	17%	18%	16%	31%	9%	19%	26%	23%	7%	18%	5%	25%	18%
								a		a	cd	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.

RESPONDENT'S AGE

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
16-24 years	369	107	167	69	369	166	154	228	87
	12%	14%	11%	10%	12%	17%	8%	12%	8%
		bc				b		b	
25-34 years	572	170	270	116	572	172	346	223	318
	19%	23%	17%	17%	19%	18%	19%	12%	30%
		bcd							a
35-44 years	529	123	263	130	529	154	328	151	356
	17%	16%	17%	19%	17%	16%	18%	8%	33%
									a
45-54 years	548	91	278	166	548	155	349	292	243
	18%	12%	18%	24%	18%	16%	19%	16%	23%
			a	abd	a				a
55-64 years	505	101	276	125	505	158	314	437	60
	16%	13%	17%	18%	16%	16%	17%	23%	6%
			a	a				b	
65+ years	557	155	320	80	557	174	376	544	10
	18%	21%	20%	12%	18%	18%	20%	29%	1%
		c	c		c			b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 6

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Man	1479	169	268	248	258	245	290	1479	1479	-	495	442	334	202	937	537	1479
	48%	46%	47%	47%	47%	49%	52%	48%	100%	-%	56%	48%	52%	33%	52%	43%	48%
									b		bdfg	df	df		dfg	d	df
Woman	1567	182	294	281	287	260	263	1567	-	1567	387	468	298	400	855	697	1567
	51%	49%	51%	53%	52%	51%	47%	51%	-%	100%	44%	51%	46%	66%	47%	56%	51%
										a		a		abcefg		abceg	ae
Non-binary	29	14	8	*	3	-	3	29	-	-	2	10	6	7	12	13	29
	1%	4%	1%	*%	*%	-%	1%	1%	-%	-%	*%	1%	1%	1%	1%	1%	1%
		bcdefg	ce									a		a		a	
Prefer to use another term (please specify - optional)	*	-	-	-	-	-	*	*	-	-	-	-	-	*	-	*	*
	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%
Prefer not to say	7	4	2	-	-	-	1	7	-	-	1	2	3	-	2	3	7
	*%	1%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%
		cdeg															

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 6

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Man	1479	1247	123	68	40	1479	1288	191	116	1363	288	653	525	1479	195	565	559
	48%	48%	48%	47%	47%	48%	48%	48%	30%	51%	43%	49%	51%	48%	43%	48%	55%
									a	b	a	a	a	a	a	ab	
Woman	1567	1315	134	73	45	1567	1366	200	271	1296	375	673	495	1567	257	602	452
	51%	51%	52%	50%	52%	51%	51%	51%	69%	48%	56%	50%	48%	51%	57%	51%	45%
									b	a	bcd	a	a	c	c		
Non-binary	29	24	1	3	1	29	26	2	4	25	7	11	10	29	2	9	4
	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
Prefer to use another term (please specify - optional)	*	-	-	*	-	*	*	-	-	*	-	*	-	*	-	*	-
	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	-%
				ae													
Prefer not to say	7	6	1	*	-	7	6	1	2	5	3	2	1	7	-	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 GENDER

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Man	1479	420	735	290	1479	451	924	896	520
	48%	56%	47%	42%	48%	46%	50%	48%	48%
		bcd			c				
Woman	1567	315	824	387	1567	505	933	953	552
	51%	42%	52%	56%	51%	52%	50%	51%	51%
			a	ad	a				
Non-binary	29	7	13	7	29	22	6	24	2
	1%	1%	1%	1%	1%	2%	*%	1%	*%
						b		b	
Prefer to use another term (please specify - optional)	*	-	-	*	*	-	*	*	-
	*%	-%	-%	*%	*%	-%	*%	*%	-%
Prefer not to say	7	3	2	1	7	1	3	2	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
In full-time employment	1464	112	385	390	318	213	45	1464	857	598	564	473	323	100	1036	423	1464
	48%	30%	67%	74%	58%	42%	8%	48%	58%	38%	64%	51%	50%	16%	57%	34%	48%
		f	adefg	abdefg	aefg	af		aef	b		bcdefg	df	df		bcdfg	d	df
In part-time employment	508	69	90	61	136	110	43	508	158	345	103	133	149	120	235	269	508
	16%	19%	16%	11%	25%	22%	8%	16%	11%	22%	12%	14%	23%	20%	13%	21%	16%
		cf	f	f	abcfg	bcfg		cf		a			abeg	abe		abeg	ae
Unemployed	194	41	30	32	40	44	8	194	67	121	9	22	22	134	31	156	194
	6%	11%	5%	6%	7%	9%	1%	6%	5%	8%	1%	2%	3%	22%	2%	12%	6%
		bcfg	f	f	f	bf		f		a		a	ae	abcefg		abceg	abce
A student	165	133	28	2	2	1	-	165	71	85	24	98	19	19	122	38	165
	5%	36%	5%	*%	*%	*%	-%	5%	5%	5%	3%	11%	3%	3%	7%	3%	5%
		bcdefg	cdef					cdef				acdefg			acdf		acdf
Full-time responsibility for home/family	156	7	28	42	30	43	6	156	19	136	17	32	46	62	48	108	156
	5%	2%	5%	8%	6%	9%	1%	5%	1%	9%	2%	3%	7%	10%	3%	9%	5%
			af	afg	af	abfg		af		a			abe	abeg		abeg	ae
Retired	535	-	-	-	9	73	453	535	277	257	159	149	74	152	308	226	535
	17%	-%	-%	-%	2%	15%	81%	17%	19%	16%	18%	16%	12%	25%	17%	18%	17%
					abc	abcd	abcdeg	abcd			c	c		abcefg	c	c	c
Other	51	4	9	2	12	20	3	51	28	22	8	14	8	21	22	29	51
	2%	1%	2%	*%	2%	4%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%
					cf	abcfg		c						abceg		ae	
Prefer not to say	8	4	4	-	*	-	-	8	2	3	1	1	1	2	2	3	8
	*%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		cefg															
SUMMARY CODES																	
WORKING	1972	181	475	451	454	323	88	1972	1015	943	666	606	471	221	1272	692	1972
	64%	49%	83%	85%	83%	64%	16%	64%	69%	60%	75%	66%	74%	36%	70%	55%	64%
		f	aefg	aefg	aefg	af		af	b		bdefg	df	bdfg		bdfg	d	df

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081	
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566	
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081	
NOT WORKING	1101	184	94	79	93	181	469	1101	462	620	217	315	168	388	532	556	1101	
	36%	50%	16%	15%	17%	36%	84%	36%	31%	40%	25%	34%	26%	64%	29%	44%	36%	
		bcdeg					bcd	abcdeg	bcd		a	ace			a	abceg	ace	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
In full-time employment	1464	1230	125	66	43	1464	1323	141	157	1307	211	584	658	1464	149	501	682
	48%	47%	48%	46%	50%	48%	49%	36%	40%	49%	31%	44%	64%	48%	33%	43%	67%
							b			a		a	abd	ab		a	ab
In part-time employment	508	438	37	19	14	508	431	77	85	423	128	217	158	508	111	222	95
	16%	17%	14%	13%	17%	16%	16%	19%	22%	16%	19%	16%	15%	16%	24%	19%	9%
									b						bc	c	
Unemployed	194	158	17	11	8	194	174	20	46	148	51	87	44	194	73	49	12
	6%	6%	6%	8%	9%	6%	6%	5%	12%	6%	8%	6%	4%	6%	16%	4%	1%
									b		c	c		c	bc	c	
A student	165	138	12	12	3	165	158	7	36	129	44	75	45	165	40	30	27
	5%	5%	5%	8%	4%	5%	6%	2%	9%	5%	7%	6%	4%	5%	9%	3%	3%
				ade			b		b						bc		
Full-time responsibility for home/family	156	131	13	7	5	156	128	28	25	131	43	70	43	156	48	57	29
	5%	5%	5%	5%	6%	5%	5%	7%	6%	5%	6%	5%	4%	5%	11%	5%	3%
															bc	c	
Retired	535	445	50	27	12	535	423	112	34	501	177	281	69	535	22	299	160
	17%	17%	20%	19%	14%	17%	16%	28%	9%	19%	26%	21%	7%	17%	5%	25%	16%
								a		a	bcd	cd		c		ac	a
Other	51	45	3	2	1	51	44	7	8	43	14	24	13	51	12	18	11
	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%
															c		
Prefer not to say	8	7	1	*	-	8	7	1	1	7	4	-	3	8	-	-	-
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	-%	*%	*%	-%	-%	-%
											b						

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 7

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
SUMMARY CODES																	
WORKING	1972	1668	162	85	57	1972	1754	218	242	1730	340	801	816	1972	260	723	776
	64%	64%	63%	58%	66%	64%	65%	55%	62%	64%	50%	60%	79%	64%	57%	61%	76%
		c		c			b					a	abd	ab		ab	
NOT WORKING	1101	917	96	60	29	1101	926	175	148	953	329	537	212	1101	195	454	239
	36%	35%	37%	41%	34%	36%	34%	44%	38%	35%	49%	40%	21%	36%	43%	39%	24%
				a				a			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.

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
In full-time employment	1464	438	741	263	1464	369	998	685	730
	48%	59%	47%	38%	48%	38%	53%	37%	68%
		bcd	c		c		a		a
In part-time employment	508	70	270	153	508	160	285	304	181
	16%	9%	17%	22%	16%	16%	15%	16%	17%
			a	abd	a				
Unemployed	194	22	72	89	194	99	64	149	27
	6%	3%	5%	13%	6%	10%	3%	8%	3%
				abd	ab	b		b	
A student	165	42	68	38	165	81	65	107	28
	5%	6%	4%	6%	5%	8%	3%	6%	3%
						b		b	
Full-time responsibility for home/ family	156	15	87	52	156	56	91	68	88
	5%	2%	6%	8%	5%	6%	5%	4%	8%
			a	ad	a				a
Retired	535	151	312	70	535	174	354	518	16
	17%	20%	20%	10%	17%	18%	19%	28%	1%
		c	c		c			b	
Other	51	6	24	21	51	41	7	43	5
	2%	1%	2%	3%	2%	4%	1%	2%	1%
				abd		b		b	
Prefer not to say	8	2	1	*	8	-	2	2	-
	1%	1%	1%	1%	1%	0%	1%	1%	0%

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
SUMMARY CODES									
WORKING	1972	508	1011	416	1972	530	1284	988	911
	64%	68%	64%	61%	64%	54%	69%	53%	85%
		c					a		a
NOT WORKING	1101	235	562	270	1101	450	581	885	163
	36%	32%	36%	39%	36%	46%	31%	47%	15%
				a		b		b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 8

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
None	7 *%	4 1%	- -%	- -%	- -%	1 *%	2 *%	7 *%	2 *%	6 *%	- -%	1 *%	1 *%	5 1%	1 *%	5 *%	7 *%
		bcdg												ae			
Up to 2 hours	63 2%	6 2%	18 3%	7 1%	9 2%	11 2%	12 2%	63 2%	23 2%	40 3%	12 1%	14 2%	13 2%	25 4%	26 1%	37 3%	63 2%
			c										abeg		abe		
3 to 5 hours	157 5%	22 6%	39 7%	27 5%	30 5%	17 3%	22 4%	157 5%	64 4%	91 6%	34 4%	41 4%	41 6%	38 6%	75 4%	79 6%	157 5%
			e										ae		ae		
6 to 8 hours	199 6%	31 8%	37 7%	35 7%	35 6%	21 4%	39 7%	199 6%	93 6%	104 7%	47 5%	58 6%	41 6%	50 8%	105 6%	91 7%	199 6%
		e											a				
9 to 11 hours	244 8%	33 9%	33 6%	53 10%	44 8%	48 9%	33 6%	244 8%	116 8%	126 8%	67 8%	66 7%	62 10%	46 8%	134 7%	108 9%	244 8%
				bf		bf											
12 to 15 hours	321 10%	31 8%	39 7%	59 11%	53 10%	55 11%	84 15%	321 10%	141 10%	175 11%	94 11%	97 11%	71 11%	55 9%	191 11%	126 10%	321 10%
				b		abdg		b									
16 to 22 hours	533 17%	58 16%	96 17%	95 18%	89 16%	89 18%	106 19%	533 17%	264 18%	264 17%	162 18%	160 17%	123 19%	85 14%	322 18%	208 17%	533 17%
											d		d		d		
23 to 30 hours	639 21%	64 17%	110 19%	93 18%	130 24%	118 23%	124 22%	639 21%	321 22%	312 20%	181 21%	195 21%	138 22%	122 20%	377 21%	259 21%	639 21%
					ac		ac										
Over 30 hours	887 29%	116 31%	196 34%	160 30%	149 27%	140 28%	126 23%	887 29%	445 30%	429 27%	284 32%	283 31%	146 23%	169 28%	567 31%	315 25%	887 29%
		f		defg		f		f		cf		cf		cf		cf	
Don't know/ unsure	31 1%	4 1%	4 1%	1 *%	9 2%	4 1%	8 1%	31 1%	9 1%	20 1%	3 *%	6 1%	4 1%	16 3%	8 *%	20 2%	31 1%
				c		c							abceg		abe		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 8

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
SUMMARY CODES																	
0 to 8 hours	427	64	95	68	74	51	75	427	182	240	93	114	96	117	207	213	427
	14%	17%	17%	13%	14%	10%	13%	14%	12%	15%	11%	12%	15%	19%	11%	17%	14%
		e	e				e			a			ae	abeg		abeg	ae
9 to 22 hours	1098	122	168	207	186	192	223	1098	521	566	323	324	257	186	647	443	1098
	36%	33%	29%	39%	34%	38%	40%	36%	35%	36%	37%	35%	40%	31%	36%	35%	36%
				b		b	ab	b			d		d		d		d
23+ hours	1525	179	306	253	279	258	251	1525	766	740	466	478	284	291	944	575	1525
	50%	49%	53%	48%	51%	51%	45%	50%	52%	47%	53%	52%	44%	48%	52%	46%	50%
			f						b		cf	cf		cf		c	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 8

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
None	7	6	1	1	-	7	7	-	4	3	6	-	-	7	3	1	-
	*%	*%	*%	*%	-%	*%	*%	-%	1%	*%	1%	-%	-%	*%	1%	*%	-%
									b		bcd			c			
Up to 2 hours	63	54	7	1	1	63	59	5	16	47	23	25	10	63	18	18	14
	2%	2%	3%	1%	1%	2%	2%	1%	4%	2%	3%	2%	1%	2%	4%	2%	1%
									b		bcd			c	bc		
3 to 5 hours	157	140	8	6	3	157	139	18	25	132	65	60	21	157	33	60	30
	5%	5%	3%	4%	4%	5%	5%	5%	6%	5%	10%	4%	2%	5%	7%	5%	3%
											bcd	c		c	c	c	
6 to 8 hours	199	177	10	7	5	199	175	24	47	152	83	72	39	199	45	71	43
	6%	7%	4%	5%	5%	6%	7%	6%	12%	6%	12%	5%	4%	6%	10%	6%	4%
									b		bcd			c	bc		
9 to 11 hours	244	202	26	10	6	244	212	33	45	199	67	109	64	244	40	79	81
	8%	8%	10%	7%	7%	8%	8%	8%	11%	7%	10%	8%	6%	8%	9%	7%	8%
									b		c						
12 to 15 hours	321	266	29	15	11	321	268	53	44	277	65	160	92	321	46	124	109
	10%	10%	11%	10%	13%	10%	10%	13%	11%	10%	10%	12%	9%	10%	10%	11%	11%
												c					
16 to 22 hours	533	441	44	31	18	533	451	82	72	461	111	220	199	533	63	210	195
	17%	17%	17%	21%	21%	17%	17%	21%	18%	17%	16%	16%	19%	17%	14%	18%	19%
																	a
23 to 30 hours	639	545	49	28	18	639	552	86	46	593	110	295	232	639	90	286	205
	21%	21%	19%	19%	20%	21%	21%	22%	12%	22%	16%	22%	22%	21%	20%	24%	20%
									a			a	a	a		c	
Over 30 hours	887	735	82	44	25	887	799	87	85	801	126	386	371	887	114	318	336
	29%	28%	32%	31%	29%	29%	30%	22%	22%	30%	19%	29%	36%	29%	25%	27%	33%
							b			a		a	abd	a		ab	
Don't know/ unsure	31	25	2	2	1	31	24	6	7	24	15	11	3	31	2	11	3
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	*%	1%	*%	1%	*%
											bcd						

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
SUMMARY CODES																	
0 to 8 hours	427	377	27	15	9	427	380	47	93	334	178	157	70	427	99	149	87
	14%	15%	10%	10%	10%	14%	14%	12%	24%	12%	27%	12%	7%	14%	22%	13%	9%
		c							b		bcd	c		c	bc	c	
9 to 22 hours	1098	910	98	56	34	1098	931	168	160	938	243	489	355	1098	150	413	386
	36%	35%	38%	39%	40%	36%	35%	43%	41%	35%	36%	37%	34%	36%	33%	35%	38%
								a	b								
23+ hours	1525	1280	131	72	42	1525	1352	173	132	1394	236	681	602	1525	204	604	541
	50%	49%	51%	50%	49%	50%	50%	44%	34%	52%	35%	51%	58%	50%	45%	51%	53%
							b			a		a	abd	a		a	a

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	DOES NOT REPORT a	REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
None	7 *%	- -%	2 *%	3 *%	7 *%	- -%	2 *%	3 *%	- -%
Up to 2 hours	63 2%	15 2%	27 2%	18 3%	63 2%	22 2%	27 1%	37 2%	22 2%
3 to 5 hours	157 5%	36 5%	68 4%	43 6%	157 5%	50 5%	91 5%	84 4%	63 6%
6 to 8 hours	199 6%	45 6%	119 8% c	31 5%	199 6%	50 5%	122 7%	106 6%	84 8% a
9 to 11 hours	244 8%	63 8%	114 7%	62 9%	244 8%	79 8%	151 8%	144 8%	90 8%
12 to 15 hours	321 10%	70 9%	179 11%	66 10%	321 10%	82 8%	219 12% a	198 11%	108 10%
16 to 22 hours	533 17%	152 20% c	269 17%	104 15%	533 17%	151 15%	347 19%	324 17%	193 18%
23 to 30 hours	639 21%	152 20%	340 22%	139 20%	639 21%	191 19%	415 22%	407 22%	213 20%
Over 30 hours	887 29%	211 28%	449 29%	208 30%	887 29%	344 35% b	482 26%	550 29%	298 28%
Don't know/ unsure	31 1%	3 *%	8 1%	13 2% ab	31 1%	10 1%	12 1%	23 1% b	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
SUMMARY CODES									
0 to 8 hours	427	95	215	95	427	123	242	230	169
	14%	13%	14%	14%	14%	13%	13%	12%	16%
									a
9 to 22 hours	1098	284	562	232	1098	311	716	666	391
	36%	38%	36%	34%	36%	32%	38%	35%	36%
							a		
23+ hours	1525	363	789	346	1525	535	897	957	511
	50%	49%	50%	51%	50%	55%	48%	51%	48%
						b			

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 9

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

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081	
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566	
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081	
Download the latest software updates onto devices when prompted	1690	158	331	282	314	295	311	1690	900	778	564	538	340	243	1101	583	1690	
	55%	43%	58%	53%	57%	58%	56%	55%	61%	50%	64%	58%	53%	40%	61%	47%	55%	
		a	a	a	a	a	a	a	b		bcdfg	df	df		cdfg	d	df	
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1599	210	383	283	291	234	198	1599	781	802	512	508	326	244	1021	570	1599	
	52%	57%	67%	53%	53%	46%	36%	52%	53%	51%	58%	55%	51%	40%	57%	46%	52%	
		ef	acdefg	ef	f	f		ef			cdfg	df	d		cdfg	d	df	
Use security software such as an anti-virus or anti-spyware package	1575	109	260	263	293	307	342	1575	873	693	540	496	318	216	1036	534	1575	
	51%	30%	45%	50%	53%	61%	61%	51%	59%	44%	61%	54%	50%	35%	57%	43%	51%	
		a	a	a	ab	abcdg	abcdg	ab	b		bcdfg	df	df		cdfg	d	df	
Use email filters or software that can block unwanted or spam emails	1251	111	228	214	239	225	233	1251	666	573	411	388	248	202	799	450	1251	
	41%	30%	40%	40%	44%	45%	42%	41%	45%	37%	46%	42%	39%	33%	44%	36%	41%	
		a	a	a	a	a	a	a	b		cdfg	df			cdfg		df	
Routinely back-up the information on your devices	1242	92	251	212	248	224	215	1242	608	615	441	392	243	162	833	405	1242	
	40%	25%	44%	40%	45%	44%	39%	40%	41%	39%	50%	43%	38%	27%	46%	32%	40%	
			a	a	af	a	a	a			bcdfg	df	df		cdfg	d	df	
Use a firewall	1036	86	185	170	180	218	198	1036	619	408	354	305	227	147	659	374	1036	
	34%	23%	32%	32%	33%	43%	36%	34%	42%	26%	40%	33%	35%	24%	36%	30%	34%	
			a	a	a	abcdfg	a	a	b		bdfg	d	df		df	d	df	

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

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

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Use a virtual private network (VPN)	765	124	146	131	143	128	93	765	440	313	254	257	159	92	511	251	765
	25%	34%	25%	25%	26%	25%	17%	25%	30%	20%	29%	28%	25%	15%	28%	20%	25%
		bcdefg	f	f	f	f		f	b		dfg	df	df		dfg	d	df
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	302	40	94	83	43	24	19	302	173	126	152	70	50	30	222	80	302
	10%	11%	16%	16%	8%	5%	3%	10%	12%	8%	17%	8%	8%	5%	12%	6%	10%
		ef	adefg	adefg	f			ef	b		bcdefg		d		bcdefg		df
ANY OF THESE	2784	326	541	484	484	464	485	2784	1388	1369	844	848	592	488	1691	1080	2784
	90%	88%	95%	91%	88%	92%	87%	90%	94%	87%	95%	92%	92%	80%	94%	86%	90%
			adfg	f		f		f	b		bcdefg	df	df		dfg	d	df
None of these	199	24	20	28	45	29	53	199	60	134	31	41	32	93	72	125	199
	6%	6%	4%	5%	8%	6%	9%	6%	4%	9%	4%	4%	5%	15%	4%	10%	6%
					b		bceg	b		a				abcefg		abceg	abe
Don't know	98	20	11	18	19	11	19	98	31	64	10	33	17	29	43	46	98
	3%	5%	2%	3%	3%	2%	3%	3%	2%	4%	1%	4%	3%	5%	2%	4%	3%
		beg								a		a	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.

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Download the latest software updates onto devices when prompted	1690 55%	1421 55%	143 55%	82 56%	44 51%	1690 55%	1479 55%	211 54%	120 31%	1570 58% a	199 30%	730 55% a	757 73% abd	1690 55% a	197 43%	633 54% a	681 67% ab
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1599 52%	1336 52%	128 50%	81 56%	53 61% abe	1599 52%	1401 52%	198 50%	190 48%	1409 52%	183 27%	690 52% a	722 70% abd	1599 52% a	214 47%	572 49%	618 61% ab
Use security software such as an anti-virus or anti-spyware package	1575 51%	1315 51%	144 56%	71 49%	44 52%	1575 51%	1347 50%	227 58% a	90 23%	1485 55% a	202 30%	667 50% a	701 68% abd	1575 51% a	168 37%	607 52% a	635 62% ab
Use email filters or software that can block unwanted or spam emails	1251 41%	1032 40%	124 48% ae	59 41%	37 43%	1251 41%	1084 40%	167 42%	83 21%	1168 43% a	152 23%	501 37% a	596 58% abd	1251 41% a	150 33%	469 40% a	493 49% ab
Routinely back-up the information on your devices	1242 40%	1045 40%	104 40%	57 40%	35 41%	1242 40%	1094 41%	148 38%	86 22%	1156 43% a	126 19%	485 36% a	631 61% abd	1242 40% ab	133 29%	453 38% a	516 51% ab
Use a firewall	1036 34%	864 33%	94 36%	50 35%	28 32%	1036 34%	903 34%	134 34%	42 11%	994 37% a	148 22%	403 30% a	483 47% abd	1036 34% ab	120 26%	395 34% a	396 39% ab

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 9

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

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Use a virtual private network (VPN)	765 25%	624 24%	78 30%	39 27%	23 27%	765 25%	665 25%	100 25%	55 14%	709 26%	86 13%	284 21%	391 38%	765 25%	93 21%	288 24%	290 29%
			ae							a		a	abd	ab			ab
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	302 10%	260 10%	23 9%	9 6%	10 11%	302 10%	286 11%	16 4%	25 6%	277 10%	29 4%	112 8%	160 16%	302 10%	38 8%	100 9%	135 13%
		c			c	c	b			a		a	abd	a			ab
ANY OF THESE	2784 90%	2331 90%	239 93%	133 92%	80 93%	2784 90%	2427 90%	357 91%	308 79%	2476 92%	520 77%	1233 92%	1020 99%	2784 90%	401 88%	1068 91%	966 95%
									a			a	abd	a			ab
None of these	199 6%	178 7%	10 4%	7 5%	4 5%	199 6%	175 7%	24 6%	57 14%	143 5%	107 16%	69 5%	8 1%	199 6%	42 9%	72 6%	42 4%
									b		bcd	c		c	c		
Don't know	98 3%	82 3%	9 3%	5 3%	2 2%	98 3%	85 3%	13 3%	27 7%	70 3%	46 7%	37 3%	2 *%	98 3%	12 3%	37 3%	7 1%
									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.

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Download the latest software updates onto devices when prompted	1690	463	871	332	1690	513	1095	1049	600
	55%	62%	55%	48%	55%	52%	59%	56%	56%
		bcd	c		c		a		
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1599	430	792	350	1599	520	1000	890	655
	52%	58%	50%	51%	52%	53%	54%	47%	61%
		bcd							a
Use security software such as an anti-virus or anti-spyware package	1575	439	818	297	1575	444	1053	1000	544
	51%	59%	52%	43%	51%	45%	56%	53%	51%
		bcd	c		c		a		
Use email filters or software that can block unwanted or spam emails	1251	316	660	258	1251	381	793	781	440
	41%	42%	42%	38%	41%	39%	42%	42%	41%
Routinely back-up the information on your devices	1242	343	614	266	1242	366	820	768	438
	40%	46%	39%	39%	40%	37%	44%	41%	41%
		bcd					a		
Use a firewall	1036	265	518	234	1036	304	677	664	341
	34%	35%	33%	34%	34%	31%	36%	35%	32%
							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.

IN64. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Use a virtual private network (VPN)	765 25%	201 27%	393 25%	162 24%	765 25%	252 26%	463 25%	452 24%	291 27%
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	302 10%	111 15%	134 8%	53 8%	302 10%	92 9%	188 10%	108 6%	180 17%
ANY OF THESE	2784 90%	696 93%	1437 91%	604 88%	2784 90%	885 90%	1718 92%	1682 90%	1003 93%
None of these	199 6%	44 6%	93 6%	54 8%	199 6%	70 7%	103 6%	133 7%	50 5%
Don't know	98 3%	6 1%	44 3%	28 4%	98 3%	24 2%	46 2%	60 3%	22 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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Delete it (VALID)	776	40	96	126	151	158	205	776	373	394	188	280	164	140	468	304	776
	25%	11%	17%	24%	27%	31%	37%	25%	25%	25%	21%	30%	26%	23%	26%	24%	25%
			a	ab	ab	abcb	abcdg	ab				adefg			a		a
Ignore it/ I wouldn't do anything (VALID)	502	61	74	85	76	100	104	502	202	297	129	143	114	115	272	229	502
	16%	17%	13%	16%	14%	20%	19%	16%	14%	19%	15%	16%	18%	19%	15%	18%	16%
						bd	bd			a				ae		ae	
Check elsewhere to see if it is genuine or has been reported (VALID)	484	80	113	89	65	71	65	484	236	242	151	121	99	109	272	208	484
	16%	22%	20%	17%	12%	14%	12%	16%	16%	15%	17%	13%	15%	18%	15%	17%	16%
		defg	defg	df				df			b			b		b	
Check the email address to see if it looks genuine (VALID)	475	70	97	77	109	60	61	475	228	241	140	178	88	68	318	156	475
	15%	19%	17%	15%	20%	12%	11%	15%	15%	15%	16%	19%	14%	11%	18%	12%	15%
		ef	ef		cefg			f			df	cdfg			cdf		df
Check if someone in the household is expecting a delivery (VALID)	452	63	55	56	53	110	115	452	215	229	125	128	109	87	254	196	452
	15%	17%	10%	11%	10%	22%	21%	15%	15%	15%	14%	14%	17%	14%	14%	16%	15%
		bcd				bcdg	bcdg	bcd									
Block the sender/ block the email address/ move to junk folder (VALID)	278	36	40	45	53	37	67	278	142	130	83	89	42	63	172	105	278
	9%	10%	7%	8%	10%	7%	12%	9%	10%	8%	9%	10%	6%	10%	10%	8%	9%
							beg					c		c	c		
Know it's a scam/ phishing email (VALID)	225	25	28	41	42	48	41	225	118	105	56	75	46	46	131	92	225
	7%	7%	5%	8%	8%	10%	7%	7%	8%	7%	6%	8%	7%	7%	7%	7%	7%
						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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Click on 'Show my options'	176	34	57	32	27	15	11	176	80	96	62	46	34	33	108	67	176
	6%	9%	10%	6%	5%	3%	2%	6%	5%	6%	7%	5%	5%	5%	6%	5%	6%
		defg	cdefg	ef	f			ef									
Report it (VALID)	168	18	38	23	33	27	29	168	85	82	46	61	30	28	108	59	168
	5%	5%	7%	4%	6%	5%	5%	5%	6%	5%	5%	7%	5%	5%	6%	5%	5%
Check if it's a scam (VALID)	116	14	26	25	20	20	11	116	46	67	39	29	22	25	68	47	116
	4%	4%	5%	5%	4%	4%	2%	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%
			f	f				f									
Read it	114	16	35	16	19	13	15	114	56	55	36	31	23	23	68	46	114
	4%	4%	6%	3%	3%	3%	3%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%
			cefg														
Reschedule delivery	88	15	36	27	1	4	5	88	47	41	39	17	17	14	56	31	88
	3%	4%	6%	5%	*%	1%	1%	3%	3%	3%	4%	2%	3%	2%	3%	2%	3%
		def	defg	defg				def			bdfg						
Reply to it	33	2	20	4	3	4	1	33	22	11	20	2	8	3	23	10	33
	1%	*%	3%	1%	*%	1%	*%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%
			acdefg					f			bdfg		b		b		b
Follow the instructions (in the email)	4	-	3	1	-	-	-	4	4	-	2	-	2	-	2	2	4
	*%	-%	1%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
Check with a friend or family member for advice on what to do (VALID)	2	2	-	-	-	-	*	2	2	-	-	2	-	-	2	-	2
	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
		g															
Something else	29	5	8	10	4	1	1	29	19	10	14	2	9	3	16	13	29
	1%	1%	1%	2%	1%	*%	*%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
		f	f	ef							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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Don't know	76	11	11	16	17	5	17	76	43	33	21	12	19	17	33	36	76
	2%	3%	2%	3%	3%	1%	3%	2%	3%	2%	2%	1%	3%	3%	2%	3%	2%
				e	e		e						b			b	
SUMMARY																	
ANY VALID FEATURES	2653	299	439	435	482	480	518	2653	1256	1362	727	831	546	533	1558	1079	2653
	86%	81%	77%	82%	88%	95%	93%	86%	85%	87%	82%	90%	85%	87%	86%	86%	86%
			b	abc	abcdg	abcdg	abc					acefg	a	a	a	a	a
ONLY VALID FEATURES	2590	291	423	427	478	462	509	2590	1227	1329	706	814	534	521	1520	1055	2590
	84%	79%	74%	81%	87%	92%	91%	84%	83%	85%	80%	88%	83%	85%	84%	84%	84%
			b	abc	abcdg	abcdg	ab					acefg	a	a	a	a	a
ANY INVALID FEATURES	386	62	131	77	49	36	30	386	190	194	144	93	78	68	237	146	386
	13%	17%	23%	15%	9%	7%	5%	13%	13%	12%	16%	10%	12%	11%	13%	12%	13%
		defg	acdefg	def	f			def			bcdefg				b		
ONLY INVALID FEATURES	323	55	115	69	45	18	22	323	162	161	123	76	66	57	198	123	323
	10%	15%	20%	13%	8%	4%	4%	10%	11%	10%	14%	8%	10%	9%	11%	10%	10%
		defg	cdefg	def	ef			ef			bdefg				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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Delete it (VALID)	776	650	65	38	23	776	643	132	70	706	161	330	271	776	89	319	278
	25%	25%	25%	26%	27%	25%	24%	34%	18%	26%	24%	25%	26%	25%	19%	27%	27%
								a		a						a	a
Ignore it/ I wouldn't do anything (VALID)	502	419	44	23	16	502	446	55	64	438	141	211	143	502	71	194	159
	16%	16%	17%	16%	18%	16%	17%	14%	16%	16%	21%	16%	14%	16%	16%	17%	16%
											bcd						
Check elsewhere to see if it is genuine or has been reported (VALID)	484	414	38	19	14	484	432	53	67	418	98	202	183	484	85	190	148
	16%	16%	15%	13%	16%	16%	16%	13%	17%	16%	15%	15%	18%	16%	19%	16%	15%
Check the email address to see if it looks genuine (VALID)	475	398	35	27	14	475	416	59	52	423	52	214	210	475	51	170	193
	15%	15%	14%	19%	17%	15%	15%	15%	13%	16%	8%	16%	20%	15%	11%	14%	19%
												a	abd	a			ab
Check if someone in the household is expecting a delivery (VALID)	452	375	44	23	11	452	374	78	54	398	92	219	139	452	64	185	145
	15%	14%	17%	16%	12%	15%	14%	20%	14%	15%	14%	16%	13%	15%	14%	16%	14%
								a									
Block the sender/ block the email address/ move to junk folder (VALID)	278	229	26	14	9	278	236	43	24	255	39	117	120	278	36	106	98
	9%	9%	10%	9%	11%	9%	9%	11%	6%	9%	6%	9%	12%	9%	8%	9%	10%
										a		a	abd	a			

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

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

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Know it's a scam/ phishing email (VALID)	225	187	19	11	8	225	189	36	24	200	44	108	67	225	38	87	68
	7%	7%	7%	8%	9%	7%	7%	9%	6%	7%	7%	8%	7%	7%	8%	7%	7%
Click on 'Show my options'	176	154	13	6	3	176	162	14	26	150	41	70	64	176	39	73	45
	6%	6%	5%	4%	4%	6%	6%	4%	7%	6%	6%	5%	6%	6%	9%	6%	4%
															c		
Report it (VALID)	168	139	13	9	6	168	147	21	16	152	26	64	75	168	21	51	69
	5%	5%	5%	6%	7%	5%	5%	5%	4%	6%	4%	5%	7%	5%	5%	4%	7%
													abd				b
Check if it's a scam (VALID)	116	94	14	5	4	116	97	19	16	100	27	44	44	116	22	36	38
	4%	4%	5%	3%	4%	4%	4%	5%	4%	4%	4%	3%	4%	4%	5%	3%	4%
Read it	114	100	5	6	3	114	101	13	16	98	26	48	38	114	16	33	39
	4%	4%	2%	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%	4%	3%	3%	4%
Reschedule delivery	88	74	9	3	2	88	80	7	14	74	20	39	30	88	18	22	36
	3%	3%	4%	2%	2%	3%	3%	2%	4%	3%	3%	3%	3%	3%	4%	2%	4%
															b		b
Reply to it	33	29	2	1	2	33	31	2	5	28	8	14	11	33	6	7	20
	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%
																	b
Follow the instructions (in the email)	4	3	1	-	-	4	4	-	-	4	-	3	1	4	-	1	3
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%

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

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

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Check with a friend or family member for advice on what to do (VALID)	2	2	-	-	*	2	2	-	-	2	-	2	*	2	2	-	*
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%
Something else	29	23	5	*	1	29	28	1	4	25	5	16	8	29	7	14	8
	1%	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Don't know	76	69	3	3	*	76	69	7	16	60	34	31	5	76	12	30	21
	2%	3%	1%	2%	*%	2%	3%	2%	4%	2%	5%	2%	1%	2%	3%	3%	2%
		d				d					bcd	c		c			
SUMMARY																	
ANY VALID FEATURES	2653	2219	228	129	78	2653	2288	364	314	2339	548	1154	921	2653	372	1022	887
	86%	86%	88%	89%	90%	86%	85%	92%	80%	87%	81%	86%	89%	86%	82%	87%	87%
					a			a		a		a	abd	a		a	a
ONLY VALID FEATURES	2590	2164	224	125	76	2590	2238	352	312	2278	544	1126	890	2590	362	1002	862
	84%	84%	87%	87%	88%	84%	83%	89%	79%	85%	81%	84%	86%	84%	80%	85%	85%
					a			a		a			a			a	a
ANY INVALID FEATURES	386	335	26	16	9	386	352	33	61	325	89	165	128	386	74	131	126
	13%	13%	10%	11%	10%	13%	13%	8%	15%	12%	13%	12%	12%	13%	16%	11%	12%
							b								b		
ONLY INVALID FEATURES	323	281	23	12	7	323	301	22	58	265	86	137	97	323	64	111	101
	10%	11%	9%	9%	8%	10%	11%	6%	15%	10%	13%	10%	9%	10%	14%	9%	10%
							b		b		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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Delete it (VALID)	776	156	416	189	776	224	518	565	192
	25%	21%	26%	28%	25%	23%	28%	30%	18%
			a	a	a		a	b	
Ignore it/ I wouldn't do anything (VALID)	502	110	268	109	502	159	294	326	153
	16%	15%	17%	16%	16%	16%	16%	17%	14%
								b	
Check elsewhere to see if it is genuine or has been reported (VALID)	484	138	242	92	484	158	286	275	188
	16%	19%	15%	13%	16%	16%	15%	15%	18%
		c							
Check the email address to see if it looks genuine (VALID)	475	109	238	118	475	143	298	292	163
	15%	15%	15%	17%	15%	15%	16%	16%	15%
Check if someone in the household is expecting a delivery (VALID)	452	97	253	96	452	148	287	326	120
	15%	13%	16%	14%	15%	15%	15%	17%	11%
								b	
Block the sender/ block the email address/ move to junk folder (VALID)	278	56	150	66	278	92	168	192	77
	9%	8%	10%	10%	9%	9%	9%	10%	7%
								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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Know it's a scam/ phishing email (VALID)	225	45	109	66	225	76	131	149	67
	7%	6%	7%	10%	7%	8%	7%	8%	6%
				ab					
Click on 'Show my options'	176	44	99	27	176	54	103	77	89
	6%	6%	6%	4%	6%	6%	6%	4%	8%
			c						a
Report it (VALID)	168	47	72	41	168	49	106	104	56
	5%	6%	5%	6%	5%	5%	6%	6%	5%
Check if it's a scam (VALID)	116	30	55	28	116	31	73	54	55
	4%	4%	3%	4%	4%	3%	4%	3%	5%
									a
Read it	114	35	56	19	114	42	62	54	49
	4%	5%	4%	3%	4%	4%	3%	3%	5%
									a
Reschedule delivery	88	36	32	18	88	22	58	33	50
	3%	5%	2%	3%	3%	2%	3%	2%	5%
		bcd							a
Reply to it	33	17	11	4	33	12	17	10	22
	1%	2%	1%	1%	1%	1%	1%	1%	2%
		bcd							a
Follow the instructions (in the email)	4	4	-	-	4	-	2	-	4
	*%	1%	-%	-%	*%	-%	*%	-%	*%
		bd							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.

SCENARIO 1A. EXAMPLE OF A SCAM EMAIL SCENARIO - UNPROMPTED RESPONSES. Moving on now, here is an example of an email that you may receive. If you received this email what would you do first? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Check with a friend or family member for advice on what to do (VALID)	2	2	-	-	2	-	2	2	-
	*%	*%	-%	-%	*%	-%	*%	*%	-%
Something else	29	5	16	8	29	20	7	9	19
	1%	1%	1%	1%	1%	2%	*%	*%	2%
						b			a
Don't know	76	23	23	27	76	34	35	37	31
	2%	3%	1%	4%	2%	3%	2%	2%	3%
		b		b	b	b			
SUMMARY									
ANY VALID FEATURES	2653	611	1380	598	2653	826	1637	1702	852
	86%	82%	88%	87%	86%	84%	88%	91%	79%
			a	a	a		a	b	
ONLY VALID FEATURES	2590	593	1349	585	2590	799	1604	1666	828
	84%	80%	86%	85%	84%	82%	86%	89%	77%
			a	a	a		a	b	
ANY INVALID FEATURES	386	123	186	67	386	127	220	163	196
	13%	17%	12%	10%	13%	13%	12%	9%	18%
		bcd							a
ONLY INVALID FEATURES	323	105	155	54	323	100	188	127	171
	10%	14%	10%	8%	10%	10%	10%	7%	16%
		bcd							a

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

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

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Check the email address to see if it looks genuine (VALID)	1452 47%	177 48% f	301 53% efg	268 51% f	262 48% f	226 45% f	219 39% f	1452 47% f	698 47%	734 47%	455 51% cdfg	441 48%	286 45%	264 43% a	897 50% df	550 44%	1452 47%
Delete it (VALID)	1421 46%	94 25%	195 34% a	226 43% ab	269 49% ab	272 54% abcg	365 66% abcdeg	1421 46% ab	691 47%	717 46%	352 40%	493 54% acdefg	282 44%	289 47% a	845 47% a	572 46% a	1421 46% a
Check if someone in the household is expecting a delivery (VALID)	1195 39%	165 45% cdg	238 42% cd	184 35%	175 32%	216 43% cd	216 39% d	1195 39% d	547 37%	631 40%	372 42% b	318 35%	272 42% b	224 37%	691 38%	496 40% b	1195 39% b
Block the sender/ block the email address/ move to junk folder (VALID)	1092 35%	118 32%	166 29%	201 38% b	208 38% b	182 36% b	218 39% ab	1092 35% b	525 35%	553 35%	289 33%	375 41% acdfg	207 32%	214 35%	664 37%	422 34%	1092 35%
Check elsewhere to see if it is genuine or has been reported (VALID)	907 29%	136 37% defg	222 39% cdefg	164 31% f	140 26%	128 25%	117 21%	907 29% f	443 30%	449 29%	299 34% befg	235 25%	186 29%	181 30%	533 30% b	367 29%	907 29% b
Report it (VALID)	888 29%	118 32% f	179 31% f	156 29%	165 30%	130 26%	141 25%	888 29%	448 30%	426 27%	249 28%	292 32% df	187 29%	152 25%	542 30% d	339 27%	888 29%
Ignore it/ I wouldn't do anything (VALID)	787 26%	94 25%	132 23%	129 24%	120 22%	150 30% bd	162 29% bd	787 26%	317 21%	460 29% a	205 23%	223 24%	177 28%	175 29% ae	429 24%	353 28% ae	787 26%

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

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SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Click on 'Show my options'	363	64	124	70	43	32	30	363	188	173	143	85	66	67	228	133	363
	12%	17%	22%	13%	8%	6%	5%	12%	13%	11%	16%	9%	10%	11%	13%	11%	12%
		defg	cdefg	def				def			bcdefg				b		
Check with a friend or family member for advice on what to do (VALID)	211	57	52	39	31	9	22	211	104	104	82	56	33	34	139	67	211
	7%	16%	9%	7%	6%	2%	4%	7%	7%	7%	9%	6%	5%	5%	8%	5%	7%
		bcdefg	ef	ef	e			ef			bcdfg				f		
Follow the instructions (in the email)	164	28	57	46	14	10	9	164	92	72	73	40	26	25	113	50	164
	5%	8%	10%	9%	3%	2%	2%	5%	6%	5%	8%	4%	4%	4%	6%	4%	5%
		def	defg	defg				def			bcdfg				f		
Reply to it	128	18	46	29	15	13	6	128	77	51	71	17	22	16	88	38	128
	4%	5%	8%	6%	3%	3%	1%	4%	5%	3%	8%	2%	3%	3%	5%	3%	4%
		f	defg	def				f	b		bcdefg				bdf		b
Something else	23	1	2	1	3	9	6	23	13	9	6	7	3	7	12	10	23
	1%	*%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
					abcg												
Don't know	13	3	1	1	3	1	5	13	8	5	-	3	1	6	3	7	13
	*%	1%	*%	*%	1%	*%	1%	*%	1%	*%	-%	*%	*%	1%	*%	1%	*%
													ae		a		
SUMMARY																	
ANY VALID FEATURES	2975	347	542	508	528	500	550	2975	1419	1522	854	893	616	593	1747	1210	2975
	97%	94%	95%	96%	96%	99%	99%	97%	96%	97%	97%	97%	96%	97%	97%	97%	97%
					abcdg		abcdg	a									
ONLY VALID FEATURES	2569	282	399	423	488	464	513	2569	1196	1341	675	808	553	517	1483	1070	2569
	83%	76%	70%	80%	89%	92%	92%	83%	81%	86%	76%	88%	86%	85%	82%	86%	83%
		b		b	abcg	abcg	abcg	ab		a		aeg	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
ANY INVALID FEATURES	496	84	173	105	56	39	39	496	275	219	209	110	87	86	319	173	496
	16%	23%	30%	20%	10%	8%	7%	16%	19%	14%	24%	12%	14%	14%	18%	14%	16%
		defg	acdefg	defg				def	b		bcdefg				bcf		b
ONLY INVALID FEATURES	90	19	30	20	17	3	1	90	52	37	30	25	24	9	55	33	90
	3%	5%	5%	4%	3%	1%	*%	3%	4%	2%	3%	3%	4%	2%	3%	3%	3%
		efg	efg	ef	ef			ef			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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Check the email address to see if it looks genuine (VALID)	1452 47%	1224 47%	117 45%	71 49%	39 45%	1452 47%	1286 48% b	166 42%	157 40%	1295 48% a	219 33%	646 48% a	586 57% abd	1452 47% a	192 42%	536 46%	530 52% ab
Delete it (VALID)	1421 46%	1183 46%	121 47%	74 51%	44 51%	1421 46%	1191 44%	231 59% a	134 34%	1287 48% a	293 44%	610 46%	500 49%	1421 46%	189 42%	571 49% a	484 48%
Check if someone in the household is expecting a delivery (VALID)	1195 39%	1006 39%	102 39%	56 39%	31 36%	1195 39%	1042 39%	153 39%	176 45% b	1019 38%	223 33%	533 40% a	432 42% a	1195 39% a	181 40%	451 38%	408 40%
Block the sender/ block the email address/ move to junk folder (VALID)	1092 35%	912 35%	83 32%	58 40% b	39 45% abe	1092 35%	932 35%	160 41% a	96 25%	996 37% a	153 23%	476 36% a	452 44% abd	1092 35% a	145 32%	406 34%	381 38%
Check elsewhere to see if it is genuine or has been reported (VALID)	907 29%	766 30%	70 27%	43 30%	27 31%	907 29%	805 30%	102 26%	124 32%	783 29%	146 22%	398 30% a	361 35% abd	907 29% a	149 33%	341 29%	306 30%
Report it (VALID)	888 29%	724 28%	83 32%	50 34% ae	31 36% ae	888 29%	768 29%	120 31%	104 27%	784 29%	149 22%	360 27% a	371 36% abd	888 29% a	110 24%	341 29%	307 30% a

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

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SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Ignore it/ I wouldn't do anything (VALID)	787 26%	672 26%	58 23%	32 22%	24 28%	787 26%	695 26%	92 23%	92 24%	695 26%	191 28%	342 26%	244 24%	787 26%	110 24%	308 26%	245 24%
Click on 'Show my options'	363 12%	319 12%	27 10%	10 7%	7 8%	363 12%	336 12%	27 7%	47 12%	316 12%	83 12%	153 11%	125 12%	363 12%	72 16%	137 12%	119 12%
Check with a friend or family member for advice on what to do (VALID)	211 7%	182 7%	12 5%	11 7%	6 7%	211 7%	198 7%	13 3%	37 9%	174 6%	33 5%	98 7%	76 7%	211 7%	39 9%	66 6%	74 7%
Follow the instructions (in the email)	164 5%	147 6%	9 4%	5 4%	3 3%	164 5%	161 6%	3 1%	18 5%	146 5%	42 6%	67 5%	55 5%	164 5%	33 7%	45 4%	69 7%
Reply to it	128 4%	113 4%	6 2%	5 4%	4 5%	128 4%	123 5%	5 1%	21 5%	107 4%	28 4%	51 4%	49 5%	128 4%	30 7%	30 3%	57 6%
Something else	23 1%	21 1%	1 *%	1 *%	* 1%	23 1%	15 1%	8 2%	4 1%	19 1%	8 1%	6 *%	9 1%	23 1%	- -%	10 1%	9 1%
Don't know	13 *%	12 *%	1 1%	1 *%	- -%	13 *%	11 *%	2 1%	6 1%	8 *%	9 1%	1 *%	- -%	13 *%	2 *%	7 1%	- -%

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

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SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
SUMMARY																	
ANY VALID FEATURES	2975	2496	252	141	85	2975	2591	384	369	2606	631	1292	1018	2975	430	1132	997
	97%	96%	97%	98%	99%	97%	96%	98%	94%	97%	94%	97%	99%	97%	95%	96%	98%
					a				a			a	abd	a		ab	
ONLY VALID FEATURES	2569	2140	223	129	76	2569	2212	357	316	2253	542	1125	869	2569	351	999	839
	83%	83%	86%	89%	88%	83%	82%	91%	81%	84%	81%	84%	84%	83%	77%	85%	83%
				ae	ae			a							a	a	
ANY INVALID FEATURES	496	437	34	15	10	496	463	33	71	426	121	213	161	496	102	171	177
	16%	17%	13%	10%	12%	16%	17%	8%	18%	16%	18%	16%	16%	16%	22%	14%	17%
		cd				c	b								bc		
ONLY INVALID FEATURES	90	81	5	3	1	90	84	6	18	72	32	46	12	90	23	38	19
	3%	3%	2%	2%	1%	3%	3%	1%	4%	3%	5%	3%	1%	3%	5%	3%	2%
											cd	c		c	c		

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

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SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Check the email address to see if it looks genuine (VALID)	1452	377	713	332	1452	473	893	852	552
	47%	51%	45%	48%	47%	48%	48%	45%	51%
		b							a
Delete it (VALID)	1421	292	764	341	1421	443	897	991	382
	46%	39%	49%	50%	46%	45%	48%	53%	36%
			a	a	a			b	
Check if someone in the household is expecting a delivery (VALID)	1195	334	589	251	1195	399	723	723	434
	39%	45%	37%	37%	39%	41%	39%	39%	40%
		bcd							
Block the sender/ block the email address/ move to junk folder (VALID)	1092	237	559	271	1092	382	651	714	338
	35%	32%	36%	40%	35%	39%	35%	38%	31%
				a		b		b	
Check elsewhere to see if it is genuine or has been reported (VALID)	907	263	433	191	907	294	542	507	363
	29%	35%	28%	28%	29%	30%	29%	27%	34%
		bcd							a
Report it (VALID)	888	206	460	199	888	298	524	542	299
	29%	28%	29%	29%	29%	30%	28%	29%	28%

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

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SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Ignore it/ I wouldn't do anything (VALID)	787	161	419	187	787	260	460	497	250
	26%	22%	27%	27%	26%	27%	25%	27%	23%
			a	a	a				
Click on 'Show my options'	363	118	185	51	363	115	215	163	185
	12%	16%	12%	7%	12%	12%	12%	9%	17%
		bcd	c		c				a
Check with a friend or family member for advice on what to do (VALID)	211	66	99	41	211	92	97	106	96
	7%	9%	6%	6%	7%	9%	5%	6%	9%
		b				b			a
Follow the instructions (in the email)	164	67	61	29	164	58	92	70	87
	5%	9%	4%	4%	5%	6%	5%	4%	8%
		bcd			b				a
Reply to it	128	61	48	17	128	46	73	48	74
	4%	8%	3%	3%	4%	5%	4%	3%	7%
		bcd							a
Something else	23	3	18	2	23	6	17	18	5
	1%	*%	1%	*%	1%	1%	1%	1%	*%
Don't know	13	2	6	4	13	4	7	6	5
	*%	*%	*%	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). Still thinking about this email. Which, if any, of the following things would you also do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
SUMMARY									
ANY VALID FEATURES	2975 97%	717 96%	1524 97%	662 97%	2975 97%	945 96%	1814 97%	1835 98%	1019 95%
ONLY VALID FEATURES	2569 83%	567 76%	1335 85%	604 88%	2569 83%	816 83%	1565 84%	1659 88%	806 75%
ANY INVALID FEATURES	496 16%	176 24%	231 15%	78 11%	496 16%	159 16%	293 16%	208 11%	264 25%
ONLY INVALID FEATURES	90 3%	26 3%	42 3%	20 3%	90 3%	30 3%	45 2%	32 2%	50 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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
CONFIDENT AND NOT ABLE	427	72	152	88	49	35	31	427	240	185	186	92	79	65	279	144	427
	14%	19%	27%	17%	9%	7%	6%	14%	16%	12%	21%	10%	12%	11%	15%	12%	14%
		defg	acdefg	def	f			def	b		bcdefg				bdf		b
CONFIDENT AND ABLE	2191	236	358	379	414	385	418	2191	1048	1116	592	697	484	411	1290	895	2191
	71%	64%	63%	72%	75%	76%	75%	71%	71%	71%	67%	76%	76%	67%	71%	72%	71%
				ab	ab	abg	ab	ab				adeg	adg		a	a	a
NOT CONFIDENT AND NOT ABLE	85	15	21	19	11	6	13	85	43	41	23	21	9	28	45	37	85
	3%	4%	4%	4%	2%	1%	2%	3%	3%	3%	3%	2%	1%	5%	2%	3%	3%
		e	e	e										bceg			
NOT CONFIDENT AND ABLE	378	46	41	43	74	78	95	378	148	225	83	110	69	105	193	174	378
	12%	12%	7%	8%	14%	16%	17%	12%	10%	14%	9%	12%	11%	17%	11%	14%	12%
		bc			bc	bc	bcg	bc		a				abceg	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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
CONFIDENT AND NOT ABLE	427	377	28	13	9	427	398	29	58	369	94	179	150	427	81	158	155
	14%	15%	11%	9%	10%	14%	15%	7%	15%	14%	14%	13%	15%	14%	18%	13%	15%
		cd				c	b								b		
CONFIDENT AND ABLE	2191	1825	189	110	67	2191	1886	305	247	1943	413	975	788	2191	293	843	760
	71%	70%	73%	76%	78%	71%	70%	77%	63%	72%	61%	73%	76%	71%	64%	72%	75%
			a	ae			a		a		a	ad	a		a	a	a
NOT CONFIDENT AND NOT ABLE	85	74	7	2	2	85	77	8	19	67	37	34	12	85	22	20	22
	3%	3%	3%	1%	2%	3%	3%	2%	5%	2%	5%	3%	1%	3%	5%	2%	2%
									b		bcd	c		c	bc		
NOT CONFIDENT AND ABLE	378	315	34	19	9	378	326	52	68	310	129	150	81	378	59	156	80
	12%	12%	13%	13%	10%	12%	12%	13%	17%	12%	19%	11%	8%	12%	13%	13%	8%
									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.

SCENARIO 1B. EXAMPLE OF A SCAM EMAIL SCENARIO - TOTAL RESPONSES (UNPROMPTED AND PROMPTED RESPONSES COMBINED). ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
CONFIDENT AND NOT ABLE	427	154	202	62	427	137	254	175	232
	14%	21%	13%	9%	14%	14%	14%	9%	22%
		bcd	c		c				a
CONFIDENT AND ABLE	2191	510	1142	502	2191	674	1377	1391	715
	71%	68%	73%	73%	71%	69%	74%	74%	67%
							a	b	
NOT CONFIDENT AND NOT ABLE	85	24	38	19	85	27	48	42	36
	3%	3%	2%	3%	3%	3%	3%	2%	3%
NOT CONFIDENT AND ABLE	378	57	193	103	378	142	188	268	90
	12%	8%	12%	15%	12%	14%	10%	14%	8%
			a	a	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.

IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1823	213	331	382	313	282	302	1823	835	973	542	581	351	340	1123	691	1823
Effective Weighted Sample	1511	175	276	324	264	234	252	1511	695	806	458	468	308	272	925	578	1511
Total	1814	182	362	358	345	297	271	1814	866	935	546	554	396	311	1100	707	1814
Yes – all or most of the time	697	55	155	149	118	108	112	697	357	333	241	211	142	100	452	242	697
	38%	30%	43%	42%	34%	36%	41%	38%	41%	36%	44%	38%	36%	32%	41%	34%	38%
			ad	a			a	a	b		cd			df			
Yes - sometimes	869	94	174	175	171	145	110	869	380	483	252	269	201	144	521	344	869
	48%	52%	48%	49%	50%	49%	41%	48%	44%	52%	46%	49%	51%	46%	47%	49%	48%
		f		f			f	f	a								
Yes – but not very often/ rarely	163	27	25	30	32	25	25	163	86	77	36	46	46	34	82	79	163
	9%	15%	7%	8%	9%	8%	9%	9%	10%	8%	7%	8%	12%	11%	7%	11%	9%
		bceg											ae	a		ae	
No - I don't tend to think about whether they are truthful or accurate	60	2	5	4	18	13	18	60	33	27	13	22	7	19	35	25	60
	3%	1%	1%	1%	5%	4%	7%	3%	4%	3%	2%	4%	2%	6%	3%	4%	3%
				abc	bc	ab	ab	c						aceg			
Don't know	25	4	3	1	6	6	6	25	10	15	4	6	1	15	10	16	25
	1%	2%	1%	*%	2%	2%	2%	1%	1%	2%	1%	1%	*%	5%	1%	2%	1%
		c			c	c	c							abcefg		ce	
TOTAL - YES	1729	176	354	354	321	278	247	1729	824	893	529	526	388	278	1055	666	1729
	95%	97%	98%	99%	93%	94%	91%	95%	95%	96%	97%	95%	98%	89%	96%	94%	95%
		f	def	defg			f	f			df	d	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.

IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1823	1229	203	181	210	1823	1581	242	206	1617	205	729	886	1823	234	716	663
Effective Weighted Sample	1511	1154	185	177	187	1511	1307	204	170	1340	169	605	733	1511	192	592	555
Total	1814	1511	164	82	57	1814	1574	241	204	1610	208	719	883	1814	245	699	666
Yes – all or most of the time	697	585	61	31	19	697	611	86	61	636	53	254	388	697	72	253	310
	38%	39%	37%	38%	34%	38%	39%	36%	30%	40%	26%	35%	44%	38%	29%	36%	47%
										a		a	abd	a			ab
Yes - sometimes	869	716	83	38	32	869	758	111	106	763	102	351	415	869	129	353	284
	48%	47%	51%	47%	55%	48%	48%	46%	52%	47%	49%	49%	47%	48%	53%	50%	43%
					a										c	c	
Yes – but not very often/ rarely	163	138	10	9	5	163	144	19	29	134	33	69	61	163	30	61	51
	9%	9%	6%	12%	9%	9%	9%	8%	14%	8%	16%	10%	7%	9%	12%	9%	8%
									b		bcd						
No - I don't tend to think about whether they are truthful or accurate	60	53	5	1	1	60	43	17	4	56	18	27	14	60	6	23	21
	3%	3%	3%	1%	2%	3%	3%	7%	2%	3%	8%	4%	2%	3%	3%	3%	3%
								a			bcd	c	c				
Don't know	25	20	4	1	-	25	18	8	5	20	2	18	5	25	8	10	-
	1%	1%	3%	2%	-%	1%	1%	3%	3%	1%	1%	3%	1%	1%	3%	1%	-%
			d					a				c			c	c	
TOTAL - YES	1729	1439	155	79	56	1729	1513	216	195	1534	188	674	864	1729	231	666	645
	95%	95%	94%	97%	98%	95%	96%	90%	96%	95%	90%	94%	98%	95%	94%	95%	97%
					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.

IN37. You said earlier that you look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram. When you do this, do you ever think about whether these news stories or articles are truthful or accurate? (SINGLE CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	1823	427	944	421	1823	567	1166	1110	657
Effective Weighted Sample	1511	362	781	343	1511	462	972	905	559
Total	1814	436	942	408	1814	546	1174	1060	704
Yes – all or most of the time	697	209	335	146	697	205	473	398	287
	38%	48%	36%	36%	38%	38%	40%	38%	41%
		bcd							
Yes - sometimes	869	184	469	201	869	258	555	503	343
	48%	42%	50%	49%	48%	47%	47%	47%	49%
			a		a				
Yes – but not very often/ rarely	163	28	89	42	163	53	98	93	61
	9%	6%	9%	10%	9%	10%	8%	9%	9%
No - I don't tend to think about whether they are truthful or accurate	60	12	35	14	60	18	39	49	9
	3%	3%	4%	3%	3%	3%	3%	5%	1%
								b	
Don't know	25	3	13	6	25	12	9	17	4
	1%	1%	1%	1%	1%	2%	1%	2%	1%
						b			
TOTAL - YES	1729	421	894	388	1729	516	1126	994	691
	95%	97%	95%	95%	95%	95%	96%	94%	98%
									a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 14

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

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1741	205	323	376	291	268	278	1741	797	931	525	554	343	310	1079	653	1741
Effective Weighted Sample	1440	169	269	318	245	221	231	1440	662	770	444	444	302	246	888	546	1440
Total	1729	176	354	354	321	278	247	1729	824	893	529	526	388	278	1055	666	1729
I check to see who has posted the information to see if it is from a trustworthy source	934	90	236	209	166	117	117	934	444	482	334	306	180	111	640	291	934
	54%	51%	67%	59%	52%	42%	47%	54%	54%	54%	63%	58%	46%	40%	61%	44%	54%
			adefg	ef	e		e				cdfg	cdf			cdfg		cdf
I check the information on other sites or apps	871	85	216	187	157	120	107	871	453	410	292	271	187	118	563	305	871
	50%	48%	61%	53%	49%	43%	43%	50%	55%	46%	55%	51%	48%	42%	53%	46%	50%
			adefg	ef			ef		b		df	d			df		d
I look at any comments to see what others have said	865	101	224	193	147	109	91	865	391	466	284	262	181	133	546	314	865
	50%	57%	63%	55%	46%	39%	37%	50%	47%	52%	54%	50%	47%	48%	52%	47%	50%
		def	cdefg	def	f		ef				f						
I check how recent the information is	798	90	200	176	133	101	97	798	380	413	290	229	156	116	519	273	798
	46%	51%	57%	50%	42%	37%	39%	46%	46%	46%	55%	43%	40%	42%	49%	41%	46%
		ef	defg	ef			e				bcdfg				bcdf		f
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	756	80	164	160	143	104	103	756	376	373	267	234	145	107	500	252	756
	44%	46%	46%	45%	45%	38%	42%	44%	46%	42%	50%	44%	37%	39%	47%	38%	44%
			e								cdfg	f			cdf		cf
I use a fact checking website/ app like Full Fact	326	28	88	75	70	37	28	326	177	147	138	85	64	40	223	103	326
	19%	16%	25%	21%	22%	13%	11%	19%	21%	16%	26%	16%	16%	14%	21%	16%	19%
			aefg	ef	ef		ef		b		bcdefg				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.

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1741	205	323	376	291	268	278	1741	797	931	525	554	343	310	1079	653	1741
Effective Weighted Sample	1440	169	269	318	245	221	231	1440	662	770	444	444	302	246	888	546	1440
Total	1729	176	354	354	321	278	247	1729	824	893	529	526	388	278	1055	666	1729
I make checks in other ways	46	1	7	12	5	10	11	46	23	23	13	17	6	10	30	16	46
	3%	1%	2%	4%	1%	4%	4%	3%	3%	3%	2%	3%	2%	4%	3%	2%	3%
				a			a										
ANY CHECKS MADE	1585	171	346	331	290	234	213	1585	760	813	500	490	346	242	990	588	1585
	92%	97%	98%	94%	90%	84%	86%	92%	92%	91%	95%	93%	89%	87%	94%	88%	92%
		defg	cdefg	ef	e			ef			cdf	df			cdf		df
No – I don't make any checks	123	4	6	15	28	40	29	123	57	67	27	32	36	28	59	64	123
	7%	2%	2%	4%	9%	15%	12%	7%	7%	7%	5%	6%	9%	10%	6%	10%	7%
				abc	ab	ab	ab						ae	ae		abe	
Don't know	20	1	2	7	3	4	4	20	7	14	2	5	6	8	7	14	20
	1%	1%	*%	2%	1%	1%	2%	1%	1%	2%	*%	1%	1%	3%	1%	2%	1%
													aeg		ae		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 14

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

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1741	1167	193	175	206	1741	1520	221	196	1545	184	689	866	1741	222	684	642
Effective Weighted Sample	1440	1098	177	171	183	1440	1255	185	163	1278	151	571	717	1440	182	565	536
Total	1729	1439	155	79	56	1729	1513	216	195	1534	188	674	864	1729	231	666	645
I check to see who has posted the information to see if it is from a trustworthy source	934 54%	773 54%	88 57%	42 53%	31 55%	934 54%	821 54%	114 53%	88 45%	847 55%	63 33%	311 46%	560 65%	934 54%	103 45%	340 51%	396 61%
I check the information on other sites or apps	871 50%	723 50%	79 51%	42 54%	26 47%	871 50%	784 52%	88 41%	58 30%	813 53%	55 29%	279 41%	536 62%	871 50%	116 50%	317 48%	347 54%
I look at any comments to see what others have said	865 50%	724 50%	67 43%	42 53%	32 57%	865 50%	766 51%	99 46%	96 49%	768 50%	59 31%	318 47%	488 57%	865 50%	120 52%	307 46%	343 53%
I check how recent the information is	798 46%	659 46%	76 49%	38 48%	25 45%	798 46%	714 47%	85 39%	81 41%	717 47%	65 34%	279 41%	455 53%	798 46%	111 48%	272 41%	330 51%
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	756 44%	621 43%	71 46%	35 44%	29 51%	756 44%	669 44%	86 40%	71 37%	684 45%	46 24%	264 39%	446 52%	756 44%	85 37%	299 45%	292 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.

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1741	1167	193	175	206	1741	1520	221	196	1545	184	689	866	1741	222	684	642
Effective Weighted Sample	1440	1098	177	171	183	1440	1255	185	163	1278	151	571	717	1440	182	565	536
Total	1729	1439	155	79	56	1729	1513	216	195	1534	188	674	864	1729	231	666	645
I use a fact checking website/ app like Full Fact	326	265	32	19	11	326	299	27	25	301	16	94	216	326	34	124	139
	19%	18%	20%	24%	20%	19%	20%	12%	13%	20%	9%	14%	25%	19%	15%	19%	22%
							b			a			abd	ab			a
I make checks in other ways	46	36	6	3	1	46	41	5	3	42	1	16	27	46	4	24	10
	3%	3%	4%	3%	1%	3%	3%	2%	2%	3%	1%	2%	3%	3%	2%	4%	2%
																c	
ANY CHECKS MADE	1585	1316	144	73	52	1585	1395	191	171	1414	150	608	824	1585	214	598	599
	92%	91%	93%	92%	92%	92%	92%	88%	88%	92%	80%	90%	95%	92%	93%	90%	93%
										a		a	abd	a			
No – I don't make any checks	123	105	9	5	4	123	101	22	21	102	30	57	36	123	16	55	42
	7%	7%	6%	7%	7%	7%	7%	10%	11%	7%	16%	8%	4%	7%	7%	8%	7%
									b		bcd	c		c			
Don't know	20	17	2	1	*	20	18	3	3	18	7	9	4	20	1	13	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	2%	1%
											bcd						

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

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

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1741	411	898	403	1741	539	1119	1046	644
Effective Weighted Sample	1440	348	741	328	1440	439	932	851	549
Total	1729	421	894	388	1729	516	1126	994	691
I check to see who has posted the information to see if it is from a trustworthy source	934	249	483	190	934	294	601	503	407
	54%	59%	54%	49%	54%	57%	53%	51%	59%
		c							a
I check the information on other sites or apps	871	232	427	200	871	265	570	481	366
	50%	55%	48%	51%	50%	51%	51%	48%	53%
		b							
I look at any comments to see what others have said	865	222	439	189	865	282	538	449	387
	50%	53%	49%	49%	50%	55%	48%	45%	56%
						b			a
I check how recent the information is	798	226	388	174	798	243	521	437	341
	46%	54%	43%	45%	46%	47%	46%	44%	49%
		bcd							
I think about how professional the site or app looks i.e. any spelling mistakes, low quality imagery or videos etc.	756	203	388	157	756	252	470	418	317
	44%	48%	43%	40%	44%	49%	42%	42%	46%
		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.

IN38. When you think about whether the news stories or articles that you see on social media apps or sites are truthful or accurate, do you ever make any of the following checks? (MULTI CODE)

Base : All respondents who go online to look at news stories or news articles on social media sites or apps like TikTok, Facebook, Snapchat or Instagram and who think about whether that information is truthful or accurate

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1741	411	898	403	1741	539	1119	1046	644
Effective Weighted Sample	1440	348	741	328	1440	439	932	851	549
Total	1729	421	894	388	1729	516	1126	994	691
I use a fact checking website/ app like Full Fact	326 19%	117 28%	141 16%	67 17%	326 19%	89 17%	221 20%	141 14%	179 26%
		bcd							a
I make checks in other ways	46 3%	11 3%	27 3%	8 2%	46 3%	19 4%	23 2%	30 3%	14 2%
ANY CHECKS MADE	1585 92%	394 94%	813 91%	352 91%	1585 92%	477 92%	1028 91%	885 89%	657 95%
									a
No – I don't make any checks	123 7%	27 6%	69 8%	27 7%	123 7%	36 7%	84 8%	97 10%	25 4%
								b	
Don't know	20 1%	- -%	12 1%	8 2%	20 1%	4 1%	13 1%	12 1%	9 1%
			a	a	a				

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 15

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
If I'm familiar with the company or brand	2023	213	363	333	376	344	394	2023	928	1072	612	621	409	369	1233	777	2023
	66%	58%	63%	63%	69%	68%	71%	66%	63%	68%	69%	67%	64%	60%	68%	62%	66%
				a	a	abcg	a		a	a	cdf	df		df		df	
If the site looks secure (has the padlock symbol or uses 'https')	1765	176	334	286	314	314	341	1765	842	896	535	587	341	292	1121	633	1765
	57%	48%	58%	54%	57%	62%	61%	57%	57%	57%	60%	64%	53%	48%	62%	51%	57%
			a		a	ac	ac	a			cdf	cdfg			cdfg		df
If there is a link to another reputable service like PayPal	1294	111	242	211	238	226	266	1294	627	653	380	406	284	219	785	503	1294
	42%	30%	42%	40%	43%	45%	48%	42%	42%	42%	43%	44%	44%	36%	43%	40%	42%
			a	a	a	a	acg	a			d	d	d		d		d
If there is a guarantee my details won't be shared with anyone else	887	118	214	168	124	107	155	887	429	446	325	245	177	129	570	306	887
	29%	32%	37%	32%	23%	21%	28%	29%	29%	28%	37%	27%	28%	21%	32%	24%	29%
		de	defg	de			e	de			bcdefg	d	d		bdf		df
If the site is listed by a search engine such as Google or Bing	846	102	179	164	160	122	120	846	456	381	282	253	167	142	536	309	846
	27%	28%	31%	31%	29%	24%	22%	27%	31%	24%	32%	27%	26%	23%	30%	25%	27%
		f	ef	ef	f			f	b		cdfg				df		
If the site is recommended by friends/ family	714	114	166	137	118	96	82	714	326	379	227	210	135	136	437	271	714
	23%	31%	29%	26%	22%	19%	15%	23%	22%	24%	26%	23%	21%	22%	24%	22%	23%
		defg	defg	ef	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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
If it's the only way to get the service or product I want	390	55	96	89	53	46	51	390	222	161	137	117	75	59	254	135	390
	13%	15%	17%	17%	10%	9%	9%	13%	15%	10%	16%	13%	12%	10%	14%	11%	13%
		def	defg	defg				ef	b		dfg			df			
Something else	53	6	8	12	7	11	9	53	31	20	19	18	11	5	36	17	53
	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%
I enter my credit or debit card details online whenever they are required	50	13	10	8	7	4	8	50	24	26	16	8	12	14	24	26	50
	2%	4%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
		defg											b		b		
I don't buy things online	76	13	9	7	11	9	26	76	37	38	10	16	11	37	26	48	76
	2%	4%	2%	1%	2%	2%	5%	2%	3%	2%	1%	2%	2%	6%	1%	4%	2%
		c					bcdeg							abcefg	abceg	ae	
Don't know	77	14	3	11	25	10	13	77	25	50	9	19	14	31	28	44	77
	2%	4%	1%	2%	5%	2%	2%	2%	2%	3%	1%	2%	2%	5%	2%	4%	2%
		b		b	bceg		b	b	a				abceg		ae	ae	

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1121	143	251	219	192	154	162	1121	610	498	371	332	223	193	704	415	1121
36%	39%	44%	41%	35%	31%	29%	36%	41%	32%	42%	36%	35%	32%	39%	33%	36%
	ef	defg	defg				ef	b		bcdgf				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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1807	199	310	291	320	331	356	1807	808	981	495	554	393	350	1049	743	1807
	59%	54%	54%	55%	58%	66%	64%	59%	55%	63%	56%	60%	61%	57%	58%	59%	59%

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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
If I'm familiar with the company or brand	2023	1680	185	100	58	2023	1744	279	214	1809	332	906	774	2023	244	790	745
	66%	65%	71%	69%	67%	66%	65%	71%	55%	67%	49%	68%	75%	66%	54%	67%	73%
			a					a		a		a	abd	a		a	ab
If the site looks secure (has the padlock symbol or uses 'https')	1765	1470	165	78	52	1765	1524	240	163	1601	267	785	708	1765	219	698	633
	57%	57%	64%	54%	60%	57%	57%	61%	42%	60%	40%	59%	69%	57%	48%	59%	62%
			ace							a		a	abd	a		a	a
If there is a link to another reputable service like PayPal	1294	1059	122	72	42	1294	1103	191	111	1183	165	581	546	1294	137	546	451
	42%	41%	47%	50%	48%	42%	41%	48%	28%	44%	25%	43%	53%	42%	30%	46%	44%
			a	ae	ae			a		a		a	abd	a		a	a
If there is a guarantee my details won't be shared with anyone else	887	743	77	39	27	887	800	87	108	778	113	392	379	887	126	319	316
	29%	29%	30%	27%	32%	29%	30%	22%	28%	29%	17%	29%	37%	29%	28%	27%	31%
							b					a	abd	a			
If the site is listed by a search engine such as Google or Bing	846	725	60	37	23	846	750	96	82	764	106	342	397	846	117	323	309
	27%	28%	23%	26%	27%	27%	28%	24%	21%	28%	16%	26%	38%	27%	26%	27%	30%
										a		a	abd	a			
If the site is recommended by friends/ family	714	592	66	29	27	714	642	72	103	611	94	305	313	714	108	255	249
	23%	23%	26%	20%	32%	23%	24%	18%	26%	23%	14%	23%	30%	23%	24%	22%	24%
					ace		b					a	abd	a			

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
If it's the only way to get the service or product I want	390 13%	324 12%	32 12%	22 15%	12 14%	390 13%	354 13%	36 9%	37 9%	353 13%	49 7%	160 12%	180 18%	390 13%	59 13%	142 12%	137 13%
Something else	53 2%	42 2%	5 2%	5 4%	1 1%	53 2%	46 2%	7 2%	3 1%	50 2%	5 1%	25 2%	24 2%	53 2%	3 1%	18 2%	19 2%
I enter my credit or debit card details online whenever they are required	50 2%	42 2%	4 1%	3 2%	1 1%	50 2%	46 2%	4 1%	7 2%	43 2%	14 2%	22 2%	14 1%	50 2%	10 2%	20 2%	14 1%
I don't buy things online	76 2%	68 3%	5 2%	1 1%	2 2%	76 2%	61 2%	15 4%	18 5%	58 2%	45 7%	15 1%	7 1%	76 2%	16 4%	26 2%	10 1%
Don't know	77 2%	70 3%	2 1%	5 3%	1 1%	77 2%	65 2%	12 3%	22 6%	55 2%	38 6%	13 1%	9 1%	77 2%	19 4%	21 2%	8 1%

SUMMARY CODES

ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED

1121	950	86	53	32	1121	998	123	111	1009	159	468	492	1121	163	430	392
36%	37%	33%	37%	38%	36%	37%	31%	28%	38%	24%	35%	48%	36%	36%	37%	39%
						b			a		a	abd	a			

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1807	1504	166	86	51	1807	1563	245	241	1566	431	842	523	1807	256	700	606
	59%	58%	64%	60%	60%	59%	58%	62%	61%	58%	64%	63%	51%	59%	56%	60%	60%
			a								cd	cd		c			

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
If I'm familiar with the company or brand	2023	503	1073	411	2023	634	1272	1279	682
	66%	68%	68%	60%	66%	65%	68%	68%	63%
		c	c		c			b	
If the site looks secure (has the padlock symbol or uses 'https')	1765	437	936	364	1765	536	1135	1141	574
	57%	59%	59%	53%	57%	55%	61%	61%	53%
			c				a	b	
If there is a link to another reputable service like PayPal	1294	322	669	290	1294	437	790	822	427
	42%	43%	42%	42%	42%	45%	42%	44%	40%
If there is a guarantee my details won't be shared with anyone else	887	274	413	180	887	279	539	482	362
	29%	37%	26%	26%	29%	28%	29%	26%	34%
		bcd							a
If the site is listed by a search engine such as Google or Bing	846	237	409	182	846	288	511	482	338
	27%	32%	26%	26%	27%	29%	27%	26%	31%
		bcd							a
If the site is recommended by friends/ family	714	183	360	163	714	246	422	371	311
	23%	25%	23%	24%	23%	25%	23%	20%	29%
									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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
If it's the only way to get the service or product I want	390	131	177	80	390	141	225	210	167
	13%	18%	11%	12%	13%	14%	12%	11%	16%
		bcd							a
Something else	53	13	27	13	53	27	21	34	16
	2%	2%	2%	2%	2%	3%	1%	2%	2%
						b			
I enter my credit or debit card details online whenever they are required	50	18	21	10	50	20	27	25	22
	2%	2%	1%	1%	2%	2%	1%	1%	2%
I don't buy things online	76	12	35	22	76	24	37	62	6
	2%	2%	2%	3%	2%	2%	2%	3%	1%
								b	
Don't know	77	3	36	25	77	31	31	46	21
	2%	*%	2%	4%	2%	3%	2%	2%	2%
			a	a	a	b			
SUMMARY CODES									
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	1121	325	536	239	1121	393	661	628	457
	36%	44%	34%	35%	36%	40%	35%	33%	43%
		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.

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1807	406	968	400	1807	532	1137	1140	590
	59%	54%	61%	58%	59%	54%	61%	61%	55%
			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.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes	2955	347	558	512	525	487	527	2955	1429	1493	858	886	623	566	1744	1189	2955
	96%	94%	97%	97%	96%	96%	95%	96%	97%	95%	97%	96%	97%	93%	97%	95%	96%
			af								d	d	df		d		d
No	101	18	11	18	17	15	23	101	43	57	17	31	15	37	49	52	101
	3%	5%	2%	3%	3%	3%	4%	3%	3%	4%	2%	3%	2%	6%	3%	4%	3%
		b					b						abceg		ae		
Don't know	25	5	4	-	6	2	7	25	6	17	9	4	3	6	14	9	25
	1%	1%	1%	-%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%
		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.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes	2955	2477	254	139	85	2955	2580	376	358	2597	609	1300	1024	2955	428	1132	998
	96%	96%	98%	96%	99%	96%	96%	95%	91%	97%	91%	97%	99%	96%	94%	96%	98%
			a		ace				a			a	abd	a		ab	
No	101	91	5	5	1	101	87	14	25	76	52	32	5	101	23	37	15
	3%	4%	2%	3%	1%	3%	3%	4%	6%	3%	8%	2%	1%	3%	5%	3%	1%
		d		d		d			b		bcd	c		c	c	c	
Don't know	25	23	-	1	*	25	20	4	9	16	11	6	2	25	4	8	3
	1%	1%	-%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
									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.

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes	2955	722	1514	651	2955	936	1804	1798	1042
	96%	97%	96%	95%	96%	96%	97%	96%	97%
No	101	18	50	29	101	34	52	65	25
	3%	2%	3%	4%	3%	4%	3%	3%	2%
Don't know	25	5	11	6	25	9	11	12	8
	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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2968	395	498	542	483	464	586	2968	1386	1547	861	912	560	612	1773	1172	2968
Effective Weighted Sample	2468	328	417	461	406	389	487	2468	1152	1289	725	741	489	496	1466	982	2468
Total	2955	347	558	512	525	487	527	2955	1429	1493	858	886	623	566	1744	1189	2955
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	786 27%	108 31%	199 36%	172 34%	128 24%	86 18%	94 18%	786 27%	431 30%	348 23%	270 31%	181 20%	176 28%	151 27%	452 26%	327 28%	786 27%
		def	defg	defg	ef			ef	b		beg		b	b	b	b	b
I think that some of the websites will be accurate or unbiased and some won't be	1825 62%	201 58%	311 56%	281 55%	333 63%	336 69%	362 69%	1825 62%	865 60%	943 63%	524 61%	610 69%	379 61%	305 54%	1134 65%	684 57%	1825 62%
					bc	abcg	abcg	bc			d	acdfg	d		dfg		df
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	179 6%	17 5%	23 4%	36 7%	32 6%	33 7%	38 7%	179 6%	84 6%	91 6%	40 5%	57 6%	37 6%	42 7%	97 6%	79 7%	179 6%
														a			
Don't know	165 6%	21 6%	24 4%	23 4%	32 6%	32 7%	33 6%	165 6%	50 4%	111 7%	24 3%	37 4%	31 5%	68 12%	60 3%	99 8%	165 6%
										a			a	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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT-LAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2968	2036	313	308	311	2968	2582	386	361	2607	593	1322	1034	2968	403	1162	1002
Effective Weighted Sample	2468	1905	285	300	276	2468	2145	323	298	2170	498	1098	856	2468	333	967	835
Total	2955	2477	254	139	85	2955	2580	376	358	2597	609	1300	1024	2955	428	1132	998
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	786	677	61	29	19	786	728	58	107	680	172	349	264	786	153	279	273
	27%	27%	24%	21%	23%	27%	28%	15%	30%	26%	28%	27%	26%	27%	36%	25%	27%
		c				c	b								bc		
I think that some of the websites will be accurate or unbiased and some won't be	1825	1508	168	94	54	1825	1556	269	187	1637	323	809	690	1825	223	732	650
	62%	61%	66%	68%	63%	62%	60%	72%	52%	63%	53%	62%	67%	62%	52%	65%	65%
				ae				a		a		a	abd	a		a	a
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	179	154	11	8	6	179	158	21	25	154	49	80	47	179	24	65	53
	6%	6%	4%	6%	8%	6%	6%	6%	7%	6%	8%	6%	5%	6%	6%	6%	5%
											c						
Don't know	165	138	13	8	5	165	138	27	39	127	66	63	23	165	27	56	22
	6%	6%	5%	6%	6%	6%	5%	7%	11%	5%	11%	5%	2%	6%	6%	5%	2%
									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.

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2968	706	1525	668	2968	966	1796	1876	971
Effective Weighted Sample	2468	595	1267	547	2468	790	1502	1539	826
Total	2955	722	1514	651	2955	936	1804	1798	1042
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	786	271	343	161	786	281	428	391	362
	27%	37%	23%	25%	27%	30%	24%	22%	35%
		bcd			b	b			a
I think that some of the websites will be accurate or unbiased and some won't be	1825	389	1008	396	1825	562	1171	1173	602
	62%	54%	67%	61%	62%	60%	65%	65%	58%
			acd	a	a		a	b	
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	179	38	88	48	179	52	115	118	48
	6%	5%	6%	7%	6%	6%	6%	7%	5%
Don't know	165	25	74	47	165	41	89	116	30
	6%	3%	5%	7%	6%	4%	5%	6%	3%
				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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2968	395	498	542	483	464	586	2968	1386	1547	861	912	560	612	1773	1172	2968
Effective Weighted Sample	2468	328	417	461	406	389	487	2468	1152	1289	725	741	489	496	1466	982	2468
Total	2955	347	558	512	525	487	527	2955	1429	1493	858	886	623	566	1744	1189	2955
These are adverts/ sponsored links/ they have paid to appear here	1956 66%	189 54%	372 67%	329 64%	361 69%	335 69%	371 70%	1956 66%	972 68%	961 64%	619 72%	647 73%	395 63%	290 51%	1266 73%	685 58%	1956 66%
			a	a	a	a	ac	a			cdfg	cdfg	df		cdfg	d	df
These are the best results/ the most relevant results	722 24%	122 35%	172 31%	155 30%	115 22%	72 15%	86 16%	722 24%	357 25%	357 24%	232 27%	167 19%	162 26%	151 27%	399 23%	313 26%	722 24%
		defg	defg	defg	ef		ef				be		b	b	b	b	b
These are the most popular results used by other people	726 25%	118 34%	173 31%	155 30%	112 21%	98 20%	71 13%	726 25%	349 24%	369 25%	250 29%	191 22%	150 24%	132 23%	441 25%	282 24%	726 25%
		defg	defg	defg	f	f	f				bdfg						
Something else	14 *%	1 *%	5 1%	1 *%	1 *%	2 *%	4 1%	14 *%	9 1%	5 *%	3 *%	3 *%	5 1%	2 *%	6 *%	7 1%	14 *%
Don't know	227 8%	19 5%	19 3%	28 6%	42 8%	50 10%	70 13%	227 8%	86 6%	138 9%	34 4%	51 6%	40 6%	95 17%	84 5%	135 11%	227 8%
					b	abc	abcdg	b		a			a	abcefg		abceg	ae
SUMMARY																	
ONLY GAVE THE CORRECT RESPONSE	1507 51%	129 37%	262 47%	234 46%	284 54%	285 58%	313 59%	1507 51%	754 53%	738 49%	436 51%	534 60%	304 49%	230 41%	970 56%	533 45%	1507 51%
			a	a	abc	abcg	abcg	ac			df	acdefg	d		acdfg		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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2968	2036	313	308	311	2968	2582	386	361	2607	593	1322	1034	2968	403	1162	1002
Effective Weighted Sample	2468	1905	285	300	276	2468	2145	323	298	2170	498	1098	856	2468	333	967	835
Total	2955	2477	254	139	85	2955	2580	376	358	2597	609	1300	1024	2955	428	1132	998
These are adverts/ sponsored links/ they have paid to appear here	1956 66%	1626 66%	170 67%	98 70%	62 73% ae	1956 66%	1691 66%	264 70%	177 49%	1779 68% a	295 48%	855 66% a	799 78% abd	1956 66% a	222 52%	757 67% a	740 74% ab
These are the best results/ the most relevant results	722 24%	624 25% c	54 21%	25 18%	19 22%	722 24% c	652 25% b	70 19%	107 30% b	615 24%	130 21%	320 25% a	271 26% a	722 24% bc	133 31%	248 22%	245 25%
These are the most popular results used by other people	726 25%	625 25% d	56 22%	31 22%	15 17%	726 25% d	670 26% b	57 15%	95 27%	631 24%	138 23%	329 25%	258 25%	726 25%	143 33% bc	257 23%	233 23%
Something else	14 *%	11 *%	1 1%	1 *%	* *%	14 *%	11 *%	2 1%	2 1%	11 *%	1 *%	8 1%	4 *%	14 *%	2 *%	4 *%	6 1%
Don't know	227 8%	187 8%	23 9%	11 8%	6 7%	227 8%	192 7%	35 9%	53 15% b	174 7%	111 18% bcd	77 6% c	24 2%	227 8% c	35 8% c	99 9% c	37 4%
SUMMARY																	
ONLY GAVE THE CORRECT RESPONSE	1507 51%	1243 50%	134 53%	81 58% ae	49 58% ae	1507 51%	1278 50%	228 61% a	134 37%	1372 53% a	253 42%	666 51% a	582 57% abd	1507 51% a	160 37%	594 53% a	570 57% 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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2968	706	1525	668	2968	966	1796	1876	971
Effective Weighted Sample	2468	595	1267	547	2468	790	1502	1539	826
Total	2955	722	1514	651	2955	936	1804	1798	1042
These are adverts/ sponsored links/ they have paid to appear here	1956	489	1040	397	1956	598	1251	1219	681
	66%	68%	69%	61%	66%	64%	69%	68%	65%
		c	c		c		a		
These are the best results/ the most relevant results	722	198	349	161	722	250	424	376	324
	24%	27%	23%	25%	24%	27%	23%	21%	31%
		b							a
These are the most popular results used by other people	726	219	331	156	726	242	425	361	332
	25%	30%	22%	24%	25%	26%	24%	20%	32%
		bcd							a
Something else	14	5	7	2	14	4	7	11	3
	*%	1%	*%	*%	*%	*%	*%	1%	*%
Don't know	227	33	113	63	227	73	116	155	50
	8%	5%	7%	10%	8%	8%	6%	9%	5%
			a	a	a			b	
SUMMARY									
ONLY GAVE THE CORRECT RESPONSE	1507	351	817	318	1507	459	969	1005	459
	51%	49%	54%	49%	51%	49%	54%	56%	44%
			ac				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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2968	395	498	542	483	464	586	2968	1386	1547	861	912	560	612	1773	1172	2968
Effective Weighted Sample	2468	328	417	461	406	389	487	2468	1152	1289	725	741	489	496	1466	982	2468
Total	2955	347	558	512	525	487	527	2955	1429	1493	858	886	623	566	1744	1189	2955
CONFIDENT AND NOT ABLE	1179	179	249	244	183	151	173	1179	590	573	376	282	269	240	658	509	1179
	40%	52%	45%	48%	35%	31%	33%	40%	41%	38%	44%	32%	43%	42%	38%	43%	40%
		defg	def	defg				ef			be		be	b	b	be	b
CONFIDENT AND ABLE	1313	117	244	209	250	243	250	1313	664	635	385	463	272	191	847	463	1313
	44%	34%	44%	41%	48%	50%	47%	44%	46%	43%	45%	52%	44%	34%	49%	39%	44%
			a	a	ac	acg	ac	a	b		df	acdfg	d		dfg		df
NOT CONFIDENT AND NOT ABLE	270	39	47	34	58	51	41	270	86	182	46	69	50	97	115	147	270
	9%	11%	8%	7%	11%	11%	8%	9%	6%	12%	5%	8%	8%	17%	7%	12%	9%
		c			c	c				a			abcefg		abceg		ae
NOT CONFIDENT AND ABLE	194	11	18	25	34	42	63	194	90	103	51	71	32	39	123	71	194
	7%	3%	3%	5%	7%	9%	12%	7%	6%	7%	6%	8%	5%	7%	7%	6%	7%
					ab	abc	abcdg	ab				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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2968	2036	313	308	311	2968	2582	386	361	2607	593	1322	1034	2968	403	1162	1002
Effective Weighted Sample	2468	1905	285	300	276	2468	2145	323	298	2170	498	1098	856	2468	333	967	835
Total	2955	2477	254	139	85	2955	2580	376	358	2597	609	1300	1024	2955	428	1132	998
CONFIDENT AND NOT ABLE	1179	1000	103	46	29	1179	1069	110	166	1013	232	533	405	1179	213	441	375
	40%	40%	41%	33%	34%	40%	41%	29%	46%	39%	38%	41%	40%	40%	50%	39%	38%
		cd				c	b		b						bc		
CONFIDENT AND ABLE	1313	1081	115	75	42	1313	1115	198	117	1196	204	572	533	1313	143	520	504
	44%	44%	45%	54%	50%	44%	43%	53%	33%	46%	33%	44%	52%	44%	33%	46%	50%
				abe			a		a			a	abd	a	a	a	a
NOT CONFIDENT AND NOT ABLE	270	234	17	12	7	270	232	38	58	212	124	100	37	270	54	97	53
	9%	9%	7%	9%	8%	9%	9%	10%	16%	8%	20%	8%	4%	9%	13%	9%	5%
									b		bcd	c		c	bc	c	
NOT CONFIDENT AND ABLE	194	162	19	6	7	194	163	30	17	177	49	94	48	194	17	75	66
	7%	7%	7%	4%	8%	7%	6%	8%	5%	7%	8%	7%	5%	7%	4%	7%	7%
					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.

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2968	706	1525	668	2968	966	1796	1876	971
Effective Weighted Sample	2468	595	1267	547	2468	790	1502	1539	826
Total	2955	722	1514	651	2955	936	1804	1798	1042
CONFIDENT AND NOT ABLE	1179	332	568	256	1179	379	706	610	515
	40%	46%	38%	39%	40%	40%	39%	34%	49%
		bcd							a
CONFIDENT AND ABLE	1313	319	700	280	1313	391	853	857	418
	44%	44%	46%	43%	44%	42%	47%	48%	40%
							a	b	
NOT CONFIDENT AND NOT ABLE	270	39	128	78	270	98	129	183	69
	9%	5%	8%	12%	9%	10%	7%	10%	7%
			a	abd	a	b		b	
NOT CONFIDENT AND ABLE	194	32	117	38	194	68	116	148	40
	7%	4%	8%	6%	7%	7%	6%	8%	4%
			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.

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Everyone will see exactly the same adverts as me	565	57	116	110	83	101	99	565	301	261	183	136	107	135	319	243	565
	18%	16%	20%	21%	15%	20%	18%	18%	20%	17%	21%	15%	17%	22%	18%	19%	18%
				d					b		b		bceg		b		b
Some people might see different adverts from the ones that I see	2050	284	414	367	378	301	306	2050	1010	1011	611	643	446	339	1254	785	2050
	67%	77%	72%	69%	69%	60%	55%	67%	68%	65%	69%	70%	70%	55%	69%	63%	67%
		cdefg	efg	ef	ef			ef	b		df	df	df		df	d	df
Don't know	466	28	43	52	87	103	152	466	168	294	91	143	87	136	233	223	466
	15%	8%	8%	10%	16%	20%	27%	15%	11%	19%	10%	15%	14%	22%	13%	18%	15%
				abc	abcg	abcdeg	abc		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.

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Everyone will see exactly the same adverts as me	565 18%	487 19%	41 16%	23 16%	14 16%	565 18%	497 18%	68 17%	71 18%	494 18%	150 22% cd	257 19% c	155 15%	565 18% c	111 24% bc	216 18%	173 17%
Some people might see different adverts from the ones that I see	2050 67%	1694 65%	192 74% ae	102 71%	62 72% a	2050 67%	1794 67%	256 65%	244 62%	1806 67%	367 55%	872 65% a	802 78% abd	2050 67% a	283 62%	770 65%	725 71% ab
Don't know	466 15%	411 16% b	26 10%	19 13%	10 12%	466 15% b	396 15%	70 18%	77 20% b	389 14%	156 23% bcd	210 16% c	74 7%	466 15% c	61 13%	191 16% c	118 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.

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Everyone will see exactly the same adverts as me	565	159	256	144	565	194	325	314	235
	18%	21%	16%	21%	18%	20%	17%	17%	22%
		b		b					a
Some people might see different adverts from the ones that I see	2050	500	1077	430	2050	653	1268	1226	738
	67%	67%	68%	63%	67%	67%	68%	65%	69%
			c						
Don't know	466	86	241	112	466	133	274	336	102
	15%	12%	15%	16%	15%	14%	15%	18%	9%
			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.

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
I don't mind seeing any online ads	600 19%	75 20%	119 21%	136 26%	119 22%	84 17%	67 12%	600 19%	313 21%	284 18%	184 21%	147 16%	145 23%	122 20%	330 18%	267 21%	600 19%
		f	f	efg	f	f		f			b		be		b	b	
I don't mind seeing online ads as long as they are for things I'm interested in	1319 43%	183 50%	314 55%	234 44%	227 41%	182 36%	179 32%	1319 43%	648 44%	652 42%	432 49%	383 42%	259 40%	240 39%	815 45%	499 40%	1319 43%
		defg	cdefg	ef	f		ef				bcdfg				df		
I dislike all online ads	1057 34%	97 26%	130 23%	143 27%	168 31%	223 44%	295 53%	1057 34%	475 32%	571 36%	258 29%	364 40%	217 34%	208 34%	622 34%	425 34%	1057 34%
				b	abcdg	abcdg	abc			a		acdefg			a	a	a
Don't know	105 3%	14 4%	9 2%	16 3%	34 6%	15 3%	16 3%	105 3%	42 3%	60 4%	11 1%	28 3%	19 3%	40 7%	39 2%	59 5%	105 3%
				bcefg								a	a	abceg	ae	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.

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
I don't mind seeing any online ads	600 19%	501 19%	61 24% cd	25 17%	14 16%	600 19%	531 20%	70 18%	80 20%	521 19%	110 16%	244 18%	246 24% abd	600 19%	93 21%	229 19%	219 22%
I don't mind seeing online ads as long as they are for things I'm interested in	1319 43%	1119 43%	101 39%	57 39%	42 49% bce	1319 43%	1176 44% b	144 36%	151 39%	1168 43%	241 36%	581 43% a	490 48% ad	1319 43% a	226 50% b	481 41%	452 44%
I dislike all online ads	1057 34%	873 34%	95 37%	61 42% ade	28 32%	1057 34%	890 33%	167 42% a	133 34%	923 34%	279 42% bcd	483 36% c	282 27% c	1057 34% c	118 26% c	431 37% a	329 32% a
Don't know	105 3%	98 4% bc	2 1%	2 1%	3 3% b	105 3% b	91 3%	14 4%	28 7% b	77 3%	42 6% bcd	30 2%	12 1%	105 3% c	17 4% c	36 3% c	16 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.

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
I don't mind seeing any online ads	600	180	294	121	600	180	373	311	265
	19%	24%	19%	18%	19%	18%	20%	17%	25%
		bcd							a
I don't mind seeing online ads as long as they are for things I'm interested in	1319	339	667	283	1319	427	802	737	533
	43%	45%	42%	41%	43%	44%	43%	39%	50%
									a
I dislike all online ads	1057	219	562	253	1057	340	645	764	245
	34%	29%	36%	37%	34%	35%	35%	41%	23%
			a	a	a			b	
Don't know	105	7	51	29	105	33	47	63	30
	3%	1%	3%	4%	3%	3%	3%	3%	3%
			a	a	a				

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 22

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

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Unsubscribe from emails that you do not want to receive	1904	173	315	304	331	359	422	1904	895	991	573	620	375	329	1194	703	1904
	62%	47%	55%	57%	60%	71%	76%	62%	60%	63%	65%	67%	58%	54%	66%	56%	62%
			a	a	a	abcdg	abcdg	ab			cdf	cdfg			cdfg		df
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1565	146	252	229	273	307	358	1565	695	849	443	511	323	279	953	602	1565
	51%	40%	44%	43%	50%	61%	64%	51%	47%	54%	50%	55%	50%	46%	53%	48%	51%
					ac	abcdg	abcdg	abc		a		adfg			df		d
Delete cookies from your web browser to avoid seeing targeted ads	1178	96	179	195	222	229	257	1178	633	532	354	362	251	209	716	459	1178
	38%	26%	31%	37%	40%	45%	46%	38%	43%	34%	40%	39%	39%	34%	40%	37%	38%
				a	ab	abcg	abcg	ab	b		d				d		
Use ad-blocking filters or software (software that prevents some types of ads appearing)	885	97	177	161	146	142	162	885	501	368	290	270	180	139	560	319	885
	29%	26%	31%	30%	27%	28%	29%	29%	34%	23%	33%	29%	28%	23%	31%	26%	29%
									b		dfg	d	d		df		d
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	876	100	219	179	122	139	118	876	465	403	338	243	166	126	582	292	876
	28%	27%	38%	34%	22%	27%	21%	28%	31%	26%	38%	26%	26%	21%	32%	23%	28%
		f	adefg	adefg		f		df	b		bcdefg	d	d		bcdfg		df

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 22

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

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	737	120	192	146	114	93	74	737	406	320	247	255	134	98	502	232	737
	24%	32%	33%	28%	21%	18%	13%	24%	27%	20%	28%	28%	21%	16%	28%	19%	24%
		defg	defg	def	f	f		ef	b		cdgf	cdgf	d		cdgf		df
Use false information when registering for things online to avoid spam/ junk email	359	48	98	83	60	42	28	359	184	170	135	115	66	42	250	108	359
	12%	13%	17%	16%	11%	8%	5%	12%	12%	11%	15%	13%	10%	7%	14%	9%	12%
		ef	defg	defg	f	f		f			cdgf	df	d		cdgf		df
ANY OF THESE STEPS TAKEN	2780	315	529	482	473	472	509	2780	1352	1400	826	849	589	503	1674	1092	2780
	90%	85%	92%	91%	86%	93%	91%	90%	91%	89%	93%	92%	92%	82%	93%	87%	90%
			ad	ad		adg	ad	ad			dfg	df	df		dfg	d	df
None of these	186	20	34	26	50	22	35	186	87	94	44	41	32	66	85	99	186
	6%	5%	6%	5%	9%	4%	6%	6%	6%	6%	5%	4%	5%	11%	5%	8%	6%
					ceg									abcefg		abceg	
Don't know	115	34	10	21	25	11	14	115	40	73	15	32	20	40	47	60	115
	4%	9%	2%	4%	5%	2%	2%	4%	3%	5%	2%	4%	3%	7%	3%	5%	4%
		bcdefg			b			b		a		a		abcefg		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.

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Unsubscribe from emails that you do not want to receive	1904	1593	161	96	54	1904	1642	263	198	1707	318	840	739	1904	233	766	684
	62%	61%	62%	66%	63%	62%	61%	67%	50%	63%	47%	63%	72%	62%	51%	65%	67%
										a		a	abd	a		a	a
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1565	1294	140	82	48	1565	1327	237	148	1417	251	687	624	1565	174	621	578
	51%	50%	54%	57%	56%	51%	49%	60%	38%	53%	37%	51%	61%	51%	38%	53%	57%
				ae				a		a		a	abd	a		a	a
Delete cookies from your web browser to avoid seeing targeted ads	1178	975	111	59	34	1178	1021	157	91	1087	203	494	477	1178	143	462	433
	38%	38%	43%	41%	39%	38%	38%	40%	23%	40%	30%	37%	46%	38%	31%	39%	43%
										a		a	abd	a		a	a
Use ad-blocking filters or software (software that prevents some types of ads appearing)	885	731	84	42	28	885	774	111	77	808	141	368	373	885	106	323	332
	29%	28%	32%	29%	32%	29%	29%	28%	20%	30%	21%	27%	36%	29%	23%	27%	33%
										a		a	abd	a			ab
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	876	747	72	37	21	876	781	95	70	807	105	374	397	876	132	309	329
	28%	29%	28%	26%	24%	28%	29%	24%	18%	30%	16%	28%	39%	28%	29%	26%	32%
										a		a	abd	a			b

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

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

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	737	600	74	37	26	737	655	82	58	679	73	303	361	737	101	247	289
	24%	23%	29%	26%	31%	24%	24%	21%	15%	25%	11%	23%	35%	24%	22%	21%	28%
			a		ae					a		a	abd	a			ab
Use false information when registering for things online to avoid spam/ junk email	359	296	34	16	12	359	327	32	33	326	47	126	185	359	52	115	147
	12%	11%	13%	11%	14%	12%	12%	8%	8%	12%	7%	9%	18%	12%	12%	10%	14%
							b			a			abd	ab			b
ANY OF THESE STEPS TAKEN	2780	2336	233	134	77	2780	2422	359	321	2460	557	1233	982	2780	396	1081	958
	90%	90%	90%	92%	90%	90%	90%	91%	82%	91%	83%	92%	95%	90%	87%	92%	94%
										a		a	abd	a		a	ab
None of these	186	160	16	6	4	186	162	24	41	145	70	63	36	186	36	66	47
	6%	6%	6%	4%	5%	6%	6%	6%	11%	5%	10%	5%	3%	6%	8%	6%	5%
									b		bcd			c	c		
Don't know	115	96	9	5	5	115	104	11	30	85	46	43	13	115	22	30	11
	4%	4%	4%	3%	5%	4%	4%	3%	8%	3%	7%	3%	1%	4%	5%	3%	1%
									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.

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Unsubscribe from emails that you do not want to receive	1904	475	1014	389	1904	611	1196	1267	586
	62%	64%	64%	57%	62%	62%	64%	68%	55%
		c	c	c				b	
Say no/ don't tick the box allowing companies to send you "information on offers and news"	1565	375	836	331	1565	505	987	1073	449
	51%	50%	53%	48%	51%	52%	53%	57%	42%
								b	
Delete cookies from your web browser to avoid seeing targeted ads	1178	294	636	237	1178	378	729	771	378
	38%	39%	40%	35%	38%	39%	39%	41%	35%
			c					b	
Use ad-blocking filters or software (software that prevents some types of ads appearing)	885	246	432	193	885	303	523	532	323
	29%	33%	27%	28%	29%	31%	28%	28%	30%
		bd							
Use a dedicated email address when registering for things online to avoid spam/ junk email in your personal email account	876	257	423	182	876	291	537	485	370
	28%	34%	27%	27%	28%	30%	29%	26%	34%
		bcd							a

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

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

IN50. Do you do any of the following? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Use Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	737	204	371	149	737	261	430	412	293
	24%	27%	24%	22%	24%	27%	23%	22%	27%
		c				b			a
Use false information when registering for things online to avoid spam/ junk email	359	92	183	78	359	126	209	179	162
	12%	12%	12%	11%	12%	13%	11%	10%	15%
									a
ANY OF THESE STEPS TAKEN	2780	704	1431	599	2780	895	1707	1701	980
	90%	94%	91%	87%	90%	91%	91%	91%	91%
		bcd	c		c				
None of these	186	34	96	50	186	50	113	107	68
	6%	5%	6%	7%	6%	5%	6%	6%	6%
				a					
Don't know	115	8	47	37	115	34	46	68	27
	4%	1%	3%	5%	4%	4%	2%	4%	2%
			a	ab	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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
He is being paid or given gifts by the company or brand to say this	2341	252	414	375	429	391	479	2341	1127	1187	692	757	486	394	1449	880	2341
	76%	68%	72%	71%	78%	77%	86%	76%	76%	76%	78%	82%	76%	65%	80%	70%	76%
				abc	ac	abcdeg	ac				df	cdfg	df		cdfg	d	df
He thinks this information will be of interest or useful to his followers	676	96	171	158	106	73	73	676	343	326	243	163	125	140	406	265	676
	22%	26%	30%	30%	19%	15%	13%	22%	23%	21%	27%	18%	20%	23%	22%	21%	22%
		def	defg	defg	f			ef			bcefg		b	b		b	
He thinks this product or brand is good to use/ high quality	739	106	183	169	116	96	69	739	369	363	265	189	155	127	454	282	739
	24%	29%	32%	32%	21%	19%	12%	24%	25%	23%	30%	21%	24%	21%	25%	23%	24%
		def	defg	defg	f	f		ef			bcdefg				bd		b
Some other reason	28	*	2	6	6	3	11	28	16	12	7	5	10	6	12	16	28
	1%	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							abg										
Don't know	197	19	22	29	47	39	42	197	72	121	25	54	24	85	80	110	197
	6%	5%	4%	5%	9%	8%	7%	6%	5%	8%	3%	6%	4%	14%	4%	9%	6%
				b	b	b	b		a		a		abcefg		abceg	ace	
SUMMARY																	
ONLY BEING PAID RESPONSE	1756	177	281	252	322	323	401	1756	842	897	478	587	386	296	1064	682	1756
	57%	48%	49%	48%	59%	64%	72%	57%	57%	57%	54%	64%	60%	49%	59%	55%	57%
				abc	abcg	abcdeg	abc					adefg	adf		adf	d	d
ONLY RESPONSE OTHER THAN BEING PAID	543	98	136	126	72	75	36	543	279	258	167	110	130	131	277	261	543
	18%	26%	24%	24%	13%	15%	7%	18%	19%	16%	19%	12%	20%	22%	15%	21%	18%
		defg	defg	defg	f	f		df			be		be	beg	b	beg	b

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
BEING PAID AND ANY OTHER RESPONSE	584	75	134	123	107	68	78	584	285	291	214	170	100	97	384	197	584
	19%	20%	23%	23%	19%	13%	14%	19%	19%	19%	24%	18%	16%	16%	21%	16%	19%
		ef	efg	efg	ef			ef			bcdgf				cdf		f

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
He is being paid or given gifts by the company or brand to say this	2341 76%	1955 75%	199 77%	116 80%	70 82%	2341 76%	2010 75%	331 84%	257 66%	2084 78%	390 58%	1053 79%	890 86%	2341 76%	279 61%	931 79%	842 83%
					ae			a	a	a		a	abd	a		a	ab
He thinks this information will be of interest or useful to his followers	676 22%	576 22%	57 22%	25 17%	19 22%	676 22%	611 23%	66 17%	94 24%	582 22%	140 21%	268 20%	266 26%	676 22%	126 28%	217 18%	242 24%
			c				b						abd		b		b
He thinks this product or brand is good to use/ high quality	739 24%	642 25%	58 22%	23 16%	16 18%	739 24%	677 25%	63 16%	86 22%	654 24%	125 19%	327 24%	282 27%	739 24%	133 29%	254 22%	256 25%
		cd				cd	b					a	a	a	b		
Some other reason	28 1%	23 1%	3 1%	1 1%	1 1%	28 1%	20 1%	7 2%	4 1%	24 1%	6 1%	16 1%	6 1%	28 1%	2 1%	15 1%	7 1%
								a									
Don't know	197 6%	170 7%	13 5%	11 7%	3 4%	197 6%	171 6%	26 7%	48 12%	149 6%	98 15%	54 4%	21 2%	197 6%	40 9%	68 6%	29 3%
									b		bcd	c		bc	bc	c	
SUMMARY																	
ONLY BEING PAID RESPONSE	1756 57%	1453 56%	157 61%	93 64%	54 63%	1756 57%	1491 55%	266 67%	190 49%	1566 58%	330 49%	803 60%	617 60%	1756 57%	198 44%	726 62%	620 61%
				ae	a			a		a		a	a	a		a	a

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
ONLY RESPONSE OTHER THAN BEING PAID	543	466	46	18	13	543	506	37	87	456	184	231	120	543	136	178	145
	18%	18%	18%	13%	15%	18%	19%	9%	22%	17%	27%	17%	12%	18%	30%	15%	14%
		c				c	b		b		bcd	c		c	bc		
BEING PAID AND ANY OTHER RESPONSE	584	502	43	23	16	584	520	65	67	518	61	250	273	584	81	205	222
	19%	19%	16%	16%	19%	19%	19%	16%	17%	19%	9%	19%	27%	19%	18%	17%	22%
											a	abd		a			b

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
He is being paid or given gifts by the company or brand to say this	2341 76%	546 73%	1249 79% acd	504 73%	2341 76%	729 74%	1478 79% a	1510 81% b	764 71%
He thinks this information will be of interest or useful to his followers	676 22%	213 29% bcd	304 19%	146 21%	676 22%	213 22%	410 22%	310 17%	330 31% a
He thinks this product or brand is good to use/ high quality	739 24%	236 32% bcd	346 22%	146 21%	739 24%	253 26%	432 23%	360 19%	349 32% a
Some other reason	28 1%	5 1%	13 1%	9 1%	28 1%	13 1%	14 1%	17 1%	9 1%
Don't know	197 6%	24 3%	94 6% a	56 8% a	197 6% a	57 6%	95 5% a	122 6% b	52 5%
SUMMARY									
ONLY BEING PAID RESPONSE	1756 57%	383 51%	957 61% ad	388 57%	1756 57% a	540 55%	1114 60% a	1213 65% b	498 46%

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
ONLY RESPONSE OTHER THAN BEING PAID	543	175	231	126	543	193	294	243	258
	18%	23%	15%	18%	18%	20%	16%	13%	24%
		bcd		b	b	b			a
BEING PAID AND ANY OTHER RESPONSE	584	164	292	116	584	190	364	298	266
	19%	22%	19%	17%	19%	19%	20%	16%	25%
		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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
CONFIDENT AND NOT ABLE	574	98	130	120	92	80	55	574	308	260	172	127	126	145	299	271	574
	19%	27%	23%	23%	17%	16%	10%	19%	21%	17%	19%	14%	20%	24%	17%	22%	19%
		defg	defg	defg	f	f		f	b		b		b	beg		beg	b
CONFIDENT AND ABLE	2002	213	377	345	355	328	385	2002	984	994	614	644	425	309	1257	734	2002
	65%	58%	66%	65%	65%	65%	69%	65%	67%	63%	69%	70%	66%	51%	70%	59%	65%
			a	a	a	a	a	a			dfg	dfg	df		dfg	d	df
NOT CONFIDENT AND NOT ABLE	166	19	28	35	27	34	24	166	44	119	21	37	29	71	58	100	166
	5%	5%	5%	7%	5%	7%	4%	5%	3%	8%	2%	4%	4%	12%	3%	8%	5%
									a			a	abcefg		abcefg	ae	
NOT CONFIDENT AND ABLE	339	39	37	30	75	63	94	339	143	193	78	113	61	85	191	146	339
	11%	11%	7%	6%	14%	13%	17%	11%	10%	12%	9%	12%	9%	14%	11%	12%	11%
		bc			bc	bc	abcg	bc		a		a	ace				

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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
CONFIDENT AND NOT ABLE	574	493	48	21	13	574	527	48	96	478	189	245	125	574	142	191	149
	19%	19%	19%	14%	15%	19%	20%	12%	25%	18%	28%	18%	12%	19%	31%	16%	15%
		c					b		b		bcd	c		c	bc		
CONFIDENT AND ABLE	2002	1665	173	105	59	2002	1728	275	207	1796	288	891	820	2002	231	798	748
	65%	64%	67%	73%	69%	65%	64%	70%	53%	67%	43%	67%	80%	65%	51%	68%	74%
				ae					a			a	abd	a	a	ab	
NOT CONFIDENT AND NOT ABLE	166	144	11	8	3	166	150	16	39	127	94	41	16	166	33	55	25
	5%	6%	4%	6%	3%	5%	6%	4%	10%	5%	14%	3%	2%	5%	7%	5%	2%
									b		bcd	c		bc	c	c	
NOT CONFIDENT AND ABLE	339	290	27	11	11	339	283	56	50	289	103	162	70	339	48	133	94
	11%	11%	10%	7%	13%	11%	11%	14%	13%	11%	15%	12%	7%	11%	11%	11%	9%
		c			c			a			cd	c		c			

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

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

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
CONFIDENT AND NOT ABLE	574	176	259	125	574	198	301	259	267
	19%	24%	16%	18%	19%	20%	16%	14%	25%
		bcd				b			a
CONFIDENT AND ABLE	2002	494	1054	429	2002	602	1302	1258	688
	65%	66%	67%	63%	65%	61%	70%	67%	64%
							a		
NOT CONFIDENT AND NOT ABLE	166	23	66	57	166	52	88	106	43
	5%	3%	4%	8%	5%	5%	5%	6%	4%
				abd	a				
NOT CONFIDENT AND ABLE	339	53	195	75	339	127	175	252	75
	11%	7%	12%	11%	11%	13%	9%	13%	7%
			a	a	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.

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
He is being paid or given gifts by the company or brand to say this	2065	239	401	354	395	323	353	2065	973	1068	611	673	435	335	1283	770	2065
	77%	71%	73%	74%	81%	79%	87%	77%	77%	77%	79%	85%	76%	66%	82%	71%	77%
				abc	a	abcdeg	a				df	acdfg	d		cdfg	d	df
He thinks this information will be of interest or useful to his followers	612	86	165	148	98	63	53	612	302	305	227	138	117	125	365	242	612
	23%	25%	30%	31%	20%	15%	13%	23%	24%	22%	29%	17%	20%	25%	23%	22%	23%
		ef	defg	defg	f			ef			bcefg			b	b	b	b
He thinks this product or brand is good to use/ high quality	677	104	179	158	107	78	51	677	337	333	248	171	142	114	419	255	677
	25%	31%	33%	33%	22%	19%	13%	25%	27%	24%	32%	21%	25%	22%	27%	24%	25%
		defg	defg	defg	f	f		ef			bcdefg				b		b
Some other reason	17	*	2	3	2	3	7	17	10	7	3	2	7	5	6	12	17
	1%	*%	*%	1%	*%	1%	2%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
							abg						e			e	
Don't know	126	10	19	18	32	23	24	126	45	80	14	32	22	58	46	80	126
	5%	3%	3%	4%	7%	6%	6%	5%	4%	6%	2%	4%	4%	11%	3%	7%	5%
					ab					a		a	a	abcefg		abceg	ae
SUMMARY																	
ONLY BEING PAID RESPONSE	1528	165	269	235	293	268	298	1528	712	799	409	521	343	246	930	588	1528
	57%	49%	49%	49%	60%	65%	74%	57%	57%	58%	53%	66%	60%	48%	59%	54%	57%
					abc	abcg	abcdeg	abc				acdefg	ad		adf	d	ad
ONLY RESPONSE OTHER THAN BEING PAID	478	88	129	108	60	64	28	478	240	235	151	91	117	115	242	232	478
	18%	26%	23%	23%	12%	16%	7%	18%	19%	17%	19%	11%	20%	23%	15%	21%	18%
		defg	defg	defg	f	f		df			be		be	beg	b	beg	b

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
BEING PAID AND ANY OTHER RESPONSE	537	74	132	119	102	55	56	537	261	269	202	151	92	89	353	181	537
	20%	22%	24%	25%	21%	13%	14%	20%	21%	19%	26%	19%	16%	18%	22%	17%	20%
		ef	ef	efg	ef			ef			bcdgf				cdf		f

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
He is being paid or given gifts by the company or brand to say this	2065 77%	1720 77%	178 78%	102 81%	65 83%	2065 77%	1777 76%	289 85%	238 70%	1827 78%	290 59%	905 78%	866 86%	2065 77%	255 63%	820 80%	737 83%
					ae			a		a		a	abd	a		a	a
He thinks this information will be of interest or useful to his followers	612 23%	525 23%	46 20%	23 19%	17 21%	612 23%	556 24%	55 16%	88 26%	524 23%	111 23%	237 20%	261 26%	612 23%	114 28%	200 19%	223 25%
							b						b		b		b
He thinks this product or brand is good to use/ high quality	677 25%	588 26%	52 23%	23 18%	15 19%	677 25%	622 27%	55 16%	81 24%	596 26%	100 21%	299 26%	277 28%	677 25%	120 30%	228 22%	237 27%
		cd				cd	b					a	a	a	b		b
Some other reason	17 1%	14 1%	3 1%	* *%	* *%	17 1%	14 1%	3 1%	4 1%	14 1%	3 1%	10 1%	5 *%	17 1%	2 1%	11 1%	2 *%
																c	
Don't know	126 5%	106 5%	11 5%	7 5%	2 3%	126 5%	109 5%	17 5%	26 8%	100 4%	53 11%	49 4%	18 2%	126 5%	31 8%	49 5%	20 2%
									b		bcd	c		c	bc	c	
SUMMARY																	
ONLY BEING PAID RESPONSE	1528 57%	1258 56%	140 62%	80 64%	51 65%	1528 57%	1294 56%	234 69%	172 51%	1356 58%	242 49%	684 59%	599 60%	1528 57%	180 44%	634 62%	532 60%
				ae	ae			a		a		a	a	a		a	a

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

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SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
ONLY RESPONSE OTHER THAN BEING PAID	478	412	38	17	11	478	443	35	77	401	147	212	117	478	120	160	130
	18%	18%	17%	13%	14%	18%	19%	10%	23%	17%	30%	18%	12%	18%	29%	16%	15%
		c					b		b		bcd	c		c	bc		
BEING PAID AND ANY OTHER RESPONSE	537	463	38	22	14	537	483	54	66	471	48	221	268	537	75	187	205
	20%	21%	17%	18%	18%	20%	21%	16%	19%	20%	10%	19%	27%	20%	18%	18%	23%
												a	abd	a			b

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
He is being paid or given gifts by the company or brand to say this	2065 77%	472 74%	1103 80% acd	456 76%	2065 77%	640 74%	1313 81% a	1277 82% b	731 72%
He thinks this information will be of interest or useful to his followers	612 23%	195 30% bcd	271 20%	135 22%	612 23% b	197 23%	375 23%	263 17%	323 32% a
He thinks this product or brand is good to use/ high quality	677 25%	215 33% bcd	320 23%	131 22%	677 25%	235 27%	396 24%	313 20%	338 33% a
Some other reason	17 1%	3 1%	9 1%	4 1%	17 1%	8 1%	8 1%	10 1%	7 1%
Don't know	126 5%	15 2%	66 5% a	38 6% a	126 5% a	44 5%	60 4% a	77 5% b	38 4%
SUMMARY									
ONLY BEING PAID RESPONSE	1528 57%	321 50%	837 61% ad	348 58% a	1528 57% a	464 54%	977 60% a	1018 65% b	472 47%

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

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

SCENARIO 3 - INFLUENCER ADVERTISING POST SCENARIO. Here is a recent social media post from David Beckham (SCREENSHOT). Which, if any, of these are reasons why he might say good things about the product that is shown in this post? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
ONLY RESPONSE OTHER THAN BEING PAID	478	154	204	110	478	178	257	206	244
	18%	24%	15%	18%	18%	21%	16%	13%	24%
		bcd			b	b			a
BEING PAID AND ANY OTHER RESPONSE	537	152	266	108	537	175	336	259	260
	20%	24%	19%	18%	20%	20%	21%	17%	26%
		bc							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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
CONFIDENT AND NOT ABLE	493	86	124	103	76	65	39	493	259	229	150	102	114	123	252	238	493
	18%	26%	23%	21%	16%	16%	10%	18%	21%	17%	19%	13%	20%	24%	16%	22%	18%
		defg	def	def	f	f		f	b		b		b	beg		beg	b
CONFIDENT AND ABLE	1793	203	368	327	328	281	285	1793	870	901	545	582	386	269	1127	655	1793
	67%	60%	67%	68%	67%	69%	71%	67%	69%	65%	70%	73%	67%	53%	72%	61%	67%
			a		a	a	a	a	b		df	cdfg	df		dfg	d	df
NOT CONFIDENT AND NOT ABLE	111	12	24	23	17	22	12	111	26	86	15	21	24	50	36	74	111
	4%	4%	4%	5%	4%	5%	3%	4%	2%	6%	2%	3%	4%	10%	2%	7%	4%
									a				ae	abceg		abeg	ae
NOT CONFIDENT AND ABLE	272	35	34	27	66	42	68	272	103	167	65	91	49	66	156	115	272
	10%	10%	6%	6%	14%	10%	17%	10%	8%	12%	8%	11%	9%	13%	10%	11%	10%
		bc			bcg	bc	abceg	bc		a				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.

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
CONFIDENT AND NOT ABLE	493	421	41	19	11	493	452	40	78	414	140	227	120	493	125	168	133
	18%	19%	18%	15%	14%	18%	19%	12%	23%	18%	29%	19%	12%	18%	31%	16%	15%
							b		b		bcd	c		c	bc		
CONFIDENT AND ABLE	1793	1486	157	94	56	1793	1552	241	193	1600	218	773	800	1793	213	721	660
	67%	66%	69%	75%	71%	67%	67%	71%	57%	69%	45%	66%	80%	67%	53%	70%	74%
				ae					a		a	abd	a		a	a	a
NOT CONFIDENT AND NOT ABLE	111	97	8	5	2	111	100	11	24	87	59	34	15	111	26	41	17
	4%	4%	4%	4%	3%	4%	4%	3%	7%	4%	12%	3%	2%	4%	6%	4%	2%
									b		bcd	c		c	c	c	
NOT CONFIDENT AND ABLE	272	234	21	8	9	272	224	48	45	227	72	132	66	272	42	99	77
	10%	10%	9%	6%	12%	10%	10%	14%	13%	10%	15%	11%	7%	10%	10%	10%	9%
		c			c	c		a			cd	c		c			

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

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

SCENARIO 3. INFLUENCER ADVERTISING POST SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
CONFIDENT AND NOT ABLE	493	156	224	104	493	178	258	215	248
	18%	24%	16%	17%	18%	21%	16%	14%	25%
		bcd				b			a
CONFIDENT AND ABLE	1793	427	953	392	1793	546	1162	1080	664
	67%	67%	69%	65%	67%	63%	71%	69%	66%
							a		
NOT CONFIDENT AND NOT ABLE	111	13	46	43	111	43	60	69	34
	4%	2%	3%	7%	4%	5%	4%	4%	3%
				abd	a				
NOT CONFIDENT AND ABLE	272	45	150	64	272	94	151	196	67
	10%	7%	11%	11%	10%	11%	9%	13%	7%
			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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2107	205	359	337	388	372	446	2107	1027	1061	644	672	418	362	1316	780	2107
	68%	55%	63%	64%	71%	74%	80%	68%	69%	68%	73%	73%	65%	59%	73%	62%	68%
			a	a	abc	abcg	abcddeg	abc			cdfg	cdfg	d		cdfg		df
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1812	164	337	287	334	326	364	1812	889	909	555	601	365	284	1155	649	1812
	59%	44%	59%	54%	61%	65%	65%	59%	60%	58%	63%	65%	57%	47%	64%	52%	59%
			a	a	ac	acg	abcg	a			cdf	cdfg	d		cdfg	d	df
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1799	185	335	317	338	306	318	1799	874	901	565	575	372	279	1140	651	1799
	58%	50%	59%	60%	62%	61%	57%	58%	59%	58%	64%	62%	58%	46%	63%	52%	58%
			a	a	a	a	a	a			cdfg	dfg	df		cdfg	d	df
Using apps on smartphones to collect data on users' locations or what products and services interest them	1764	166	334	305	315	303	341	1764	880	867	550	576	351	279	1125	630	1764
	57%	45%	58%	58%	57%	60%	61%	57%	60%	55%	62%	63%	55%	46%	62%	50%	57%
			a	a	a	a	a	a	b		cdfg	cdfg	d		cdfg		df

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 27

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2760	322	541	477	480	448	492	2760	1357	1375	843	840	580	481	1684	1061	2760
	90%	87%	94%	90%	88%	89%	88%	90%	92%	88%	95%	91%	91%	79%	93%	85%	90%
			acdefg						b		bcdfg	df	df	cdfg	d	df	
TOTAL - AWARE OF ALL OF THESE WAYS	1051	69	160	154	221	210	237	1051	520	521	322	380	193	153	702	346	1051
	34%	19%	28%	29%	40%	42%	43%	34%	35%	33%	36%	41%	30%	25%	39%	28%	34%
			a	a	abcg	abcg	abcg	abc			cdf	cdfg			cdfg		df
Not aware of any of these/ Not aware that companies collect information about what people do online	90	14	4	16	13	18	24	90	41	47	13	26	15	35	40	50	90
	3%	4%	1%	3%	2%	4%	4%	3%	3%	3%	2%	3%	2%	6%	2%	4%	3%
		b		b	b	b	b	b					abceg		ae	a	
Don't know	232	33	28	37	55	39	41	232	81	144	28	55	45	94	83	139	232
	8%	9%	5%	7%	10%	8%	7%	8%	5%	9%	3%	6%	7%	15%	5%	11%	8%
		b			b			b		a		a	ae	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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2107 68%	1764 68%	177 68%	105 72%	62 71%	2107 68%	1816 68%	291 74% a	214 55%	1893 70% a	328 49%	929 69% a	845 82% abd	2107 68% a	247 54%	838 71% a	781 77% ab
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1812 59%	1508 58%	167 65% a	87 60%	49 57%	1812 59%	1558 58%	254 64% a	158 40%	1654 62% a	248 37%	826 62% a	734 71% abd	1812 59% a	202 44%	704 60% a	690 68% ab
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1799 58%	1501 58%	159 62%	84 58%	55 63%	1799 58%	1559 58%	240 61%	189 48%	1610 60% a	251 37%	781 58% a	762 74% abd	1799 58% a	213 47%	692 59% a	679 67% ab
Using apps on smartphones to collect data on users' locations or what products and services interest them	1764 57%	1471 57%	164 63% ace	79 54%	51 59%	1764 57%	1527 57%	237 60%	179 46%	1585 59% a	248 37%	787 59% a	725 70% abd	1764 57% a	201 44%	676 57% a	679 67% 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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2760	2315	233	132	80	2760	2415	345	326	2434	527	1227	998	2760	392	1066	961
	90%	89%	90%	91%	92%	90%	90%	87%	83%	91%	78%	92%	97%	90%	86%	91%	95%
										a		ad	abd	a		a	ab
TOTAL - AWARE OF ALL OF THESE WAYS	1051	876	97	48	30	1051	879	172	77	974	101	444	503	1051	88	401	438
	34%	34%	38%	33%	35%	34%	33%	44%	20%	36%	15%	33%	49%	34%	19%	34%	43%
								a		a		a	abd	a		a	ab
Not aware of any of these/ Not aware that companies collect information about what people do online	90	76	9	3	2	90	75	15	12	77	39	33	9	90	16	34	17
	3%	3%	3%	2%	2%	3%	3%	4%	3%	3%	6%	3%	1%	3%	3%	3%	2%
											bcd	c		c			
Don't know	232	201	17	9	5	232	197	35	54	178	107	78	24	232	47	77	38
	8%	8%	6%	6%	5%	8%	7%	9%	14%	7%	16%	6%	2%	8%	10%	7%	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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Using 'cookies' to collect information about the websites people visit or what products and services interest them	2107 68%	520 70%	1104 70%	450 66%	2107 68%	640 65%	1354 73% a	1360 73% b	694 65%
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1812 59%	459 62% c	966 61% c	359 52%	1812 59% c	578 59%	1146 61%	1158 62% b	606 56%
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1799 58%	460 62% c	937 60% c	375 55%	1799 58%	558 57%	1149 62% a	1118 60%	634 59%
Using apps on smartphones to collect data on users' locations or what products and services interest them	1764 57%	452 61% c	924 59% c	359 52%	1764 57% c	555 57%	1120 60%	1112 59%	600 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.

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, X/ Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2760	709	1421	584	2760	869	1716	1670	993
	90%	95%	90%	85%	90%	89%	92%	89%	92%
		bcd	c		c		a		a
TOTAL - AWARE OF ALL OF THESE WAYS	1051	257	558	219	1051	318	693	726	304
	34%	35%	35%	32%	34%	32%	37%	39%	28%
							a	b	
Not aware of any of these/ Not aware that companies collect information about what people do online	90	16	46	27	90	42	43	64	17
	3%	2%	3%	4%	3%	4%	2%	3%	2%
						b		b	
Don't know	232	20	107	75	232	68	108	142	64
	8%	3%	7%	11%	8%	7%	6%	8%	6%
			a	abd	a				

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
I can choose to opt-out at any point and they will stop using my data	1276	148	238	227	242	196	225	1276	604	656	392	428	247	203	820	450	1276
	41%	40%	42%	43%	44%	39%	40%	41%	41%	42%	44%	46%	39%	33%	45%	36%	41%
											cdf	cdfg			cdfg		df
They are clear about how they will use my information	1243	138	254	225	218	197	211	1243	596	628	373	410	262	191	783	453	1243
	40%	37%	44%	42%	40%	39%	38%	40%	40%	40%	42%	45%	41%	31%	43%	36%	40%
			af								df	dfg	d		df		df
They reassure me they will not share my information with other companies	1105	147	227	178	192	159	201	1105	520	568	348	371	201	180	718	381	1105
	36%	40%	40%	34%	35%	32%	36%	36%	35%	36%	39%	40%	31%	30%	40%	30%	36%
		e	e								cdf	cdfg			cdfg		df
They use it to send me relevant special offers/ discounts for products/ services they think I might like	912	104	188	185	184	129	121	912	428	475	271	312	184	139	584	323	912
	30%	28%	33%	35%	34%	26%	22%	30%	29%	30%	31%	34%	29%	23%	32%	26%	30%
		f	ef	aefg	ef			f			df	dfg	d		df		df
They use it to show me adverts or information that might be more relevant to me	641	88	134	128	125	83	82	641	354	281	235	189	123	88	425	211	641
	21%	24%	23%	24%	23%	16%	15%	21%	24%	18%	27%	21%	19%	14%	24%	17%	21%
		ef	ef	ef	ef			ef	b		bcdg	df	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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
I get a personalised service in return — like a weather update on my phone (based on my location)	565	82	147	114	98	77	48	565	293	267	223	174	97	69	397	166	565
	18%	22%	26%	22%	18%	15%	9%	18%	20%	17%	25%	19%	15%	11%	22%	13%	18%
		ef	defg	ef	f	f		f			bcdgf	df			cdgf		df
I get something like access to a free service in return — like access to their public WiFi network	525	82	104	112	104	73	50	525	274	237	164	181	103	69	345	173	525
	17%	22%	18%	21%	19%	14%	9%	17%	19%	15%	19%	20%	16%	11%	19%	14%	17%
		efg	f	efg	f	f		f	b		df	df	d		df		df
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2275	313	489	429	403	327	314	2275	1111	1138	684	712	478	388	1397	866	2275
	74%	85%	85%	81%	73%	65%	56%	74%	75%	73%	77%	77%	75%	64%	77%	69%	74%
		defg	defg	defg	ef	f		ef			df	df	df		dfg	d	df
I am not happy for companies to collect and use my personal information	647	30	64	73	105	155	220	647	303	340	178	174	132	161	352	293	647
	21%	8%	11%	14%	19%	31%	39%	21%	20%	22%	20%	19%	21%	26%	19%	23%	21%
				a	abc	abcdg	abcdeg	abc						abceg		be	
Don't know	159	27	19	28	40	22	23	159	65	88	22	35	31	61	57	92	159
	5%	7%	3%	5%	7%	4%	4%	5%	4%	6%	3%	4%	5%	10%	3%	7%	5%
		b			bf								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.

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
I can choose to opt-out at any point and they will stop using my data	1276	1060	122	55	38	1276	1102	175	127	1149	171	540	562	1276	151	492	474
	41%	41%	47%	38%	45%	41%	41%	44%	32%	43%	25%	40%	54%	41%	33%	42%	47%
			ac							a		a	abd	a		a	ab
They are clear about how they will use my information	1243	1035	113	59	36	1243	1095	148	131	1112	157	543	541	1243	143	477	461
	40%	40%	44%	41%	41%	40%	41%	38%	34%	41%	23%	41%	53%	40%	32%	41%	45%
										a		a	abd	a		a	ab
They reassure me they will not share my information with other companies	1105	916	101	54	33	1105	961	144	106	999	142	471	490	1105	143	413	420
	36%	35%	39%	37%	39%	36%	36%	37%	27%	37%	21%	35%	48%	36%	31%	35%	41%
										a		a	abd	a			ab
They use it to send me relevant special offers/ discounts for products/ services they think I might like	912	775	71	39	26	912	805	106	79	832	114	369	428	912	115	354	334
	30%	30%	27%	27%	30%	30%	30%	27%	20%	31%	17%	28%	42%	30%	25%	30%	33%
										a		a	abd	a			a
They use it to show me adverts or information that might be more relevant to me	641	547	52	24	17	641	583	58	63	578	83	249	309	641	80	225	279
	21%	21%	20%	17%	20%	21%	22%	15%	16%	21%	12%	19%	30%	21%	18%	19%	27%
							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.

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Base : All respondents

	Total	NATION				N	LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND		ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
I get a personalised service in return — like a weather update on my phone (based on my location)	565 18%	479 18%	44 17%	27 19%	15 18%	565 18%	516 19%	50 13%	46 12%	519 19%	71 11%	206 15%	289 28%	565 18%	75 16%	196 17%	232 23%
I get something like access to a free service in return — like access to their public WiFi network	525 17%	430 17%	53 20%	25 17%	17 20%	525 17%	475 18%	50 13%	50 13%	475 18%	61 9%	191 14%	273 26%	525 17%	59 13%	202 17%	199 20%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2275 74%	1914 74%	198 77%	99 68%	64 74%	2275 74%	2017 75%	259 66%	274 70%	2002 74%	418 62%	994 74%	857 83%	2275 74%	342 75%	860 73%	785 77%
I am not happy for companies to collect and use my personal information	647 21%	536 21%	52 20%	40 28%	18 21%	647 21%	532 20%	115 29%	79 20%	568 21%	193 29%	291 22%	152 15%	647 21%	80 18%	271 23%	207 20%
Don't know	159 5%	141 5%	8 3%	6 4%	4 5%	159 5%	138 5%	21 5%	39 10%	119 4%	61 9%	53 4%	22 2%	159 5%	32 7%	45 4%	24 2%

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

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IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
I can choose to opt-out at any point and they will stop using my data	1276	330	664	260	1276	424	793	794	444
	41%	44%	42%	38%	41%	43%	42%	42%	41%
		c							
They are clear about how they will use my information	1243	329	648	246	1243	403	775	749	455
	40%	44%	41%	36%	40%	41%	42%	40%	42%
		c	c		c				
They reassure me they will not share my information with other companies	1105	316	566	204	1105	365	677	676	396
	36%	42%	36%	30%	36%	37%	36%	36%	37%
		bcd	c		c				
They use it to send me relevant special offers/ discounts for products/ services they think I might like	912	248	480	173	912	298	570	521	357
	30%	33%	31%	25%	30%	30%	31%	28%	33%
		c	c		c				a
They use it to show me adverts or information that might be more relevant to me	641	204	305	124	641	218	392	345	278
	21%	27%	19%	18%	21%	22%	21%	18%	26%
		bcd							a

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, a telephone number etc.). Which, if any, of these statements do you agree with? I am happy for companies to collect and use my personal information if... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
I get a personalised service in return — like a weather update on my phone (based on my location)	565 18%	174 23% bcd	273 17%	110 16%	565 18%	193 20%	340 18%	294 16%	239 22% a
I get something like access to a free service in return — like access to their public WiFi network	525 17%	138 19%	258 16%	119 17%	525 17%	198 20% b	298 16%	307 16%	200 19%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2275 74%	597 80% bcd	1162 74% c	476 69%	2275 74% c	744 76%	1375 74%	1293 69%	892 83% a
I am not happy for companies to collect and use my personal information	647 21%	137 18%	341 22%	159 23% a	647 21%	187 19%	423 23% a	489 26% b	139 13%
Don't know	159 5%	11 2%	71 5% a	51 7% abd	159 5% a	48 5%	68 4%	94 5%	44 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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Target advertising, information or other content at their users	1738	159	333	282	292	308	364	1738	864	858	547	573	353	259	1120	613	1738
	56%	43%	58%	53%	53%	61%	65%	56%	58%	55%	62%	62%	55%	42%	62%	49%	56%
			a	a	a	acd	abcdg	a			cdfg	cdfg	df		cdfg	d	df
Build up a profile of their users and what they like/ don't like	1449	141	237	235	271	261	304	1449	774	659	459	468	309	210	927	519	1449
	47%	38%	41%	44%	49%	52%	55%	47%	52%	42%	52%	51%	48%	34%	51%	41%	47%
					ab	abc	abcg	ab	b		dfg	df	df		dfg	d	df
Personalise their experience when using the website/ app	1338	164	281	223	261	191	219	1338	689	638	422	446	264	203	868	467	1338
	43%	44%	49%	42%	48%	38%	39%	43%	47%	41%	48%	48%	41%	33%	48%	37%	43%
			cefg		ef			e	b		cdfg	cdfg	d		cdfg		df
Track their online behaviour over time	1268	134	223	210	230	224	248	1268	661	592	399	413	253	198	812	451	1268
	41%	36%	39%	40%	42%	44%	44%	41%	45%	38%	45%	45%	39%	32%	45%	36%	41%
					a	a			b		cdf	df	d		cdfg		df
Sell users' information/ data to other companies	1156	109	173	178	228	205	263	1156	612	530	343	391	240	178	734	418	1156
	38%	29%	30%	34%	42%	41%	47%	38%	41%	34%	39%	42%	37%	29%	41%	33%	38%
					abc	abc	abceg	ab	b		df	dfg	d		dfg		df
Tailor prices for products and services	1021	109	171	168	201	182	191	1021	546	459	307	341	200	168	648	367	1021
	33%	30%	30%	32%	37%	36%	34%	33%	37%	29%	35%	37%	31%	27%	36%	29%	33%
					ab				b		df	cdfg			df		df
Influence users' opinions and behaviours	972	122	225	177	170	143	136	972	499	460	332	299	197	141	631	338	972
	32%	33%	39%	33%	31%	28%	24%	32%	34%	29%	37%	32%	31%	23%	35%	27%	32%
		f	defg	f	f			f	b		bcdfg	df	d		dfg		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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Other reason(s)	9	1	3	1	1	*	2	9	5	4	2	3	3	1	5	4	9
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
ANY OF THESE APPLY	2752	327	532	473	476	450	494	2752	1378	1346	832	835	588	485	1667	1072	2752
	89%	89%	93%	89%	87%	89%	89%	89%	93%	86%	94%	91%	92%	79%	92%	86%	89%
			adefg						b		bdfg	df	df	dfg	d	df	
None of these reasons apply	121	10	10	20	27	24	30	121	44	73	25	30	19	47	55	66	121
	4%	3%	2%	4%	5%	5%	5%	4%	3%	5%	3%	3%	3%	8%	3%	5%	4%
				b	b	b	b	b		a				abceg		abce	
Don't know	208	32	30	37	45	31	34	208	57	147	29	55	34	78	84	113	208
	7%	9%	5%	7%	8%	6%	6%	7%	4%	9%	3%	6%	5%	13%	5%	9%	7%
									a		a		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.

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Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Target advertising, information or other content at their users	1738	1444	155	88	52	1738	1505	233	151	1587	231	787	719	1738	194	695	657
	56%	56%	60%	61%	60%	56%	56%	59%	39%	59%	34%	59%	70%	56%	43%	59%	65%
										a		a	abd	a		a	ab
Build up a profile of their users and what they like/ don't like	1449	1199	129	79	43	1449	1235	215	132	1317	201	628	615	1449	157	560	572
	47%	46%	50%	54%	50%	47%	46%	54%	34%	49%	30%	47%	60%	47%	34%	48%	56%
				ae				a		a		a	abd	a		a	ab
Personalise their experience when using the website/ app	1338	1126	109	64	38	1338	1174	164	128	1210	150	566	621	1338	170	493	518
	43%	43%	42%	44%	44%	43%	44%	42%	33%	45%	22%	42%	60%	43%	37%	42%	51%
										a		a	abd	a		a	ab
Track their online behaviour over time	1268	1053	117	60	39	1268	1085	183	116	1152	172	546	550	1268	153	484	479
	41%	41%	45%	41%	45%	41%	40%	46%	30%	43%	26%	41%	53%	41%	34%	41%	47%
								a		a		a	abd	a		a	ab
Sell users' information/ data to other companies	1156	958	107	61	30	1156	991	165	96	1060	168	523	462	1156	143	465	425
	38%	37%	41%	42%	35%	38%	37%	42%	24%	39%	25%	39%	45%	38%	31%	40%	42%
										a		a	abd	a		a	a
Tailor prices for products and services	1021	851	90	53	28	1021	882	139	86	936	143	414	463	1021	108	391	381
	33%	33%	35%	36%	32%	33%	33%	35%	22%	35%	21%	31%	45%	33%	24%	33%	38%
										a		a	abd	a		a	a

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

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Influence users' opinions and behaviours	972	802	89	47	34	972	850	122	83	889	118	405	445	972	100	361	387
	32%	31%	34%	33%	40%	32%	32%	31%	21%	33%	18%	30%	43%	32%	22%	31%	38%
					ae					a		a	abd	a		a	ab
Other reason(s)	9	7	1	*	*	9	7	2	-	9	*	7	1	9	3	5	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%	1%	*%	*%
ANY OF THESE APPLY	2752	2304	240	129	79	2752	2404	348	310	2442	525	1228	993	2752	396	1064	962
	89%	89%	93%	89%	92%	89%	89%	88%	79%	91%	78%	92%	96%	89%	87%	90%	95%
			a							a		ad	abd	a		ab	
None of these reasons apply	121	105	9	4	3	121	109	12	26	95	54	38	12	121	21	47	27
	4%	4%	4%	3%	3%	4%	4%	3%	7%	4%	8%	3%	1%	4%	5%	4%	3%
									b		bcd	c		c			
Don't know	208	183	9	11	5	208	175	33	56	152	94	72	25	208	38	66	27
	7%	7%	4%	8%	6%	7%	6%	8%	14%	6%	14%	5%	2%	7%	8%	6%	3%
		b		b		b			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.

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Target advertising, information or other content at their users	1738	460	901	352	1738	560	1097	1084	608
	56%	62%	57%	51%	56%	57%	59%	58%	57%
		cd	c		c				
Build up a profile of their users and what they like/ don't like	1449	369	774	288	1449	477	896	940	466
	47%	50%	49%	42%	47%	49%	48%	50%	43%
		c	c		c			b	
Personalise their experience when using the website/ app	1338	378	682	256	1338	435	835	788	505
	43%	51%	43%	37%	43%	44%	45%	42%	47%
		bcd	c		c				a
Track their online behaviour over time	1268	321	655	274	1268	425	786	807	427
	41%	43%	42%	40%	41%	43%	42%	43%	40%
Sell users' information/ data to other companies	1156	259	608	278	1156	408	692	783	345
	38%	35%	39%	41%	38%	42%	37%	42%	32%
				a		b		b	
Tailor prices for products and services	1021	251	545	212	1021	337	633	651	339
	33%	34%	35%	31%	33%	34%	34%	35%	32%
Influence users' opinions and behaviours	972	287	464	207	972	326	582	571	368
	32%	38%	29%	30%	32%	33%	31%	30%	34%
		bcd							

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

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Other reason(s)	9	-	7	2	9	6	3	6	3
	%	%	%	%	%	1%	%	%	%
						b			
ANY OF THESE APPLY	2752	709	1412	589	2752	902	1677	1668	986
	89%	95%	90%	86%	89%	92%	90%	89%	92%
		bcd	c		c				a
None of these reasons apply	121	18	62	39	121	30	79	82	28
	4%	2%	4%	6%	4%	3%	4%	4%	3%
				a				b	
Don't know	208	19	101	57	208	48	110	125	61
	7%	2%	6%	8%	7%	5%	6%	7%	6%
			a	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.

IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes	2630	314	510	475	460	439	432	2630	1318	1281	794	808	560	453	1602	1013	2630
	85%	85%	89%	90%	84%	87%	78%	85%	89%	82%	90%	88%	87%	74%	89%	81%	85%
		f	dfg	adfg	f	f		f	b		dfg	df	df		dfg	d	df
No	451	55	63	54	88	66	125	451	161	285	90	113	80	157	204	238	451
	15%	15%	11%	10%	16%	13%	22%	15%	11%	18%	10%	12%	13%	26%	11%	19%	15%
		c			bc		abcdeg	bc		a			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.

IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes	2630	2211	224	122	73	2630	2298	332	294	2337	496	1136	981	2630	378	999	922
	85%	85%	87%	85%	85%	85%	86%	84%	75%	87%	74%	85%	95%	85%	83%	85%	91%
									a	a	abd	a	a			ab	
No	451	381	35	22	13	451	389	62	98	352	176	202	50	451	77	178	94
	15%	15%	13%	15%	15%	15%	14%	16%	25%	13%	26%	15%	5%	15%	17%	15%	9%
									b	bcd	c	c	c	c	c	c	

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

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

IN66. Some apps and websites use online tools (sometimes called algorithms) to tailor what users are shown when they search online, or look at the latest news or use social media. These tools use details about what the user has previously looked at online and personal information like their age. Because of this, on the same apps and sites, one person will see different search results, news, and stories to other people. Before today, did you know that some apps and sites use information about their users to tailor the results shown? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes	2630	664	1351	563	2630	832	1615	1577	955
	85%	89%	86%	82%	85%	85%	87%	84%	89%
		bcd	c	c	c				a
No	451	81	224	123	451	147	252	298	119
	15%	11%	14%	18%	15%	15%	13%	16%	11%
			a	abd	a			b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 31

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

IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Strongly disagree	512 17%	30 8%	61 11%	68 13%	86 16%	90 18%	176 32%	512 17%	260 18%	246 16%	149 17%	141 15%	112 17%	108 18%	290 16%	220 18%	512 17%
Slightly disagree	488 16%	71 19%	90 16%	75 14%	70 13%	85 17%	98 18%	488 16%	225 15%	255 16%	136 15%	160 17%	108 17%	80 13%	296 16%	188 15%	488 16%
Neither agree nor disagree	917 30%	115 31%	153 27%	140 26%	165 30%	180 36%	164 29%	917 30%	403 27%	503 32%	206 23%	283 31%	193 30%	225 37%	489 27%	419 33%	917 30%
Slightly agree	813 26%	104 28%	175 31%	156 30%	169 31%	116 23%	91 16%	813 26%	399 27%	406 26%	248 28%	263 29%	166 26%	132 22%	511 28%	298 24%	813 26%
Strongly agree	300 10%	36 10%	89 16%	86 16%	42 8%	29 6%	19 3%	300 10%	172 12%	127 8%	137 16%	62 7%	54 8%	46 7%	199 11%	99 8%	300 10%
Don't know	51 2%	14 4%	4 1%	5 1%	16 3%	4 1%	8 1%	51 2%	20 1%	29 2%	8 1%	12 1%	8 1%	18 3%	20 1%	26 2%	51 2%
SUMMARY CODES																	
TOTAL DISAGREE	1000 32%	101 27%	151 26%	143 27%	156 29%	175 35%	274 49%	1000 32%	485 33%	501 32%	285 32%	301 33%	219 34%	189 31%	586 32%	408 33%	1000 32%
TOTAL AGREE	1113 36%	140 38%	264 46%	242 46%	210 38%	145 29%	111 20%	1113 36%	570 39%	533 34%	385 44%	325 35%	220 34%	177 29%	710 39%	398 32%	1113 36%
TOTAL NEITHER/ DON'T KNOW	968 31%	129 35%	157 27%	145 27%	181 33%	185 37%	172 31%	968 31%	424 29%	532 34%	214 24%	295 32%	201 31%	244 40%	510 28%	445 36%	968 31%

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.

IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Strongly disagree	512 17%	422 16%	45 17%	30 21%	16 18%	512 17%	427 16%	85 22%	62 16%	450 17%	145 21%	236 18%	120 12%	512 17%	72 16%	204 17%	168 17%
Slightly disagree	488 16%	405 16%	44 17%	23 16%	17 19%	488 16%	414 15%	74 19%	45 12%	443 16%	83 12%	217 16%	187 18%	488 16%	67 15%	186 16%	157 16%
Neither agree nor disagree	917 30%	778 30%	77 30%	42 29%	21 24%	917 30%	798 30%	120 30%	134 34%	783 29%	246 37%	400 30%	256 25%	917 30%	148 33%	340 29%	270 27%
Slightly agree	813 26%	680 26%	73 28%	35 24%	25 29%	813 26%	723 27%	90 23%	93 24%	719 27%	121 18%	350 26%	341 33%	813 26%	112 25%	328 28%	285 28%
Strongly agree	300 10%	264 10%	17 7%	13 9%	6 7%	300 10%	280 10%	20 5%	43 11%	257 10%	57 8%	117 9%	124 12%	300 10%	49 11%	105 9%	129 13%
Don't know	51 2%	43 2%	4 1%	2 1%	2 2%	51 2%	46 2%	5 1%	14 4%	37 1%	22 3%	17 1%	3 *	51 2%	5 1%	14 1%	7 1%
SUMMARY CODES																	
TOTAL DISAGREE	1000 32%	826 32%	89 34%	53 37%	32 37%	1000 32%	841 31%	159 40%	107 27%	893 33%	228 34%	454 34%	307 30%	1000 32%	140 31%	390 33%	325 32%
TOTAL AGREE	1113 36%	944 36%	90 35%	48 33%	31 36%	1113 36%	1002 37%	110 28%	136 35%	976 36%	177 26%	467 35%	465 45%	1113 36%	161 35%	433 37%	414 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.

IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
TOTAL NEITHER/ DON'T KNOW	968	821	80	44	23	968	843	125	148	820	268	418	259	968	153	354	277
	31%	32%	31%	30%	27%	31%	31%	32%	38%	30%	40%	31%	25%	31%	34%	30%	27%
									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.

IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Strongly disagree	512 17%	124 17%	255 16%	123 18%	512 17%	167 17%	308 16%	369 20% b	124 12%
Slightly disagree	488 16%	111 15%	266 17%	103 15%	488 16%	147 15%	305 16%	312 17%	154 14%
Neither agree nor disagree	917 30%	183 25%	475 30% a	229 33% a	917 30% a	318 32% b	523 28%	603 32% b	270 25%
Slightly agree	813 26%	199 27%	432 27%	172 25%	813 26%	237 24%	530 28% a	443 24%	349 33% a
Strongly agree	300 10%	126 17% bcd	124 8%	46 7%	300 10% c	97 10%	183 10%	121 6%	166 15% a
Don't know	51 2%	3 *%	23 1% a	12 2% a	51 2% a	13 1%	18 1%	29 2%	10 1%
SUMMARY CODES									
TOTAL DISAGREE	1000 32%	235 31%	521 33%	226 33%	1000 32%	314 32%	612 33%	680 36% b	278 26%
TOTAL AGREE	1113 36%	325 44% bcd	555 35%	219 32%	1113 36%	335 34%	713 38%	564 30%	516 48% 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.

IN67. To what extent do you agree or disagree with the following statement about this: 'I'm happy for apps and sites to use information they have collected about me to decide what to show me'(SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
TOTAL NEITHER/ DON'T KNOW	968	186	498	241	968	331	541	631	280
	31%	25%	32%	35%	31%	34%	29%	34%	26%
			a	a	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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1362 44%	137 37%	273 48%	241 46%	228 42%	223 44%	260 47%	1362 44%	685 46%	662 42%	408 46%	453 49%	283 44%	213 35%	861 48%	495 40%	1362 44%
		a	a	a	a	a	a	a	b		df	dfg	d		dfg		df
Seen anything offensive or inappropriate online (FROM IN55)	1045 34%	177 48%	299 52%	226 43%	173 32%	100 20%	71 13%	1045 34%	544 37%	487 31%	387 44%	298 32%	203 32%	152 25%	685 38%	355 28%	1045 34%
		defg	cdefg	defg	ef	f		ef	b		bcdefg	d	d		bcdefg		df
Online contact from someone who was pretending to be someone else	585 19%	77 21%	146 25%	119 22%	85 15%	81 16%	78 14%	585 19%	320 22%	259 17%	206 23%	171 19%	116 18%	89 15%	377 21%	206 16%	585 19%
		f	defg	def				f	b		bcdefg				df		d
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	549 18%	78 21%	136 24%	111 21%	94 17%	53 11%	77 14%	549 18%	293 20%	249 16%	189 21%	176 19%	107 17%	74 12%	365 20%	180 14%	549 18%
		ef	defg	ef	e			ef	b		cdfg	df	d		df		df
Your email or social media account being hacked (someone accessing your account without your permission)	342 11%	53 14%	103 18%	89 17%	52 9%	20 4%	25 5%	342 11%	169 11%	172 11%	123 14%	78 8%	69 11%	69 11%	201 11%	138 11%	342 11%
		def	defg	defg	ef			ef			bg				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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Any form of online bullying/ harassment/ trolling	287	58	85	65	37	23	17	287	140	136	103	72	55	56	174	111	287
	9%	16%	15%	12%	7%	5%	3%	9%	9%	9%	12%	8%	9%	9%	10%	9%	9%
		defg	defg	defg	f			ef			b						
Lost money online (i.e. got scammed or ripped off)	280	50	72	69	34	20	35	280	125	150	93	67	51	66	161	117	280
	9%	14%	12%	13%	6%	4%	6%	9%	8%	10%	11%	7%	8%	11%	9%	9%	9%
		defg	defg	defg				ef			b			b			
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251	43	71	68	40	14	13	251	133	117	94	66	45	46	160	90	251
	8%	12%	12%	13%	7%	3%	2%	8%	9%	7%	11%	7%	7%	7%	9%	7%	8%
		defg	defg	defg	ef			ef			bcfg						
A computer virus on any device you use to go online	249	38	80	59	27	19	27	249	150	98	111	57	45	33	168	79	249
	8%	10%	14%	11%	5%	4%	5%	8%	10%	6%	13%	6%	7%	5%	9%	6%	8%
		def	defg	defg				def	b		bcdefg				bdf		d
Been threatened or stalked online	186	40	56	45	29	9	7	186	91	91	67	46	36	37	113	72	186
	6%	11%	10%	9%	5%	2%	1%	6%	6%	6%	8%	5%	6%	6%	6%	6%	6%
		defg	defg	efg	ef			ef			b						
ANY OF THESE	2215	305	488	406	364	314	338	2215	1112	1077	679	682	457	386	1361	843	2215
	72%	83%	85%	77%	66%	62%	61%	72%	75%	69%	77%	74%	71%	63%	75%	67%	72%
		cdefg	cdefg	defg				def	b		cdefg	df	d		dfg		df
None of these	782	46	74	109	162	177	214	782	338	436	196	214	168	198	409	366	782
	25%	12%	13%	21%	30%	35%	38%	25%	23%	28%	22%	23%	26%	32%	23%	29%	25%
				ab	abc	abcg	abcdg	abc		a				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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Don't know	85	18	11	14	22	14	5	85	30	53	10	25	15	26	36	42	85
	3%	5%	2%	3%	4%	3%	1%	3%	2%	3%	1%	3%	2%	4%	2%	3%	3%
		bfg		f	f	f		f		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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1362 44%	1124 43%	126 49%	67 46%	46 53% ae	1362 44%	1176 44%	186 47%	134 34%	1228 46% a	154 23%	601 45% a	604 59% abd	1362 44% a	159 35%	542 46% a	509 50% a
Seen anything offensive or inappropriate online (FROM IN55)	1045 34%	855 33%	101 39% a	55 38%	34 39%	1045 34%	948 35% b	97 25%	121 31%	924 34%	118 18%	419 31% a	507 49% abd	1045 34% a	184 41% b	352 30%	387 38% b
Online contact from someone who was pretending to be someone else	585 19%	478 18%	57 22%	30 21%	20 24% a	585 19%	524 19%	62 16%	65 17%	520 19%	74 11%	243 18% a	268 26% abd	585 19% a	81 18%	230 20%	216 21%
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	549 18%	457 18%	46 18%	25 18%	20 23% ae	549 18%	483 18%	66 17%	55 14%	494 18%	56 8%	237 18% a	256 25% abd	549 18% a	68 15%	207 18%	200 20% 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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Your email or social media account being hacked (someone accessing your account without your permission)	342 11%	292 11%	30 11%	11 7%	9 11%	342 11%	306 11%	36 9%	49 12%	293 11%	55 8%	153 11%	133 13%	342 11%	70 15%	120 10%	111 11%
Any form of online bullying/ harassment/ trolling	287 9%	241 9%	23 9%	14 9%	8 10%	287 9%	265 10%	22 6%	30 8%	257 10%	48 7%	110 8%	127 12%	287 9%	51 11%	113 10%	80 8%
Lost money online (i.e. got scammed or ripped off)	280 9%	234 9%	22 9%	14 10%	10 12%	280 9%	254 9%	26 7%	48 12%	232 9%	50 7%	121 9%	108 10%	280 9%	68 15%	101 9%	74 7%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251 8%	210 8%	19 7%	12 8%	10 11%	251 8%	228 8%	23 6%	39 10%	212 8%	43 6%	120 9%	88 9%	251 8%	58 13%	88 7%	81 8%
A computer virus on any device you use to go online	249 8%	204 8%	23 9%	14 10%	8 9%	249 8%	238 9%	11 3%	24 6%	225 8%	44 7%	96 7%	108 10%	249 8%	53 12%	71 6%	103 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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Been threatened or stalked online	186	160	12	9	5	186	179	7	29	157	36	72	78	186	35	65	61
	6%	6%	5%	6%	6%	6%	7%	2%	7%	6%	5%	5%	8%	6%	8%	6%	6%
							b						b				
ANY OF THESE	2215	1850	189	108	67	2215	1954	261	264	1950	376	978	855	2215	341	836	755
	72%	71%	73%	75%	78%	72%	73%	66%	67%	73%	56%	73%	83%	72%	75%	71%	74%
					ae		b					a	abd	a			
None of these	782	668	65	33	16	782	659	122	97	685	266	330	165	782	100	316	248
	25%	26%	25%	23%	19%	25%	25%	31%	25%	25%	40%	25%	16%	25%	22%	27%	24%
		d				d		a			bcd	c		c			
Don't know	85	74	5	3	3	85	74	11	31	53	30	31	10	85	14	25	13
	3%	3%	2%	2%	3%	3%	3%	3%	8%	2%	4%	2%	1%	3%	3%	2%	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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Received a suspected scam email or scam text message encouraging you to enter personal or financial information	1362 44%	337 45%	708 45%	299 44%	1362 44%	492 50% b	806 43%	836 45%	485 45%
Seen anything offensive or inappropriate online (FROM IN55)	1045 34%	304 41% bcd	483 31%	234 34%	1045 34% b	392 40% b	586 31%	499 27%	503 47% a
Online contact from someone who was pretending to be someone else	585 19%	167 22% b	283 18%	124 18%	585 19%	213 22%	346 19%	318 17%	249 23% a
Notification that your personal data (such as email address or password) has been compromised due to a data leak or breach	549 18%	153 21%	271 17%	119 17%	549 18%	213 22% b	304 16%	302 16%	224 21% 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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Your email or social media account being hacked (someone accessing your account without your permission)	342 11%	101 13% b	156 10%	79 11%	342 11%	139 14% b	181 10%	145 8%	176 16% a
Any form of online bullying/ harassment/ trolling	287 9%	88 12% b	125 8%	70 10%	287 9%	136 14% b	133 7%	128 7%	141 13% a
Lost money online (i.e. got scammed or ripped off)	280 9%	72 10%	124 8%	78 11% b	280 9%	125 13% b	134 7%	122 6%	143 13% a
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251 8%	77 10% b	118 7%	55 8%	251 8%	105 11% b	122 7%	107 6%	133 12% a
A computer virus on any device you use to go online	249 8%	84 11% bcd	116 7%	46 7%	249 8%	102 10% b	130 7%	101 5%	134 12% 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.

IN65. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Been threatened or stalked online	186	48	79	57	186	80	93	92	85
	6%	6%	5%	8%	6%	8%	5%	5%	8%
				bd		b			a
ANY OF THESE	2215	552	1105	515	2215	793	1267	1257	864
	72%	74%	70%	75%	72%	81%	68%	67%	80%
				b		b			a
None of these	782	183	433	149	782	167	565	570	185
	25%	25%	27%	22%	25%	17%	30%	30%	17%
			c				a	b	
Don't know	85	11	37	22	85	19	35	49	26
	3%	1%	2%	3%	3%	2%	2%	3%	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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes	1045	177	299	226	173	100	71	1045	544	487	387	298	203	152	685	355	1045
	34%	48%	52%	43%	32%	20%	13%	34%	37%	31%	44%	32%	32%	25%	38%	28%	34%
		defg	cdefg	defg	ef	f		ef	b		bcdefg	d	d		bcdfg		df
No	1723	128	206	253	332	369	436	1723	801	908	448	507	369	392	955	761	1723
	56%	35%	36%	48%	61%	73%	78%	56%	54%	58%	51%	55%	58%	64%	53%	61%	56%
				ab	abc	abcdg	abcdg	abc					a	abceg		abeg	a
Don't know	280	51	60	44	40	35	50	280	119	155	47	104	63	60	151	123	280
	9%	14%	10%	8%	7%	7%	9%	9%	8%	10%	5%	11%	10%	10%	8%	10%	9%
		cdefg										ae	a	a	a	a	a
Prefer not to say	33	14	8	7	3	1	*	33	14	16	4	12	6	6	16	12	33
	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdefg	f	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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes	1045	855	101	55	34	1045	948	97	121	924	118	419	507	1045	184	352	387
	34%	33%	39%	38%	39%	34%	35%	25%	31%	34%	18%	31%	49%	34%	41%	30%	38%
			a				b					a	abd	a	b		b
No	1723	1463	142	75	44	1723	1455	269	217	1506	483	767	446	1723	230	716	558
	56%	56%	55%	52%	51%	56%	54%	68%	55%	56%	72%	57%	43%	56%	51%	61%	55%
							a				bcd	c		c		ac	
Don't know	280	245	15	13	8	280	253	28	46	234	61	139	70	280	35	107	65
	9%	9%	6%	9%	9%	9%	9%	7%	12%	9%	9%	10%	7%	9%	8%	9%	6%
		b										c		c		c	
Prefer not to say	33	28	1	2	1	33	32	1	8	25	11	13	8	33	6	2	6
	1%	1%	*%	2%	1%	1%	1%	*%	2%	1%	2%	1%	1%	1%	1%	*%	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.

IN55. And have you seen anything online in the past 12 months that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes	1045	304	483	234	1045	392	586	499	503
	34%	41%	31%	34%	34%	40%	31%	27%	47%
		bcd			b	b			a
No	1723	388	950	362	1723	481	1130	1194	477
	56%	52%	60%	53%	56%	49%	61%	64%	44%
			acd				a	b	
Don't know	280	48	136	80	280	102	138	169	89
	9%	6%	9%	12%	9%	10%	7%	9%	8%
				ab	a	b			
Prefer not to say	33	5	5	10	33	4	12	14	6
	1%	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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes, aware of report or flagging function	2032	291	470	398	349	285	240	2032	1026	977	650	606	444	320	1256	764	2032
	66%	79%	82%	75%	64%	56%	43%	66%	69%	62%	73%	66%	69%	52%	70%	61%	66%
		defg	cdefg	defg	ef	f		ef	b		bdfg	df	df		dfg	d	df
No, not aware of report or flagging function	860	50	86	96	151	186	291	860	384	471	207	264	153	234	472	386	860
	28%	14%	15%	18%	28%	37%	52%	28%	26%	30%	23%	29%	24%	38%	26%	31%	28%
				abc	abcdg	abcdg	abc			a		a		abcefg		ace	a
Don't know	189	29	16	36	48	34	26	189	69	118	28	51	44	56	79	100	189
	6%	8%	3%	7%	9%	7%	5%	6%	5%	8%	3%	6%	7%	9%	4%	8%	6%
		b		b	bfg	b		b		a		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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes, aware of report or flagging function	2032	1709	172	93	58	2032	1790	242	219	1813	305	882	842	2032	316	741	711
	66%	66%	66%	64%	68%	66%	67%	61%	56%	67%	45%	66%	82%	66%	69%	63%	70%
									a		a	abd	a	b		b	
No, not aware of report or flagging function	860	721	73	43	24	860	739	121	127	733	283	392	163	860	112	367	256
	28%	28%	28%	29%	28%	28%	28%	31%	32%	27%	42%	29%	16%	28%	25%	31%	25%
											bcd	c	c	c	ac	ac	
Don't know	189	162	14	9	4	189	158	32	47	143	85	64	26	189	26	69	49
	6%	6%	5%	6%	5%	6%	6%	8%	12%	5%	13%	5%	3%	6%	6%	6%	5%
									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.

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something offensive or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the offensive or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes, aware of report or flagging function	2032	540	1044	408	2032	683	1223	1125	834
	66%	72%	66%	60%	66%	70%	66%	60%	78%
		bcd	c		c	b			a
No, not aware of report or flagging function	860	177	445	225	860	257	533	632	190
	28%	24%	28%	33%	28%	26%	29%	34%	18%
			a	abd	a			b	
Don't know	189	28	85	52	189	40	110	118	50
	6%	4%	5%	8%	6%	4%	6%	6%	5%
				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.

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 ~e	65+ ~f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	922	190	235	216	137	83	61	922	460	448	334	278	157	147	612	304	922
Effective Weighted Sample	763	156	198	186	114	67	50	763	380	374	285	217	138	119	502	256	763
Total	921	165	266	208	146	88	49	921	484	425	351	257	177	132	608	309	921
Yes	666 72%	120 73%	217 82%	148 71%	93 64%	** **	** **	666 72%	341 70%	314 74%	265 75%	177 69%	132 75%	87 66%	442 73%	219 71%	666 72%
			acd														
No	250 27%	44 27%	49 18%	57 28%	53 36%	** **	** **	250 27%	140 29%	109 26%	85 24%	78 30%	43 24%	44 33%	163 27%	87 28%	250 27%
				b	bg			b									
Don't know	5 1%	2 1%	- -%	2 1%	- -%	** **	** **	5 1%	4 1%	2 *%	2 *%	2 1%	1 1%	1 1%	3 1%	2 1%	5 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.

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	~b	a	b	~a	b	c	d	a	b	c
Unweighted total	922	608	108	101	105	922	837	85	102	820	93	364	463	922	160	323	333
Effective Weighted Sample	763	575	98	99	96	763	689	74	84	679	76	301	385	763	131	263	283
Total	921	759	89	46	27	921	837	84	100	821	92	363	466	921	163	308	347
Yes	666	548	65	34	19	666	611	**	75	591	**	258	338	666	121	221	250
	72%	72%	73%	74%	68%	72%	73%	**	74%	72%	**	71%	73%	72%	74%	72%	72%
No	250	206	24	12	9	250	221	**	26	224	**	102	126	250	39	87	94
	27%	27%	27%	26%	32%	27%	26%	**	26%	27%	**	28%	27%	27%	24%	28%	27%
Don't know	5	5	-	-	-	5	5	**	-	5	**	2	1	5	3	-	2
	1%	1%	-%	-%	-%	1%	1%	**	-%	1%	**	1%	*%	1%	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.

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found offensive or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen offensive or inappropriate content

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	922	259	444	204	922	366	506	458	423
Effective Weighted Sample	763	220	367	166	763	299	424	367	361
Total	921	278	439	188	921	347	522	433	450
Yes	666	215	306	136	666	273	357	293	344
	72%	77%	70%	72%	72%	79%	68%	67%	76%
		b				b			a
No	250	62	132	52	250	72	162	137	105
	27%	22%	30%	28%	27%	21%	31%	32%	23%
			a				a	b	
Don't know	5	1	2	-	5	2	3	4	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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666	120	217	148	93	62	27	666	341	314	265	177	132	87	442	219	666
	22%	32%	38%	28%	17%	12%	5%	22%	23%	20%	30%	19%	21%	14%	24%	18%	22%
		defg	cdefg	defg	f	f		def			bcdefg	d	d		bdfg		df
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255	45	49	60	53	26	23	255	144	111	86	80	44	45	166	89	255
	8%	12%	9%	11%	10%	5%	4%	8%	10%	7%	10%	9%	7%	7%	9%	7%	8%
		efg	f	efg	ef			ef	b		f						
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1110	125	204	190	203	197	191	1110	541	552	298	349	267	189	647	456	1110
	36%	34%	36%	36%	37%	39%	34%	36%	37%	35%	34%	38%	42%	31%	36%	36%	36%
											d	adefg		d	d	d	
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123	12	33	18	28	12	22	123	60	63	35	42	27	20	77	47	123
	4%	3%	6%	3%	5%	2%	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%	4%
			e		e												
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	926	67	70	114	171	208	295	926	393	527	200	274	170	270	474	440	926
	30%	18%	12%	21%	31%	41%	53%	30%	27%	34%	23%	30%	27%	44%	26%	35%	30%
		b		b	abc	abcdg	abcdeg	abc		a		a		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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
TOTAL AWARE OF REPORT FUNCTION	2032	291	470	398	349	285	240	2032	1026	977	650	606	444	320	1256	764	2032
	66%	79%	82%	75%	64%	56%	43%	66%	69%	62%	73%	66%	69%	52%	70%	61%	66%
		defg	cdefg	defg	ef	f		ef	b		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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666 22%	548 21%	65 25%	34 24%	19 22%	666 22%	611 23% b	55 14%	75 19%	591 22%	68 10%	258 19% a	338 33% abd	666 22% a	121 27% b	221 19%	250 25% b
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255 8%	212 8%	24 9%	12 8%	9 10%	255 8%	226 8%	29 7%	26 7%	230 9%	23 3%	105 8% a	128 12% abd	255 8% a	42 9%	87 7%	97 10%
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1110 36%	950 37%	83 32%	47 33%	31 36%	1110 36%	953 35%	157 40%	118 30%	992 37% a	213 32%	519 39% a	376 36%	1110 36%	153 34%	432 37%	364 36%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123 4%	96 4%	12 5%	9 6% a	6 7% ae	123 4%	111 4%	12 3%	21 5%	103 4%	26 4%	56 4%	41 4%	123 4%	22 5%	44 4%	40 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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	926	787	74	43	22	926	786	140	153	773	342	400	148	926	117	393	265
	30%	30%	29%	30%	25%	30%	29%	36%	39%	29%	51%	30%	14%	30%	26%	33%	26%
								a	b		bcd	c		c		ac	
TOTAL AWARE OF REPORT FUNCTION	2032	1709	172	93	58	2032	1790	242	219	1813	305	882	842	2032	316	741	711
	66%	66%	66%	64%	68%	66%	67%	61%	56%	67%	45%	66%	82%	66%	69%	63%	70%
									a		a	abd	a	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 OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666	215	306	136	666	273	357	293	344
	22%	29%	19%	20%	22%	28%	19%	16%	32%
		bcd				b			a
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255	63	134	52	255	74	165	141	106
	8%	8%	8%	8%	8%	8%	9%	8%	10%
									a
AWARE OF REPORT FUNCTION AND NOT SEEN OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1110	262	605	221	1110	335	702	692	384
	36%	35%	38%	32%	36%	34%	38%	37%	36%
			c						
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123	26	44	47	123	45	65	65	52
	4%	3%	3%	7%	4%	5%	3%	3%	5%
				abd					

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

All interviewing conducted using an online panel. Any break column with 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 AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	926	179	486	231	926	252	578	685	187
	30%	24%	31%	34%	30%	26%	31%	37%	17%
			a	a	a		a	b	
TOTAL AWARE OF REPORT FUNCTION	2032	540	1044	408	2032	683	1223	1125	834
	66%	72%	66%	60%	66%	70%	66%	60%	78%
		bcd	c		c	b			a

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents that have seen offensive or inappropriate content

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1056	206	263	238	163	96	90	1056	521	520	368	325	184	173	693	357	1056
Effective Weighted Sample	871	169	223	204	136	77	74	871	430	432	314	254	161	139	568	298	871
Total	1045	177	299	226	173	100	71	1045	544	487	387	298	203	152	685	355	1045
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666	120	217	148	93	**	**	666	341	314	265	177	132	87	442	219	666
	64%	68%	73%	66%	53%	**	**	64%	63%	64%	69%	59%	65%	57%	65%	62%	64%
		d	dg	d				d			bd						
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255	45	49	60	53	**	**	255	144	111	86	80	44	45	166	89	255
	24%	26%	16%	26%	31%	**	**	24%	26%	23%	22%	27%	22%	30%	24%	25%	24%
		b		b	b			b									
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123	12	33	18	28	**	**	123	60	63	35	42	27	20	77	47	123
	12%	7%	11%	8%	16%	**	**	12%	11%	13%	9%	14%	13%	13%	11%	13%	12%
					ac			a									
TOTAL AWARE OF REPORT FUNCTION	921	165	266	208	146	**	**	921	484	425	351	257	177	132	608	309	921
	88%	93%	89%	92%	84%	**	**	88%	89%	87%	91%	86%	87%	87%	89%	87%	88%
		dg		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 AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents that have seen offensive or inappropriate content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1056	688	123	119	126	1056	956	100	123	933	119	427	508	1056	184	373	372
Effective Weighted Sample	871	650	112	116	113	871	786	86	101	770	99	352	419	871	150	303	316
Total	1045	855	101	55	34	1045	948	97	121	924	118	419	507	1045	184	352	387
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666 64%	548 64%	65 65%	34 62%	19 56%	666 64%	611 64%	55 57%	75 62%	591 64%	68 58%	258 62%	338 67%	666 64%	121 66%	221 63%	250 65%
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255 24%	212 25%	24 23%	12 21%	9 26%	255 24%	226 24%	29 30%	26 21%	230 25%	23 20%	105 25%	128 25%	255 24%	42 23%	87 25%	97 25%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123 12%	96 11%	12 12%	9 16%	6 18% ae	123 12%	111 12%	12 13%	21 17%	103 11%	26 22% bcd	56 13% c	41 8%	123 12% c	22 12%	44 12%	40 10%
TOTAL AWARE OF REPORT FUNCTION	921 88%	759 89% d	89 88%	46 84%	27 82%	921 88% d	837 88%	84 87%	100 83%	821 89%	92 78%	363 87% a	466 92% abd	921 88% a	163 88%	308 88%	347 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.

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR OFFENSIVE OR INAPPROPRIATE CONTENT

Base : All respondents that have seen offensive or inappropriate content

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1056	287	496	251	1056	420	574	539	469
Effective Weighted Sample	871	242	407	205	871	340	480	431	401
Total	1045	304	483	234	1045	392	586	499	503
AWARE OF REPORT FUNCTION AND REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	666	215	306	136	666	273	357	293	344
	64%	71%	63%	58%	64%	70%	61%	59%	68%
		cd				b			a
AWARE OF REPORT FUNCTION AND NOT REPORTED OFFENSIVE OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	255	63	134	52	255	74	165	141	106
	24%	21%	28%	22%	24%	19%	28%	28%	21%
							a	b	
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING OFFENSIVE OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	123	26	44	47	123	45	65	65	52
	12%	9%	9%	20%	12%	11%	11%	13%	10%
				abd					
TOTAL AWARE OF REPORT FUNCTION	921	278	439	188	921	347	522	433	450
	88%	91%	91%	80%	88%	89%	89%	87%	90%
		c	c		c				

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

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

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc.) on sites/apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
	87%	91%	96%	91%	89%	81%	73%	87%	85%	88%	88%	86%	90%	83%	87%	86%	87%
		efg	acdefg	efg	ef	f		ef		a	d	d	d	d	d	d	d
No	360	19	18	39	52	84	148	360	199	156	99	114	55	89	213	145	360
	12%	5%	3%	7%	10%	17%	26%	12%	13%	10%	11%	12%	9%	15%	12%	12%	12%
				b	ab	abcdg	abcdeg	abc	b		c	c	c	c	c	c	c
Don't know	52	13	6	10	8	10	5	52	21	27	10	12	11	13	22	25	52
	2%	4%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
		bfg															

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.

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc.) on sites/apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes	2669 87%	2238 86%	227 88%	125 87%	78 91%	2669 87%	2329 87%	341 86%	341 87%	2328 87%	490 73%	1166 87%	1002 97%	2669 87%	406 89%	1029 87%	887 87%
No	360 12%	310 12%	27 11%	17 11%	6 7%	360 12%	311 12%	49 12%	32 8%	327 12%	157 23%	160 12%	24 2%	360 12%	43 9%	133 11%	119 12%
Don't know	52 2%	43 2%	4 2%	3 2%	2 2%	52 2%	47 2%	5 1%	19 5%	33 1%	26 4%	12 1%	5 *	52 2%	6 1%	15 1%	9 1%

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

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

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc.) on sites/apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes	2669	641	1373	603	2669	861	1630	1560	1013
	87%	86%	87%	88%	87%	88%	87%	83%	94%
									a
No	360	98	183	69	360	104	220	290	49
	12%	13%	12%	10%	12%	11%	12%	15%	5%
								b	
Don't know	52	6	18	14	52	15	17	25	12
	2%	1%	1%	2%	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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
Yes	284	36	91	77	50	16	14	284	153	131	122	49	59	49	172	107	284
	11%	11%	17%	16%	10%	4%	3%	11%	12%	9%	16%	6%	10%	10%	11%	10%	11%
		ef	adefg	adefg	ef			ef	b		bcdefg		b	b	b	b	b
No	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
	76%	86%	78%	73%	70%	75%	73%	76%	75%	76%	72%	81%	76%	72%	77%	74%	76%
		bcdefg	d					d				acdefg			ad		
Don't know	368	13	27	53	94	85	96	368	165	203	93	101	79	95	194	174	368
	14%	4%	5%	11%	19%	21%	24%	14%	13%	15%	12%	13%	14%	19%	12%	16%	14%
				ab	abcg	abcg	abcg	ab					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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
Yes	284	244	20	12	7	284	270	14	35	248	72	136	75	284	72	88	98
	11%	11%	9%	10%	9%	11%	12%	4%	10%	11%	15%	12%	8%	11%	18%	9%	11%
							b				cd	c		c	bc		
No	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
	76%	75%	80%	76%	83%	76%	75%	78%	77%	75%	68%	74%	81%	76%	70%	77%	75%
					ae							a	abd	a		a	
Don't know	368	319	25	18	7	368	308	59	42	325	85	167	110	368	49	145	122
	14%	14%	11%	14%	8%	14%	13%	17%	12%	14%	17%	14%	11%	14%	12%	14%	14%
		d		d		d					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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
Yes	284	121	108	51	284	105	146	95	176
	11%	19%	8%	9%	11%	12%	9%	6%	17%
		bcd			b	b			a
No	2018	448	1073	457	2018	644	1257	1214	730
	76%	70%	78%	76%	76%	75%	77%	78%	72%
			a	a	a			b	
Don't know	368	72	193	95	368	112	227	252	107
	14%	11%	14%	16%	14%	13%	14%	16%	11%
				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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
CONFIDENT AND NOT ABLE	462	40	99	103	99	50	70	462	259	202	175	107	97	80	282	177	462
	17%	12%	18%	22%	20%	12%	17%	17%	21%	15%	23%	13%	17%	16%	18%	16%	17%
			ae	aeg	ae			ae	b		bcdefg				b		b
CONFIDENT AND ABLE	1566	218	353	301	271	232	191	1566	779	767	462	502	341	257	964	598	1566
	59%	65%	64%	63%	56%	57%	47%	59%	62%	55%	60%	63%	59%	51%	61%	55%	59%
		defg	defg	df	f	f		f	b		d	dfg	d		df		d
NOT CONFIDENT AND NOT ABLE	190	8	19	27	45	51	40	190	59	131	40	43	41	64	83	104	190
	7%	2%	3%	6%	9%	12%	10%	7%	5%	9%	5%	5%	7%	13%	5%	10%	7%
				a	abc	abcg	abc	ab		a				abceg		abeg	e
NOT CONFIDENT AND ABLE	452	71	77	50	72	78	104	452	162	282	99	143	96	107	242	202	452
	17%	21%	14%	10%	15%	19%	26%	17%	13%	20%	13%	18%	17%	21%	15%	19%	17%
		bcd				c	bcdeg	c		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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
CONFIDENT AND NOT ABLE	462	396	33	23	9	462	416	45	49	412	94	225	140	462	89	157	173
	17%	18%	14%	19%	12%	17%	18%	13%	14%	18%	19%	19%	14%	17%	22%	15%	19%
		d		d		d					c	c		c	b		b
CONFIDENT AND ABLE	1566	1283	152	78	53	1566	1350	216	179	1387	233	650	680	1566	221	614	547
	59%	57%	67%	62%	68%	59%	58%	64%	53%	60%	48%	56%	68%	59%	54%	60%	62%
			ae		ae					a		a	abd	a			a
NOT CONFIDENT AND NOT ABLE	190	167	12	7	5	190	162	28	28	161	62	79	46	190	32	76	47
	7%	7%	5%	5%	6%	7%	7%	8%	8%	7%	13%	7%	5%	7%	8%	7%	5%
											bcd	c		c			
NOT CONFIDENT AND ABLE	452	393	31	17	11	452	401	51	84	368	100	213	135	452	64	182	121
	17%	18%	14%	14%	14%	17%	17%	15%	25%	16%	20%	18%	14%	17%	16%	18%	14%
									b		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.

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. ANALYSIS SHOWING CONFIDENCE AND ABILITY

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
CONFIDENT AND NOT ABLE	462	171	193	92	462	150	271	214	233
	17%	27%	14%	15%	17%	17%	17%	14%	23%
		bcd			b				a
CONFIDENT AND ABLE	1566	373	835	336	1566	489	991	903	615
	59%	58%	61%	56%	59%	57%	61%	58%	61%
NOT CONFIDENT AND NOT ABLE	190	22	107	54	190	68	102	133	50
	7%	3%	8%	9%	7%	8%	6%	9%	5%
			a	a	a			b	
NOT CONFIDENT AND ABLE	452	75	238	121	452	155	267	311	116
	17%	12%	17%	20%	17%	18%	16%	20%	11%
			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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	~f	g
Unweighted total	272	38	74	81	43	16	20	272	146	125	115	54	47	51	169	98	272
Effective Weighted Sample	228	33	65	68	38	13	14	228	119	109	97	43	43	41	140	84	228
Total	284	36	91	77	50	16	14	284	153	131	122	49	59	49	172	107	284
POSTED PHOTO 2 (IMAGE)	73	**	**	**	**	**	**	73	43	30	35	**	**	**	48	**	73
	26%	**	**	**	**	**	**	26%	28%	23%	29%	**	**	**	28%	**	26%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	68	**	**	**	**	**	**	68	39	29	32	**	**	**	47	**	68
	24%	**	**	**	**	**	**	24%	26%	22%	27%	**	**	**	27%	**	24%
PROFILE PICTURE (IMAGE)	68	**	**	**	**	**	**	68	38	30	26	**	**	**	37	**	68
	24%	**	**	**	**	**	**	24%	25%	23%	21%	**	**	**	22%	**	24%
DETAIL IN BIOGRAPHY (TEXT)	54	**	**	**	**	**	**	54	31	24	24	**	**	**	30	**	54
	19%	**	**	**	**	**	**	19%	20%	18%	19%	**	**	**	17%	**	19%
POSTED PHOTO 1 (IMAGE)	36	**	**	**	**	**	**	36	20	16	19	**	**	**	25	**	36
	13%	**	**	**	**	**	**	13%	13%	12%	16%	**	**	**	15%	**	13%
POSTED PHOTO 3 (IMAGE)	34	**	**	**	**	**	**	34	18	16	20	**	**	**	25	**	34
	12%	**	**	**	**	**	**	12%	12%	12%	17%	**	**	**	15%	**	12%
NUMBER FOLLOWING (COUNT)	32	**	**	**	**	**	**	32	16	15	13	**	**	**	20	**	32
	11%	**	**	**	**	**	**	11%	11%	12%	10%	**	**	**	12%	**	11%
NAME IN BIOGRAPHY (TEXT)	31	**	**	**	**	**	**	31	15	16	10	**	**	**	18	**	31
	11%	**	**	**	**	**	**	11%	10%	12%	8%	**	**	**	11%	**	11%
NUMBER OF FOLLOWERS (COUNT)	30	**	**	**	**	**	**	30	15	14	9	**	**	**	14	**	30
	10%	**	**	**	**	**	**	10%	10%	11%	7%	**	**	**	8%	**	10%
LINK IN DESCRIPTION (TEXT)	24	**	**	**	**	**	**	24	13	11	12	**	**	**	14	**	24
	8%	**	**	**	**	**	**	8%	9%	8%	10%	**	**	**	8%	**	8%
CLICK TO FOLLOW BUTTON (BUTTON)	19	**	**	**	**	**	**	19	12	7	10	**	**	**	13	**	19
	7%	**	**	**	**	**	**	7%	8%	6%	8%	**	**	**	7%	**	7%

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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	~f	g
Unweighted total	272	38	74	81	43	16	20	272	146	125	115	54	47	51	169	98	272
Effective Weighted Sample	228	33	65	68	38	13	14	228	119	109	97	43	43	41	140	84	228
Total	284	36	91	77	50	16	14	284	153	131	122	49	59	49	172	107	284
NUMBER OF POSTS (COUNT)	19	**	**	**	**	**	**	19	4	14	3	**	**	**	6	**	19
	7%	**	**	**	**	**	**	7%	3%	11%	2%	**	**	**	3%	**	7%
										a							
CLICK TO MESSAGE BUTTON (BUTTON)	16	**	**	**	**	**	**	16	7	10	7	**	**	**	10	**	16
	6%	**	**	**	**	**	**	6%	4%	7%	6%	**	**	**	6%	**	6%
PROFILE USERNAME (TEXT)	12	**	**	**	**	**	**	12	8	4	1	**	**	**	5	**	12
	4%	**	**	**	**	**	**	4%	5%	3%	1%	**	**	**	3%	**	4%
CLICK TO VIEW GRID BUTTON (BUTTON)	4	**	**	**	**	**	**	4	3	1	4	**	**	**	4	**	4
	2%	**	**	**	**	**	**	2%	2%	1%	4%	**	**	**	3%	**	2%
SUMMARY																	
ANY TEXT	143	**	**	**	**	**	**	143	81	62	57	**	**	**	85	**	143
	50%	**	**	**	**	**	**	50%	53%	47%	46%	**	**	**	49%	**	50%
ANY IMAGE	136	**	**	**	**	**	**	136	78	58	64	**	**	**	83	**	136
	48%	**	**	**	**	**	**	48%	51%	44%	53%	**	**	**	48%	**	48%
ANY COUNT	56	**	**	**	**	**	**	56	24	31	18	**	**	**	30	**	56
	20%	**	**	**	**	**	**	20%	16%	24%	15%	**	**	**	17%	**	20%
ANY BUTTON	30	**	**	**	**	**	**	30	15	15	16	**	**	**	20	**	30
	10%	**	**	**	**	**	**	10%	10%	11%	13%	**	**	**	12%	**	10%
Mean number of features chosen	1.8	**	**	**	**	**	**	1.8	1.8	1.8	1.8	**	**	**	1.8	**	1.8
Standard deviation	1.43	**	**	**	**	**	**	1.43	1.27	1.55	1.55	**	**	**	1.49	**	1.43
Standard error	.09	**	**	**	**	**	**	.09	.11	.14	.14	**	**	**	.11	**	.09

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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	~c	d	~a	~b	c
Unweighted total	272	190	28	27	27	272	259	13	36	236	65	132	75	272	64	80	101
Effective Weighted Sample	228	181	27	26	26	228	218	11	30	199	55	110	64	228	54	71	81
Total	284	244	20	12	7	284	270	14	35	248	72	136	75	284	72	88	98
POSTED PHOTO 2 (IMAGE)	73	60	**	**	**	73	70	**	**	64	**	27	**	73	**	**	28
	26%	24%	**	**	**	26%	26%	**	**	26%	**	20%	**	26%	**	**	29%
DESCRIPTION UNDER BIOGRAPHY (TEXT)	68	63	**	**	**	68	65	**	**	57	**	41	**	68	**	**	21
	24%	26%	**	**	**	24%	24%	**	**	23%	**	30%	**	24%	**	**	22%
PROFILE PICTURE (IMAGE)	68	59	**	**	**	68	63	**	**	58	**	27	**	68	**	**	22
	24%	24%	**	**	**	24%	23%	**	**	23%	**	20%	**	24%	**	**	22%
DETAIL IN BIOGRAPHY (TEXT)	54	50	**	**	**	54	52	**	**	44	**	25	**	54	**	**	18
	19%	20%	**	**	**	19%	19%	**	**	18%	**	19%	**	19%	**	**	18%
POSTED PHOTO 1 (IMAGE)	36	30	**	**	**	36	34	**	**	31	**	17	**	36	**	**	12
	13%	12%	**	**	**	13%	13%	**	**	12%	**	13%	**	13%	**	**	12%
POSTED PHOTO 3 (IMAGE)	34	29	**	**	**	34	32	**	**	30	**	17	**	34	**	**	11
	12%	12%	**	**	**	12%	12%	**	**	12%	**	13%	**	12%	**	**	11%
NUMBER FOLLOWING (COUNT)	32	28	**	**	**	32	29	**	**	31	**	15	**	32	**	**	9
	11%	11%	**	**	**	11%	11%	**	**	13%	**	11%	**	11%	**	**	9%
NAME IN BIOGRAPHY (TEXT)	31	27	**	**	**	31	28	**	**	27	**	14	**	31	**	**	13
	11%	11%	**	**	**	11%	10%	**	**	11%	**	10%	**	11%	**	**	13%
NUMBER OF FOLLOWERS (COUNT)	30	23	**	**	**	30	27	**	**	25	**	14	**	30	**	**	8
	10%	9%	**	**	**	10%	10%	**	**	10%	**	10%	**	10%	**	**	8%
LINK IN DESCRIPTION (TEXT)	24	23	**	**	**	24	22	**	**	22	**	14	**	24	**	**	9
	8%	9%	**	**	**	8%	8%	**	**	9%	**	10%	**	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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST c
Significance Level: 95%																	
Unweighted total	272	190	28	27	27	272	259	13	36	236	65	132	75	272	64	80	101
Effective Weighted Sample	228	181	27	26	26	228	218	11	30	199	55	110	64	228	54	71	81
Total	284	244	20	12	7	284	270	14	35	248	72	136	75	284	72	88	98
CLICK TO FOLLOW BUTTON (BUTTON)	19 7%	15 6%	** **	** **	** **	19 7%	19 7%	** **	** **	19 8%	** **	7 5%	** **	19 7%	** **	** **	5 5%
NUMBER OF POSTS (COUNT)	19 7%	14 6%	** **	** **	** **	19 7%	16 6%	** **	** **	17 7%	** **	8 6%	** **	19 7%	** **	** **	2 2%
CLICK TO MESSAGE BUTTON (BUTTON)	16 6%	14 6%	** **	** **	** **	16 6%	16 6%	** **	** **	15 6%	** **	7 5%	** **	16 6%	** **	** **	5 5%
PROFILE USERNAME (TEXT)	12 4%	10 4%	** **	** **	** **	12 4%	11 4%	** **	** **	11 4%	** **	3 2%	** **	12 4%	** **	** **	2 2%
CLICK TO VIEW GRID BUTTON (BUTTON)	4 2%	4 2%	** **	** **	** **	4 2%	4 2%	** **	** **	4 2%	** **	1 1%	** **	4 2%	** **	** **	3 3%
SUMMARY																	
ANY TEXT	143 50%	130 53%	** **	** **	** **	143 50%	134 50%	** **	** **	123 50%	** **	77 56%	** **	143 50%	** **	** **	51 52%
ANY IMAGE	136 48%	115 47%	** **	** **	** **	136 48%	129 48%	** **	** **	113 46%	** **	57 42%	** **	136 48%	** **	** **	50 51%
ANY COUNT	56 20%	47 19%	** **	** **	** **	56 20%	52 19%	** **	** **	51 20%	** **	25 18%	** **	56 20%	** **	** **	14 14%
ANY BUTTON	30 10%	24 10%	** **	** **	** **	30 10%	29 11%	** **	** **	28 11%	** **	12 9%	** **	30 10%	** **	** **	10 10%
Mean number of features chosen	1.8	1.8	**	**	**	1.8	1.8	**	**	1.8	**	1.7	**	1.8	**	**	1.7
Standard deviation	1.43	1.40	**	**	**	1.43	1.34	**	**	1.46	**	1.34	**	1.43	**	**	1.13
Standard error	.09	.10	**	**	**	.09	.08	**	**	.10	**	.12	**	.09	**	**	.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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	~a	b
Unweighted total	272	108	109	51	272	101	143	98	161
Effective Weighted Sample	228	93	90	43	228	85	120	80	138
Total	284	121	108	51	284	105	146	95	176
POSTED PHOTO 2 (IMAGE)	73	41	22	**	73	30	39	**	45
	26%	34%	20%	**	26%	29%	27%	**	26%
		b							
DESCRIPTION UNDER BIOGRAPHY (TEXT)	68	28	23	**	68	19	38	**	45
	24%	24%	21%	**	24%	18%	26%	**	26%
PROFILE PICTURE (IMAGE)	68	26	32	**	68	30	33	**	42
	24%	21%	30%	**	24%	28%	22%	**	24%
DETAIL IN BIOGRAPHY (TEXT)	54	20	28	**	54	22	26	**	33
	19%	16%	26%	**	19%	20%	18%	**	19%
POSTED PHOTO 1 (IMAGE)	36	16	13	**	36	22	11	**	24
	13%	13%	12%	**	13%	21%	8%	**	14%
						b			
POSTED PHOTO 3 (IMAGE)	34	15	14	**	34	18	12	**	22
	12%	12%	13%	**	12%	17%	8%	**	13%
NUMBER FOLLOWING (COUNT)	32	12	10	**	32	14	16	**	19
	11%	10%	10%	**	11%	13%	11%	**	11%
NAME IN BIOGRAPHY (TEXT)	31	14	10	**	31	11	15	**	19
	11%	12%	9%	**	11%	10%	10%	**	11%
NUMBER OF FOLLOWERS (COUNT)	30	12	7	**	30	16	11	**	16
	10%	10%	7%	**	10%	15%	7%	**	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.

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	~c	d	a	b	~a	b
Significance Level: 95%									
Unweighted total	272	108	109	51	272	101	143	98	161
Effective Weighted Sample	228	93	90	43	228	85	120	80	138
Total	284	121	108	51	284	105	146	95	176
LINK IN DESCRIPTION (TEXT)	24	10	8	**	24	6	17	**	19
	8%	9%	7%	**	8%	6%	11%	**	11%
CLICK TO FOLLOW BUTTON (BUTTON)	19	13	6	**	19	10	7	**	14
	7%	11%	6%	**	7%	9%	5%	**	8%
NUMBER OF POSTS (COUNT)	19	4	10	**	19	7	8	**	10
	7%	3%	9%	**	7%	6%	5%	**	6%
CLICK TO MESSAGE BUTTON (BUTTON)	16	8	8	**	16	6	9	**	13
	6%	6%	7%	**	6%	6%	6%	**	7%
PROFILE USERNAME (TEXT)	12	1	7	**	12	7	4	**	6
	4%	1%	6%	**	4%	7%	3%	**	3%
CLICK TO VIEW GRID BUTTON (BUTTON)	4	3	1	**	4	2	3	**	4
	2%	2%	1%	**	2%	1%	2%	**	2%
SUMMARY									
ANY TEXT	143	53	59	**	143	45	79	**	91
	50%	44%	54%	**	50%	43%	54%	**	52%
ANY IMAGE	136	65	50	**	136	61	64	**	83
	48%	54%	46%	**	48%	58%	44%	**	47%
						b			
ANY COUNT	56	20	19	**	56	21	27	**	30
	20%	16%	18%	**	20%	20%	19%	**	17%

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

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

SCENARIO 4B. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	~a	b
Unweighted total	272	108	109	51	272	101	143	98	161
Effective Weighted Sample	228	93	90	43	228	85	120	80	138
Total	284	121	108	51	284	105	146	95	176
ANY BUTTON	30	16	12	**	30	13	14	**	23
	10%	13%	11%	**	10%	13%	9%	**	13%
Mean number of features chosen	1.8	1.8	1.8	**	1.8	2.1 b	1.7	**	1.9
Standard deviation	1.43	1.16	1.63	**	1.43	1.64	1.11	**	1.48
Standard error	.09	.11	.16	**	.09	.16	.09	**	.12

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 42

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

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1449	245	316	257	236	199	196	1449	642	786	402	464	321	254	866	575	1449
	72%	85%	73%	73%	69%	64%	66%	72%	68%	75%	72%	72%	73%	70%	72%	72%	72%
		bcdefg	e	e			e		a								
LINK IN DESCRIPTION (TEXT)	1042	199	248	196	167	133	99	1042	482	540	257	373	235	171	629	406	1042
	52%	69%	58%	56%	49%	43%	34%	52%	51%	51%	46%	58%	54%	47%	52%	51%	52%
		bcdefg	defg	ef	f	f	ef	ef				adefg	a		a		a
NUMBER FOLLOWING (COUNT)	525	125	153	86	71	53	37	525	242	272	150	186	104	82	336	186	525
	26%	43%	36%	25%	21%	17%	12%	26%	26%	26%	27%	29%	24%	23%	28%	23%	26%
		cdefg	cdefg	ef	f		ef	ef				df			f		
PROFILE USERNAME (TEXT)	524	107	132	104	82	54	45	524	265	249	130	214	106	70	344	177	524
	26%	37%	31%	30%	24%	17%	15%	26%	28%	24%	23%	33%	24%	19%	29%	22%	26%
		defg	ef	ef	f		ef	ef	b			acdfg			adf		d
NUMBER OF FOLLOWERS (COUNT)	510	108	151	92	77	48	34	510	232	272	155	170	104	78	325	182	510
	25%	37%	35%	26%	23%	16%	11%	25%	25%	26%	28%	26%	24%	22%	27%	23%	25%
		cdefg	cdefg	ef	ef		ef	ef									
POSTED PHOTO 2 (IMAGE)	290	38	85	58	46	37	26	290	140	147	71	89	78	49	161	126	290
	14%	13%	20%	16%	13%	12%	9%	14%	15%	14%	13%	14%	18%	13%	13%	16%	14%
			adefg	f			f						ae				
POSTED PHOTO 1 (IMAGE)	289	43	94	61	42	20	29	289	128	157	72	94	66	54	166	120	289
	14%	15%	22%	17%	12%	7%	10%	14%	14%	15%	13%	15%	15%	15%	14%	15%	14%
		e	adefg	ef	e		ef	ef									
POSTED PHOTO 3 (IMAGE)	283	43	94	63	39	21	23	283	125	154	70	88	70	51	159	121	283
	14%	15%	22%	18%	11%	7%	8%	14%	13%	15%	13%	14%	16%	14%	13%	15%	14%
		ef	adefg	def			ef	ef									
DETAIL IN BIOGRAPHY (TEXT)	254	40	44	38	53	39	41	254	121	128	68	78	56	52	146	108	254
	13%	14%	10%	11%	15%	12%	14%	13%	13%	12%	12%	12%	13%	14%	12%	14%	13%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 42

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

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
PROFILE PICTURE (IMAGE)	215	35	46	42	43	23	25	215	103	106	63	76	41	34	139	75	215
	11%	12%	11%	12%	13%	7%	9%	11%	11%	10%	11%	12%	9%	9%	12%	9%	11%
NUMBER OF POSTS (COUNT)	111	18	32	17	24	13	7	111	57	53	34	30	27	20	64	47	111
	6%	6%	7%	5%	7%	4%	2%	6%	6%	5%	6%	5%	6%	6%	5%	6%	6%
		f	f	f	f			f									
NAME IN BIOGRAPHY (TEXT)	68	4	10	9	18	12	15	68	28	39	21	16	10	22	36	32	68
	3%	1%	2%	2%	5%	4%	5%	3%	3%	4%	4%	2%	2%	6%	3%	4%	3%
				a	a								bceg				
CLICK TO FOLLOW BUTTON (BUTTON)	19	3	9	2	1	*	4	19	11	9	7	3	2	7	11	9	19
	1%	1%	2%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
			e											b			
CLICK TO MESSAGE BUTTON (BUTTON)	14	4	6	1	1	*	2	14	8	5	5	3	*	6	8	6	14
	1%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	2%	1%	1%	1%
														c			
CLICK TO VIEW GRID BUTTON (BUTTON)	6	*	3	1	-	-	2	6	5	1	2	3	1	1	5	2	6
	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%
TAGS (BUTTON)	2	1	1	-	-	-	-	2	-	1	*	-	1	1	*	1	2
	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%
SUMMARY																	
ANY TEXT	1828	271	375	316	316	283	267	1828	835	967	502	593	399	323	1094	723	1828
	91%	94%	87%	90%	92%	91%	90%	91%	89%	92%	89%	92%	92%	89%	91%	90%	91%
		b								a							
ANY COUNT	777	168	224	132	116	79	59	777	353	409	238	257	158	120	495	278	777
	39%	58%	52%	38%	34%	26%	20%	39%	38%	39%	43%	40%	36%	33%	41%	35%	39%
		cdefg	cdefg	ef	ef			ef			df	d			df		

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

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	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
ANY IMAGE	511	72	131	109	84	56	59	511	239	264	147	159	111	88	306	199	511
	25%	25%	30%	31%	25%	18%	20%	25%	25%	25%	26%	25%	25%	24%	25%	25%	25%
			ef	efg				e									
ANY BUTTON	32	5	13	5	2	1	7	32	18	12	9	8	4	10	18	15	32
	2%	2%	3%	1%	1%	*%	2%	2%	2%	1%	2%	1%	1%	3%	1%	2%	2%
			e					e									
Mean number of features chosen	2.8	3.5	3.3	2.9	2.6	2.1	2.0	2.8	2.7	2.8	2.7	2.9	2.8	2.6	2.8	2.7	2.8
		cdefg	cdefg	def	ef			ef				ad					
Standard deviation	2.00	2.16	2.31	2.02	1.84	1.46	1.37	2.00	2.01	1.97	1.92	2.01	1.91	2.18	1.97	2.04	2.00
Standard error	.04	.12	.12	.10	.10	.09	.08	.04	.07	.06	.08	.08	.10	.11	.06	.07	.04

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 42

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

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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1449	1192	134	71	52	1449	1267	182	189	1260	215	617	612	1449	204	565	479
	72%	71%	73%	75%	80%	72%	72%	68%	72%	72%	65%	72%	75%	72%	72%	71%	72%
					ae							a	a	a			
LINK IN DESCRIPTION (TEXT)	1042	850	102	52	38	1042	911	132	126	917	121	444	476	1042	146	391	346
	52%	51%	56%	55%	60%	52%	52%	49%	48%	52%	36%	51%	58%	52%	51%	49%	52%
					ae							a	abd	a			
NUMBER FOLLOWING (COUNT)	525	428	51	26	20	525	463	61	75	450	51	230	243	525	71	193	177
	26%	26%	28%	27%	31%	26%	26%	23%	28%	26%	15%	27%	30%	26%	25%	24%	27%
												a	a	a			
PROFILE USERNAME (TEXT)	524	434	49	24	17	524	458	66	48	475	61	204	258	524	67	193	186
	26%	26%	27%	25%	26%	26%	26%	25%	18%	27%	18%	24%	32%	26%	24%	24%	28%
										a			abd	a			
NUMBER OF FOLLOWERS (COUNT)	510	413	48	29	20	510	443	68	69	441	60	188	260	510	72	187	179
	25%	25%	26%	30%	31%	25%	25%	25%	26%	25%	18%	22%	32%	25%	25%	23%	27%
													abd	a			
POSTED PHOTO 2 (IMAGE)	290	229	32	18	11	290	253	37	58	232	44	111	134	290	47	105	87
	14%	14%	18%	19%	18%	14%	14%	14%	22%	13%	13%	13%	16%	14%	16%	13%	13%
									b								
POSTED PHOTO 1 (IMAGE)	289	233	30	16	10	289	258	31	55	233	43	109	136	289	50	103	89
	14%	14%	16%	16%	16%	14%	15%	11%	21%	13%	13%	13%	17%	14%	17%	13%	13%
									b				b				
POSTED PHOTO 3 (IMAGE)	283	232	27	14	11	283	249	34	58	225	40	106	137	283	52	99	87
	14%	14%	15%	15%	16%	14%	14%	13%	22%	13%	12%	12%	17%	14%	18%	12%	13%
									b				b		b		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 42

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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
DETAIL IN BIOGRAPHY (TEXT)	254	216	16	15	7	254	217	37	37	217	43	115	95	254	36	105	70
	13%	13%	9%	15%	11%	13%	12%	14%	14%	12%	13%	13%	12%	13%	13%	13%	11%
PROFILE PICTURE (IMAGE)	215	180	15	12	7	215	193	22	35	179	31	86	97	215	36	84	51
	11%	11%	8%	13%	12%	11%	11%	8%	13%	10%	9%	10%	12%	11%	13%	11%	8%
NUMBER OF POSTS (COUNT)	111	90	12	6	3	111	97	15	17	94	17	36	58	111	22	36	39
	6%	5%	7%	6%	5%	6%	6%	5%	6%	5%	5%	4%	7%	6%	8%	5%	6%
NAME IN BIOGRAPHY (TEXT)	68	60	6	2	1	68	60	8	9	59	15	24	29	68	7	31	22
	3%	4%	3%	2%	1%	3%	3%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%
CLICK TO FOLLOW BUTTON (BUTTON)	19	18	-	2	-	19	19	1	2	18	5	9	5	19	3	7	5
	1%	1%	-%	2%	-%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%
CLICK TO MESSAGE BUTTON (BUTTON)	14	11	1	1	*	14	14	1	1	13	4	5	5	14	3	4	4
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%
CLICK TO VIEW GRID BUTTON (BUTTON)	6	6	-	*	-	6	6	1	-	6	2	2	3	6	2	2	1
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%
TAGS (BUTTON)	2	-	1	-	*	2	2	-	1	1	*	1	1	2	-	1	1
	*%	-%	1%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

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	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
SUMMARY																	
ANY TEXT	1828	1507	170	88	62	1828	1586	242	227	1601	281	782	758	1828	249	726	615
	91%	90%	93%	93%	96%	91%	91%	91%	86%	91%	84%	91%	93%	91%	87%	91%	92%
					ae					a		a	a	a		a	a
ANY COUNT	777	639	69	40	29	777	685	92	112	665	89	319	367	777	104	291	274
	39%	38%	38%	42%	44%	39%	39%	34%	43%	38%	27%	37%	45%	39%	36%	37%	41%
												a	abd	a			
ANY IMAGE	511	421	44	27	19	511	446	65	89	422	79	202	229	511	84	194	146
	25%	25%	24%	28%	29%	25%	25%	24%	34%	24%	24%	23%	28%	25%	30%	24%	22%
									b				b		c		
ANY BUTTON	32	26	3	2	1	32	31	1	4	28	8	15	9	32	5	12	9
	2%	2%	2%	2%	1%	2%	2%	%	1%	2%	2%	2%	1%	2%	2%	2%	1%
Mean number of features chosen	2.8	2.7	2.9	3.0	3.1	2.8	2.8	2.6	3.0	2.7	2.3	2.6	3.1	2.8	2.9	2.6	2.7
					ae							a	abd	a			
Standard deviation	2.00	1.97	2.03	2.24	2.13	2.00	2.02	1.83	1.98	2.00	1.97	1.83	2.11	2.00	2.29	1.85	1.92
Standard error	.04	.05	.14	.15	.14	.04	.05	.11	.12	.05	.11	.06	.07	.04	.14	.06	.07

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

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Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
DESCRIPTION UNDER BIOGRAPHY (TEXT)	1449	322	771	326	1449	481	884	868	524
	72%	72%	72%	71%	72%	75%	70%	71%	72%
LINK IN DESCRIPTION (TEXT)	1042	218	560	235	1042	364	614	622	370
	52%	49%	52%	51%	52%	57%	49%	51%	51%
						b			
NUMBER FOLLOWING (COUNT)	525	126	275	110	525	187	308	292	211
	26%	28%	26%	24%	26%	29%	24%	24%	29%
						b			a
PROFILE USERNAME (TEXT)	524	115	277	121	524	186	309	317	186
	26%	26%	26%	26%	26%	29%	25%	26%	25%
NUMBER OF FOLLOWERS (COUNT)	510	126	263	110	510	183	295	289	199
	25%	28%	24%	24%	25%	28%	23%	24%	27%
						b			
POSTED PHOTO 2 (IMAGE)	290	65	128	87	290	127	138	153	122
	14%	14%	12%	19%	14%	20%	11%	13%	17%
				bd		b			a
POSTED PHOTO 1 (IMAGE)	289	63	148	68	289	117	144	143	130
	14%	14%	14%	15%	14%	18%	11%	12%	18%
						b			a
POSTED PHOTO 3 (IMAGE)	283	62	146	66	283	114	142	130	139
	14%	14%	14%	14%	14%	18%	11%	11%	19%
						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.

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
DETAIL IN BIOGRAPHY (TEXT)	254	54	132	59	254	99	139	158	86
	13%	12%	12%	13%	13%	15%	11%	13%	12%
PROFILE PICTURE (IMAGE)	215	48	94	65	215	91	109	137	64
	11%	11%	9%	14%	11%	14%	9%	11%	9%
				bd		b			
NUMBER OF POSTS (COUNT)	111	31	54	25	111	41	62	56	49
	6%	7%	5%	6%	6%	6%	5%	5%	7%
NAME IN BIOGRAPHY (TEXT)	68	11	37	19	68	26	38	51	16
	3%	2%	3%	4%	3%	4%	3%	4%	2%
								b	
CLICK TO FOLLOW BUTTON (BUTTON)	19	8	7	4	19	9	9	7	9
	1%	2%	1%	1%	1%	1%	1%	1%	1%
CLICK TO MESSAGE BUTTON (BUTTON)	14	7	6	1	14	7	6	5	6
	1%	2%	1%	*%	1%	1%	*%	*%	1%
		c							
CLICK TO VIEW GRID BUTTON (BUTTON)	6	1	3	2	6	1	5	4	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%
TAGS (BUTTON)	2	1	1	-	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.

SCENARIO 4C. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
SUMMARY									
ANY TEXT	1828	401	982	408	1828	587	1136	1119	643
	91%	90%	92%	89%	91%	91%	90%	92%	88%
								b	
ANY COUNT	777	187	413	161	777	276	456	438	309
	39%	42%	38%	35%	39%	43%	36%	36%	42%
						b			a
ANY IMAGE	511	111	243	142	511	208	260	276	209
	25%	25%	23%	31%	25%	32%	21%	23%	29%
				bd		b			a
ANY BUTTON	32	12	14	6	32	13	17	15	14
	2%	3%	1%	1%	2%	2%	1%	1%	2%
Mean number of features chosen	2.8	2.8	2.7	2.8	2.8	3.2	2.5	2.7	2.9
						b			a
Standard deviation	2.00	2.06	1.92	2.05	2.00	2.19	1.82	1.93	2.05
Standard error	.04	.10	.06	.09	.04	.08	.05	.05	.08

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

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

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	354	13	22	54	78	81	106	354	158	195	90	102	64	98	192	162	354
Effective Weighted Sample	298	12	19	48	68	68	87	298	132	166	75	84	59	81	160	139	298
Total	368	13	27	53	94	85	96	368	165	203	93	101	79	95	194	174	368
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	**	**	**	**	**	30	154	61	92	**	36	**	**	78	76	154
	42%	**	**	**	**	**	32%	42%	37%	45%	**	36%	**	**	40%	44%	42%
LINK IN DESCRIPTION (TEXT)	131	**	**	**	**	**	35	131	65	66	**	40	**	**	77	54	131
	36%	**	**	**	**	**	37%	36%	39%	32%	**	39%	**	**	40%	31%	36%
PROFILE USERNAME (TEXT)	43	**	**	**	**	**	6	43	27	16	**	17	**	**	30	13	43
	12%	**	**	**	**	**	6%	12%	16%	8%	**	17%	**	**	16%	7%	12%
									b			f			f		
NUMBER FOLLOWING (COUNT)	38	**	**	**	**	**	5	38	8	29	**	9	**	**	18	19	38
	10%	**	**	**	**	**	6%	10%	5%	14%	**	9%	**	**	10%	11%	10%
									a								
PROFILE PICTURE (IMAGE)	29	**	**	**	**	**	8	29	16	13	**	7	**	**	16	14	29
	8%	**	**	**	**	**	9%	8%	10%	7%	**	7%	**	**	8%	8%	8%
POSTED PHOTO 2 (IMAGE)	29	**	**	**	**	**	12	29	18	11	**	11	**	**	13	15	29
	8%	**	**	**	**	**	12%	8%	11%	5%	**	10%	**	**	7%	9%	8%
NUMBER OF FOLLOWERS (COUNT)	25	**	**	**	**	**	5	25	7	17	**	11	**	**	14	10	25
	7%	**	**	**	**	**	5%	7%	4%	8%	**	11%	**	**	7%	6%	7%
DETAIL IN BIOGRAPHY (TEXT)	24	**	**	**	**	**	13	24	9	15	**	5	**	**	11	13	24
	7%	**	**	**	**	**	14%	7%	5%	7%	**	5%	**	**	5%	8%	7%
							g										
POSTED PHOTO 3 (IMAGE)	21	**	**	**	**	**	6	21	7	15	**	6	**	**	11	10	21
	6%	**	**	**	**	**	6%	6%	4%	7%	**	6%	**	**	6%	6%	6%
POSTED PHOTO 1 (IMAGE)	21	**	**	**	**	**	6	21	12	9	**	4	**	**	9	12	21
	6%	**	**	**	**	**	6%	6%	7%	4%	**	4%	**	**	5%	7%	6%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 43

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

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	354	13	22	54	78	81	106	354	158	195	90	102	64	98	192	162	354
Effective Weighted Sample	298	12	19	48	68	68	87	298	132	166	75	84	59	81	160	139	298
Total	368	13	27	53	94	85	96	368	165	203	93	101	79	95	194	174	368
NUMBER OF POSTS (COUNT)	11	**	**	**	**	**	2	11	4	7	**	2	**	**	3	8	11
	3%	**	**	**	**	**	2%	3%	2%	3%	**	2%	**	**	2%	5%	3%
NAME IN BIOGRAPHY (TEXT)	8	**	**	**	**	**	3	8	5	3	**	1	**	**	1	7	8
	2%	**	**	**	**	**	3%	2%	3%	1%	**	1%	**	**	1%	4%	2%
															e		
CLICK TO FOLLOW BUTTON (BUTTON)	6	**	**	**	**	**	3	6	3	3	**	-	**	**	1	5	6
	2%	**	**	**	**	**	3%	2%	2%	2%	**	-%	**	**	*%	3%	2%
CLICK TO MESSAGE BUTTON (BUTTON)	2	**	**	**	**	**	-	2	2	-	**	1	**	**	1	*	2
	1%	**	**	**	**	**	-%	1%	1%	-%	**	1%	**	**	1%	*%	1%
SUMMARY																	
ANY TEXT	293	**	**	**	**	**	75	293	132	161	**	85	**	**	163	129	293
	80%	**	**	**	**	**	78%	80%	80%	79%	**	84%	**	**	f	84%	80%
ANY IMAGE	74	**	**	**	**	**	21	74	40	34	**	19	**	**	37	37	74
	20%	**	**	**	**	**	22%	20%	24%	17%	**	19%	**	**	19%	21%	20%
ANY COUNT	60	**	**	**	**	**	9	60	17	43	**	18	**	**	30	30	60
	16%	**	**	**	**	**	9%	16%	10%	21%	**	18%	**	**	16%	17%	16%
									a								
ANY BUTTON	8	**	**	**	**	**	3	8	5	3	**	1	**	**	2	6	8
	2%	**	**	**	**	**	3%	2%	3%	2%	**	1%	**	**	1%	3%	2%
Mean number of features chosen	1.5	**	**	**	**	**	1.4	1.5	1.5	1.5	**	1.5	**	**	1.5	1.5	1.5
Standard deviation	.93	**	**	**	**	**	1.20	.93	1.05	.82	**	.77	**	**	.78	1.07	.93
Standard error	.05	**	**	**	**	**	.12	.05	.08	.06	**	.08	**	**	.06	.08	.05
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d,e,f,g																	

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

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	354	261	31	38	24	354	294	60	43	311	81	165	104	354	44	147	112
Effective Weighted Sample	298	241	28	37	22	298	250	49	36	263	67	139	89	298	37	124	96
Total	368	319	25	18	7	368	308	59	42	325	85	167	110	368	49	145	122
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	126	**	**	**	154	134	**	**	131	**	75	45	154	**	66	40
	42%	39%	**	**	**	42%	43%	**	**	40%	**	45%	40%	42%	**	45%	33%
LINK IN DESCRIPTION (TEXT)	131	117	**	**	**	131	108	**	**	121	**	55	54	131	**	42	52
	36%	37%	**	**	**	36%	35%	**	**	37%	**	33%	49%	36%	**	29%	43%
													bd				b
PROFILE USERNAME (TEXT)	43	37	**	**	**	43	36	**	**	42	**	11	25	43	**	12	21
	12%	12%	**	**	**	12%	12%	**	**	13%	**	6%	22%	12%	**	8%	17%
													bd				b
NUMBER FOLLOWING (COUNT)	38	33	**	**	**	38	29	**	**	32	**	15	13	38	**	11	15
	10%	10%	**	**	**	10%	9%	**	**	10%	**	9%	12%	10%	**	8%	12%
PROFILE PICTURE (IMAGE)	29	23	**	**	**	29	26	**	**	25	**	15	6	29	**	13	6
	8%	7%	**	**	**	8%	8%	**	**	8%	**	9%	5%	8%	**	9%	5%
POSTED PHOTO 2 (IMAGE)	29	24	**	**	**	29	23	**	**	25	**	15	5	29	**	14	6
	8%	7%	**	**	**	8%	8%	**	**	8%	**	9%	5%	8%	**	9%	5%
NUMBER OF FOLLOWERS (COUNT)	25	20	**	**	**	25	22	**	**	24	**	10	11	25	**	8	6
	7%	6%	**	**	**	7%	7%	**	**	7%	**	6%	10%	7%	**	6%	5%
DETAIL IN BIOGRAPHY (TEXT)	24	23	**	**	**	24	20	**	**	22	**	12	4	24	**	11	6
	7%	7%	**	**	**	7%	6%	**	**	7%	**	7%	4%	7%	**	8%	5%
POSTED PHOTO 3 (IMAGE)	21	20	**	**	**	21	21	**	**	17	**	12	7	21	**	5	7
	6%	6%	**	**	**	6%	7%	**	**	5%	**	7%	6%	6%	**	4%	6%
POSTED PHOTO 1 (IMAGE)	21	20	**	**	**	21	17	**	**	16	**	8	7	21	**	8	4
	6%	6%	**	**	**	6%	6%	**	**	5%	**	5%	6%	6%	**	6%	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.

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	N	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	354	261	31	38	24	354	294	60	43	311	81	165	104	354	44	147	112
Effective Weighted Sample	298	241	28	37	22	298	250	49	36	263	67	139	89	298	37	124	96
Total	368	319	25	18	7	368	308	59	42	325	85	167	110	368	49	145	122
NUMBER OF POSTS (COUNT)	11	8	**	**	**	11	10	**	**	9	**	6	2	11	**	5	2
	3%	2%	**	**	**	3%	3%	**	**	3%	**	3%	2%	3%	**	4%	2%
NAME IN BIOGRAPHY (TEXT)	8	7	**	**	**	8	6	**	**	6	**	4	1	8	**	4	1
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	1%	2%	**	3%	1%
CLICK TO FOLLOW BUTTON (BUTTON)	6	5	**	**	**	6	5	**	**	5	**	3	-	6	**	3	-
	2%	2%	**	**	**	2%	2%	**	**	1%	**	2%	-%	2%	**	2%	-%
CLICK TO MESSAGE BUTTON (BUTTON)	2	1	**	**	**	2	2	**	**	1	**	2	-	2	**	1	-
	1%	*%	**	**	**	1%	1%	**	**	*%	**	1%	-%	1%	**	1%	-%
SUMMARY																	
ANY TEXT	293	252	**	**	**	293	249	**	**	263	**	130	98	293	**	111	102
	80%	79%	**	**	**	80%	81%	**	**	81%	**	78%	89%	80%	**	77%	84%
													b				
ANY IMAGE	74	62	**	**	**	74	62	**	**	64	**	37	17	74	**	33	18
	20%	19%	**	**	**	20%	20%	**	**	20%	**	22%	15%	20%	**	23%	15%
ANY COUNT	60	52	**	**	**	60	49	**	**	52	**	25	21	60	**	20	21
	16%	16%	**	**	**	16%	16%	**	**	16%	**	15%	19%	16%	**	14%	17%
ANY BUTTON	8	7	**	**	**	8	7	**	**	6	**	5	-	8	**	4	-
	2%	2%	**	**	**	2%	2%	**	**	2%	**	3%	-%	2%	**	3%	-%
Mean number of features chosen	1.5	1.5	**	**	**	1.5	1.5	**	**	1.5	**	1.4	1.6	1.5	**	1.4	1.4
Standard deviation	.93	.92	**	**	**	.93	.95	**	**	.93	**	1.07	.83	.93	**	.68	.77
Standard error	.05	.06	**	**	**	.05	.06	**	**	.05	**	.08	.08	.05	**	.06	.07

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

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

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	a	b	a	~b
Unweighted total	354	66	191	89	354	108	219	253	93
Effective Weighted Sample	298	58	159	75	298	92	184	210	82
Total	368	72	193	95	368	112	227	252	107
DESCRIPTION UNDER BIOGRAPHY (TEXT)	154	**	78	**	154	54	85	111	**
	42%	**	41%	**	42%	48%	37%	44%	**
LINK IN DESCRIPTION (TEXT)	131	**	59	**	131	36	87	87	**
	36%	**	31%	**	36%	33%	38%	34%	**
PROFILE USERNAME (TEXT)	43	**	19	**	43	13	26	26	**
	12%	**	10%	**	12%	11%	12%	10%	**
NUMBER FOLLOWING (COUNT)	38	**	20	**	38	11	22	19	**
	10%	**	10%	**	10%	10%	10%	8%	**
PROFILE PICTURE (IMAGE)	29	**	10	**	29	5	21	14	**
	8%	**	5%	**	8%	4%	9%	6%	**
POSTED PHOTO 2 (IMAGE)	29	**	15	**	29	9	18	21	**
	8%	**	8%	**	8%	8%	8%	8%	**
NUMBER OF FOLLOWERS (COUNT)	25	**	16	**	25	13	10	18	**
	7%	**	8%	**	7%	11%	5%	7%	**
						b			
DETAIL IN BIOGRAPHY (TEXT)	24	**	11	**	24	6	17	21	**
	7%	**	6%	**	7%	5%	7%	8%	**
POSTED PHOTO 3 (IMAGE)	21	**	9	**	21	5	14	15	**
	6%	**	5%	**	6%	4%	6%	6%	**
POSTED PHOTO 1 (IMAGE)	21	**	12	**	21	8	12	11	**
	6%	**	6%	**	6%	7%	5%	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.

SCENARIO 4D. Still thinking about this profile. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	a	b	a	~b
Unweighted total	354	66	191	89	354	108	219	253	93
Effective Weighted Sample	298	58	159	75	298	92	184	210	82
Total	368	72	193	95	368	112	227	252	107
NUMBER OF POSTS (COUNT)	11	**	9	**	11	7	4	6	**
	3%	**	5%	**	3%	6%	2%	2%	**
						b			
NAME IN BIOGRAPHY (TEXT)	8	**	5	**	8	2	6	6	**
	2%	**	3%	**	2%	2%	3%	2%	**
CLICK TO FOLLOW BUTTON (BUTTON)	6	**	3	**	6	2	4	3	**
	2%	**	1%	**	2%	2%	2%	1%	**
CLICK TO MESSAGE BUTTON (BUTTON)	2	**	1	**	2	*	-	2	**
	1%	**	1%	**	1%	*%	-%	1%	**
SUMMARY									
ANY TEXT	293	**	149	**	293	88	182	209	**
	80%	**	77%	**	80%	78%	80%	83%	**
ANY IMAGE	74	**	37	**	74	20	47	46	**
	20%	**	19%	**	20%	18%	21%	18%	**
ANY COUNT	60	**	35	**	60	22	34	31	**
	16%	**	18%	**	16%	19%	15%	12%	**
ANY BUTTON	8	**	4	**	8	3	4	5	**
	2%	**	2%	**	2%	2%	2%	2%	**
Mean number of features chosen	1.5	**	1.4	**	1.5	1.5	1.4	1.4	**
Standard deviation	.93	**	.75	**	.93	.88	.97	.79	**
Standard error	.05	**	.05	**	.05	.08	.07	.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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	~f	g
Unweighted total	272	38	74	81	43	16	20	272	146	125	115	54	47	51	169	98	272
Effective Weighted Sample	228	33	65	68	38	13	14	228	119	109	97	43	43	41	140	84	228
Total	284	36	91	77	50	16	14	284	153	131	122	49	59	49	172	107	284
DESCRIPTION UNDER BIOGRAPHY (TEXT)	49	**	**	**	**	**	**	49	28	21	24	**	**	**	35	**	49
	17%	**	**	**	**	**	**	17%	18%	16%	20%	**	**	**	20%	**	17%
PROFILE PICTURE (IMAGE)	46	**	**	**	**	**	**	46	24	23	19	**	**	**	27	**	46
	16%	**	**	**	**	**	**	16%	16%	17%	15%	**	**	**	16%	**	16%
POSTED PHOTO 2 (IMAGE)	35	**	**	**	**	**	**	35	22	12	17	**	**	**	21	**	35
	12%	**	**	**	**	**	**	12%	15%	10%	14%	**	**	**	12%	**	12%
DETAIL IN BIOGRAPHY (TEXT)	25	**	**	**	**	**	**	25	12	13	11	**	**	**	13	**	25
	9%	**	**	**	**	**	**	9%	8%	10%	9%	**	**	**	8%	**	9%
NAME IN BIOGRAPHY (TEXT)	19	**	**	**	**	**	**	19	9	10	8	**	**	**	12	**	19
	7%	**	**	**	**	**	**	7%	6%	8%	6%	**	**	**	7%	**	7%
NUMBER FOLLOWING (COUNT)	18	**	**	**	**	**	**	18	10	8	8	**	**	**	12	**	18
	6%	**	**	**	**	**	**	6%	7%	6%	7%	**	**	**	7%	**	6%
LINK IN DESCRIPTION (TEXT)	16	**	**	**	**	**	**	16	9	7	6	**	**	**	8	**	16
	6%	**	**	**	**	**	**	6%	6%	5%	5%	**	**	**	5%	**	6%
POSTED PHOTO 1 (IMAGE)	15	**	**	**	**	**	**	15	9	6	9	**	**	**	11	**	15
	5%	**	**	**	**	**	**	5%	6%	5%	8%	**	**	**	7%	**	5%
NUMBER OF FOLLOWERS (COUNT)	13	**	**	**	**	**	**	13	6	7	3	**	**	**	6	**	13
	5%	**	**	**	**	**	**	5%	4%	5%	2%	**	**	**	3%	**	5%
NUMBER OF POSTS (COUNT)	12	**	**	**	**	**	**	12	2	10	2	**	**	**	3	**	12
	4%	**	**	**	**	**	**	4%	1%	8%	1%	**	**	**	2%	**	4%

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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	~f	g
Unweighted total	272	38	74	81	43	16	20	272	146	125	115	54	47	51	169	98	272
Effective Weighted Sample	228	33	65	68	38	13	14	228	119	109	97	43	43	41	140	84	228
Total	284	36	91	77	50	16	14	284	153	131	122	49	59	49	172	107	284
CLICK TO FOLLOW BUTTON (BUTTON)	11	**	**	**	**	**	**	11	7	5	5	**	**	**	6	**	11
	4%	**	**	**	**	**	**	4%	4%	4%	4%	**	**	**	4%	**	4%
POSTED PHOTO 3 (IMAGE)	10	**	**	**	**	**	**	10	7	3	7	**	**	**	7	**	10
	4%	**	**	**	**	**	**	4%	4%	3%	6%	**	**	**	4%	**	4%
CLICK TO MESSAGE BUTTON (BUTTON)	7	**	**	**	**	**	**	7	3	4	3	**	**	**	4	**	7
	2%	**	**	**	**	**	**	2%	2%	3%	2%	**	**	**	3%	**	2%
PROFILE USERNAME (TEXT)	6	**	**	**	**	**	**	6	3	2	*	**	**	**	4	**	6
	2%	**	**	**	**	**	**	2%	2%	2%	*%	**	**	**	2%	**	2%
CLICK TO VIEW GRID BUTTON (BUTTON)	2	**	**	**	**	**	**	2	2	-	2	**	**	**	2	**	2
	1%	**	**	**	**	**	**	1%	1%	-%	1%	**	**	**	1%	**	1%
SUMMARY																	
ANY TEXT	114	**	**	**	**	**	**	114	62	53	49	**	**	**	72	**	114
	40%	**	**	**	**	**	**	40%	40%	40%	40%	**	**	**	42%	**	40%
ANY IMAGE	106	**	**	**	**	**	**	106	62	45	52	**	**	**	67	**	106
	37%	**	**	**	**	**	**	37%	40%	34%	43%	**	**	**	39%	**	37%
ANY COUNT	44	**	**	**	**	**	**	44	18	25	12	**	**	**	20	**	44
	15%	**	**	**	**	**	**	15%	12%	19%	10%	**	**	**	12%	**	15%
ANY BUTTON	20	**	**	**	**	**	**	20	11	9	9	**	**	**	12	**	20
	7%	**	**	**	**	**	**	7%	7%	7%	7%	**	**	**	7%	**	7%

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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST c
Significance Level: 95%																	
Unweighted total	272	190	28	27	27	272	259	13	36	236	65	132	75	272	64	80	101
Effective Weighted Sample	228	181	27	26	26	228	218	11	30	199	55	110	64	228	54	71	81
Total	284	244	20	12	7	284	270	14	35	248	72	136	75	284	72	88	98
DESCRIPTION UNDER BIOGRAPHY (TEXT)	49 17%	45 18%	** **	** **	** **	49 17%	47 17%	** **	** **	44 18%	** **	29 22%	** **	49 17%	** **	** **	18 19%
PROFILE PICTURE (IMAGE)	46 16%	41 17%	** **	** **	** **	46 16%	44 16%	** **	** **	39 16%	** **	20 15%	** **	46 16%	** **	** **	16 17%
POSTED PHOTO 2 (IMAGE)	35 12%	27 11%	** **	** **	** **	35 12%	34 13%	** **	** **	29 12%	** **	12 9%	** **	35 12%	** **	** **	16 16%
DETAIL IN BIOGRAPHY (TEXT)	25 9%	22 9%	** **	** **	** **	25 9%	23 9%	** **	** **	22 9%	** **	9 7%	** **	25 9%	** **	** **	8 8%
NAME IN BIOGRAPHY (TEXT)	19 7%	17 7%	** **	** **	** **	19 7%	17 6%	** **	** **	15 6%	** **	10 8%	** **	19 7%	** **	** **	9 9%
NUMBER FOLLOWING (COUNT)	18 6%	16 6%	** **	** **	** **	18 6%	18 7%	** **	** **	18 7%	** **	11 8%	** **	18 6%	** **	** **	7 7%
LINK IN DESCRIPTION (TEXT)	16 6%	15 6%	** **	** **	** **	16 6%	15 6%	** **	** **	14 5%	** **	11 8%	** **	16 6%	** **	** **	6 6%
POSTED PHOTO 1 (IMAGE)	15 5%	13 5%	** **	** **	** **	15 5%	14 5%	** **	** **	12 5%	** **	9 7%	** **	15 5%	** **	** **	5 5%
NUMBER OF FOLLOWERS (COUNT)	13 5%	9 4%	** **	** **	** **	13 5%	13 5%	** **	** **	11 4%	** **	4 3%	** **	13 5%	** **	** **	2 2%
NUMBER OF POSTS (COUNT)	12 4%	10 4%	** **	** **	** **	12 4%	11 4%	** **	** **	11 4%	** **	4 3%	** **	12 4%	** **	** **	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	N ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) ~c	ALL d	MOST ~a	POTEN- TIALY ~b	LEAST c
Significance Level: 95%																	
Unweighted total	272	190	28	27	27	272	259	13	36	236	65	132	75	272	64	80	101
Effective Weighted Sample	228	181	27	26	26	228	218	11	30	199	55	110	64	228	54	71	81
Total	284	244	20	12	7	284	270	14	35	248	72	136	75	284	72	88	98
CLICK TO FOLLOW BUTTON (BUTTON)	11 4%	9 4%	** **	** **	** **	11 4%	11 4%	** **	** **	11 5%	** **	5 4%	** **	11 4%	** **	** **	1 2%
POSTED PHOTO 3 (IMAGE)	10 4%	9 4%	** **	** **	** **	10 4%	10 4%	** **	** **	8 3%	** **	7 5%	** **	10 4%	** **	** **	3 3%
CLICK TO MESSAGE BUTTON (BUTTON)	7 2%	6 2%	** **	** **	** **	7 2%	7 2%	** **	** **	7 3%	** **	2 2%	** **	7 2%	** **	** **	3 3%
PROFILE USERNAME (TEXT)	6 2%	4 2%	** **	** **	** **	6 2%	5 2%	** **	** **	5 2%	** **	2 1%	** **	6 2%	** **	** **	1 1%
CLICK TO VIEW GRID BUTTON (BUTTON)	2 1%	2 1%	** **	** **	** **	2 1%	2 1%	** **	** **	2 1%	** **	- -%	** **	2 1%	** **	** **	2 2%
SUMMARY																	
ANY TEXT	114 40%	104 43%	** **	** **	** **	114 40%	107 40%	** **	** **	101 41%	** **	62 46%	** **	114 40%	** **	** **	42 42%
ANY IMAGE	106 37%	90 37%	** **	** **	** **	106 37%	101 38%	** **	** **	88 35%	** **	48 35%	** **	106 37%	** **	** **	40 41%
ANY COUNT	44 15%	34 14%	** **	** **	** **	44 15%	42 15%	** **	** **	40 16%	** **	19 14%	** **	44 15%	** **	** **	10 10%
ANY BUTTON	20 7%	16 7%	** **	** **	** **	20 7%	20 7%	** **	** **	20 8%	** **	7 5%	** **	20 7%	** **	** **	6 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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	~a	b
Unweighted total	272	108	109	51	272	101	143	98	161
Effective Weighted Sample	228	93	90	43	228	85	120	80	138
Total	284	121	108	51	284	105	146	95	176
DESCRIPTION UNDER BIOGRAPHY (TEXT)	49	19	18	**	49	13	30	**	34
	17%	16%	17%	**	17%	12%	21%	**	19%
PROFILE PICTURE (IMAGE)	46	19	21	**	46	18	24	**	30
	16%	16%	20%	**	16%	17%	16%	**	17%
POSTED PHOTO 2 (IMAGE)	35	22	7	**	35	12	20	**	20
	12%	18%	7%	**	12%	12%	14%	**	12%
		b							
DETAIL IN BIOGRAPHY (TEXT)	25	8	14	**	25	11	10	**	18
	9%	6%	13%	**	9%	10%	7%	**	10%
NAME IN BIOGRAPHY (TEXT)	19	9	6	**	19	6	8	**	12
	7%	8%	6%	**	7%	6%	5%	**	7%
NUMBER FOLLOWING (COUNT)	18	7	7	**	18	6	11	**	7
	6%	6%	6%	**	6%	6%	7%	**	4%
LINK IN DESCRIPTION (TEXT)	16	6	6	**	16	3	11	**	11
	6%	5%	6%	**	6%	3%	8%	**	6%
POSTED PHOTO 1 (IMAGE)	15	7	4	**	15	10	5	**	8
	5%	5%	4%	**	5%	9%	3%	**	4%
NUMBER OF FOLLOWERS (COUNT)	13	6	2	**	13	7	4	**	6
	5%	5%	2%	**	5%	7%	3%	**	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	~c	d	a	b	~a	b
Unweighted total	272	108	109	51	272	101	143	98	161
Effective Weighted Sample	228	93	90	43	228	85	120	80	138
Total	284	121	108	51	284	105	146	95	176
NUMBER OF POSTS (COUNT)	12	2	6	**	12	2	8	**	7
	4%	2%	5%	**	4%	2%	5%	**	4%
CLICK TO FOLLOW BUTTON (BUTTON)	11	8	3	**	11	5	4	**	7
	4%	7%	3%	**	4%	5%	3%	**	4%
POSTED PHOTO 3 (IMAGE)	10	5	3	**	10	5	4	**	6
	4%	4%	3%	**	4%	5%	2%	**	3%
CLICK TO MESSAGE BUTTON (BUTTON)	7	2	3	**	7	4	3	**	6
	2%	2%	3%	**	2%	4%	2%	**	4%
PROFILE USERNAME (TEXT)	6	-	5	**	6	1	4	**	2
	2%	-%	5%	**	2%	1%	3%	**	1%
			a						
CLICK TO VIEW GRID BUTTON (BUTTON)	2	2	-	**	2	2	-	**	2
	1%	1%	-%	**	1%	1%	-%	**	1%
SUMMARY									
ANY TEXT	114	42	50	**	114	34	64	**	77
	40%	35%	46%	**	40%	32%	44%	**	44%
ANY IMAGE	106	52	37	**	106	46	53	**	64
	37%	43%	34%	**	37%	43%	36%	**	36%
ANY COUNT	44	15	15	**	44	15	22	**	20
	15%	12%	14%	**	15%	14%	15%	**	12%
ANY BUTTON	20	12	6	**	20	11	7	**	15
	7%	10%	6%	**	7%	10%	5%	**	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g		a	b	a	b	c	d	e	f	g
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044	
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691	
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018	
DESCRIPTION UNDER BIOGRAPHY (TEXT)	802	119	155	123	125	133	146	802	341	449	225	232	176	164	458	340	802	
	40%	41%	36%	35%	37%	43%	49%	40%	36%	43%	40%	36%	40%	45%	38%	42%	40%	
							bcdg			a				be		b		
LINK IN DESCRIPTION (TEXT)	449	79	98	81	71	67	52	449	218	220	121	156	104	63	278	167	449	
	22%	27%	23%	23%	21%	21%	18%	22%	23%	21%	22%	24%	24%	17%	23%	21%	22%	
		f										d	d		d		d	
PROFILE USERNAME (TEXT)	206	18	41	46	44	33	23	206	119	84	56	85	40	25	141	65	206	
	10%	6%	10%	13%	13%	11%	8%	10%	13%	8%	10%	13%	9%	7%	12%	8%	10%	
				af	a			a	b			df			df			
NUMBER OF FOLLOWERS (COUNT)	150	32	49	20	20	12	17	150	66	82	42	50	31	27	92	58	150	
	7%	11%	11%	6%	6%	4%	6%	7%	7%	8%	7%	8%	7%	7%	8%	7%	7%	
		cdefg	cdefg					e										
NUMBER FOLLOWING (COUNT)	87	16	19	13	19	13	7	87	45	41	27	21	24	14	48	39	87	
	4%	5%	4%	4%	6%	4%	2%	4%	5%	4%	5%	3%	6%	4%	4%	5%	4%	
DETAIL IN BIOGRAPHY (TEXT)	72	2	16	11	18	11	14	72	40	30	18	25	14	14	44	28	72	
	4%	1%	4%	3%	5%	3%	5%	4%	4%	3%	3%	4%	3%	4%	4%	4%	4%	
			a	a	a	a	a	a										
PROFILE PICTURE (IMAGE)	70	8	8	14	17	13	10	70	31	39	19	32	7	12	51	19	70	
	3%	3%	2%	4%	5%	4%	3%	3%	3%	4%	3%	5%	2%	3%	4%	2%	3%	
					b							cf			cf			
POSTED PHOTO 2 (IMAGE)	62	5	15	11	9	17	4	62	27	35	11	20	15	15	31	30	62	
	3%	2%	4%	3%	3%	5%	1%	3%	3%	3%	2%	3%	3%	4%	3%	4%	3%	
						af												
POSTED PHOTO 1 (IMAGE)	44	3	9	16	5	1	10	44	20	24	14	7	10	11	21	21	44	
	2%	1%	2%	4%	1%	*	4%	2%	2%	2%	3%	1%	2%	3%	2%	3%	2%	
				adeg			e							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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
POSTED PHOTO 3 (IMAGE)	34	3	12	9	3	4	2	34	11	23	10	8	9	5	19	14	34
	2%	1%	3%	3%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%
NAME IN BIOGRAPHY (TEXT)	16	-	-	2	4	5	5	16	7	9	6	*	1	9	6	9	16
	1%	-%	-%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
						ab	ab				b		bceg		b		
NUMBER OF POSTS (COUNT)	12	-	3	1	7	*	1	12	5	7	4	3	3	2	7	5	12
	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					acefg												
CLICK TO FOLLOW BUTTON (BUTTON)	8	1	3	2	-	-	2	8	5	3	3	3	-	2	6	2	8
	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
CLICK TO VIEW GRID BUTTON (BUTTON)	4	*	2	1	-	-	1	4	3	1	2	2	-	1	3	1	4
	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
CLICK TO MESSAGE BUTTON (BUTTON)	3	1	1	*	-	*	1	3	1	2	2	-	*	1	2	2	3
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
TAGS (BUTTON)	1	1	-	-	-	-	-	1	-	1	-	-	1	-	-	1	1
	1%	1%	-%	-%	-%	-%	-%	1%	-%	1%	-%	-%	1%	-%	-%	1%	1%
SUMMARY																	
ANY TEXT	1543	219	310	264	262	249	240	1543	726	792	427	499	335	274	926	609	1543
	76%	76%	72%	75%	77%	80%	81%	76%	77%	75%	76%	77%	77%	75%	77%	76%	76%
						b	b										
ANY COUNT	249	47	71	33	47	25	26	249	117	130	73	74	59	43	147	102	249
	12%	16%	17%	9%	14%	8%	9%	12%	12%	12%	13%	11%	13%	12%	12%	13%	12%
		cef	cefg														
ANY IMAGE	209	20	44	50	34	35	27	209	89	121	55	67	41	42	122	83	209
	10%	7%	10%	14%	10%	11%	9%	10%	9%	11%	10%	10%	9%	12%	10%	10%	10%
				ag													

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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%																	
Unweighted total	2044	332	393	379	326	292	322	2044	910	1106	568	663	402	398	1231	800	2044
Effective Weighted Sample	1691	273	326	320	269	243	273	1691	756	914	478	536	348	320	1014	666	1691
Total	2018	289	430	351	343	310	295	2018	941	1049	561	645	436	364	1206	800	2018
ANY BUTTON	16	3	6	4	-	*	3	16	9	7	6	5	1	4	11	5	16
	1%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
DESCRIPTION UNDER BIOGRAPHY (TEXT)	802	668	67	38	29	802	698	104	101	700	135	355	308	802	114	317	266
	40%	40%	37%	40%	45%	40%	40%	39%	39%	40%	41%	41%	38%	40%	40%	40%	40%
LINK IN DESCRIPTION (TEXT)	449	367	45	22	14	449	388	60	50	399	60	192	195	449	63	179	146
	22%	22%	25%	23%	22%	22%	22%	23%	19%	23%	18%	22%	24%	22%	22%	22%	22%
PROFILE USERNAME (TEXT)	206	172	20	7	6	206	172	33	14	192	25	81	99	206	20	86	80
	10%	10%	11%	8%	10%	10%	10%	13%	5%	11%	8%	9%	12%	10%	7%	11%	12%
										a			a				a
NUMBER OF FOLLOWERS (COUNT)	150	123	12	10	5	150	133	16	20	130	20	72	57	150	18	50	58
	7%	7%	7%	10%	7%	7%	8%	6%	8%	7%	6%	8%	7%	7%	6%	6%	9%
NUMBER FOLLOWING (COUNT)	87	69	12	4	2	87	77	10	15	72	12	34	40	87	13	36	26
	4%	4%	6%	4%	4%	4%	4%	4%	6%	4%	4%	4%	5%	4%	5%	5%	4%
DETAIL IN BIOGRAPHY (TEXT)	72	62	3	4	3	72	59	13	8	64	19	27	25	72	10	34	22
	4%	4%	2%	4%	4%	4%	3%	5%	3%	4%	6%	3%	3%	4%	3%	4%	3%
PROFILE PICTURE (IMAGE)	70	60	4	4	2	70	64	6	10	59	13	24	33	70	15	25	19
	3%	4%	2%	4%	3%	3%	4%	2%	4%	3%	4%	3%	4%	3%	5%	3%	3%
POSTED PHOTO 2 (IMAGE)	62	54	4	3	1	62	52	10	13	49	15	32	15	62	12	24	13
	3%	3%	2%	3%	1%	3%	3%	4%	5%	3%	4%	4%	2%	3%	4%	3%	2%
											c	c					
POSTED PHOTO 1 (IMAGE)	44	36	6	2	1	44	38	6	14	30	17	11	16	44	3	18	13
	2%	2%	3%	2%	1%	2%	2%	2%	5%	2%	5%	1%	2%	2%	1%	2%	2%
									b		bcd						

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

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
POSTED PHOTO 3 (IMAGE)	34	30	2	1	1	34	27	7	11	23	7	16	12	34	8	12	12
	2%	2%	1%	1%	1%	2%	2%	3%	4%	1%	2%	2%	1%	2%	3%	1%	2%
NAME IN BIOGRAPHY (TEXT)	16	11	5	-	-	16	15	1	2	14	5	6	4	16	3	6	5
	1%	1%	2%	-%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			acde														
NUMBER OF POSTS (COUNT)	12	10	1	1	1	12	12	-	3	9	2	4	6	12	4	5	3
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
CLICK TO FOLLOW BUTTON (BUTTON)	8	8	-	-	-	8	8	-	2	7	1	5	2	8	-	3	2
	*%	1%	-%	-%	-%	*%	*%	-%	1%	*%	*%	1%	*%	*%	-%	*%	*%
CLICK TO VIEW GRID BUTTON (BUTTON)	4	3	-	*	-	4	3	1	-	4	2	2	*	4	2	1	1
	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%
CLICK TO MESSAGE BUTTON (BUTTON)	3	2	1	*	*	3	3	-	-	3	1	1	1	3	1	*	1
	*%	*%	*%	*%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%
TAGS (BUTTON)	1	-	1	-	-	1	1	-	1	-	-	1	-	1	-	-	1
	*%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%
			a						b								
SUMMARY																	
ANY TEXT	1543	1280	140	71	53	1543	1331	212	175	1368	244	661	632	1543	210	621	519
	76%	76%	76%	74%	81%	76%	76%	79%	67%	78%	73%	77%	77%	76%	74%	78%	78%
										a							
ANY COUNT	249	202	25	14	8	249	223	26	38	211	33	111	104	249	35	92	87
	12%	12%	14%	15%	12%	12%	13%	10%	14%	12%	10%	13%	13%	12%	12%	12%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2044	1375	223	212	234	2044	1773	271	262	1782	328	883	827	2044	273	825	672
Effective Weighted Sample	1691	1288	202	207	204	1691	1462	229	218	1474	273	731	682	1691	224	679	562
Total	2018	1675	183	95	65	2018	1751	267	263	1755	333	863	816	2018	285	796	668
ANY IMAGE	209	179	16	10	4	209	181	29	48	162	51	82	76	209	38	79	57
	10%	11%	9%	10%	6%	10%	10%	11%	18%	9%	15%	10%	9%	10%	13%	10%	8%
									b		bcd			c			
ANY BUTTON	16	14	1	1	*	16	16	1	2	14	4	9	4	16	3	4	5
	1%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
DESCRIPTION UNDER BIOGRAPHY (TEXT)	802	174	452	160	802	227	527	506	271
	40%	39%	42%	35%	40%	35%	42%	42%	37%
LINK IN DESCRIPTION (TEXT)	449	104	224	108	449	155	264	265	159
	22%	23%	21%	24%	22%	24%	21%	22%	22%
PROFILE USERNAME (TEXT)	206	41	112	50	206	59	139	126	77
	10%	9%	10%	11%	10%	9%	11%	10%	11%
NUMBER OF FOLLOWERS (COUNT)	150	40	71	37	150	43	99	86	59
	7%	9%	7%	8%	7%	7%	8%	7%	8%
NUMBER FOLLOWING (COUNT)	87	16	57	13	87	28	53	54	32
	4%	4%	5%	3%	4%	4%	4%	4%	4%
DETAIL IN BIOGRAPHY (TEXT)	72	19	38	13	72	30	39	45	24
	4%	4%	4%	3%	4%	5%	3%	4%	3%
PROFILE PICTURE (IMAGE)	70	15	32	22	70	27	42	44	21
	3%	3%	3%	5%	3%	4%	3%	4%	3%
POSTED PHOTO 2 (IMAGE)	62	12	25	24	62	32	26	36	23
	3%	3%	2%	5%	3%	5%	2%	3%	3%
POSTED PHOTO 1 (IMAGE)	44	11	24	7	44	18	23	19	21
	2%	2%	2%	1%	2%	3%	2%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
POSTED PHOTO 3 (IMAGE)	34 2%	8 2%	17 2%	8 2%	34 2%	8 1%	22 2%	11 1%	22 3%
NAME IN BIOGRAPHY (TEXT)	16 1%	1 *%	7 1%	6 1%	16 1%	2 *%	12 1%	10 1%	6 1%
NUMBER OF POSTS (COUNT)	12 1%	1 *%	6 1%	6 1%	12 1%	9 1%	4 *%	6 *%	7 1%
CLICK TO FOLLOW BUTTON (BUTTON)	8 *%	3 1%	5 *%	1 *%	8 *%	5 1%	4 *%	3 *%	3 *%
CLICK TO VIEW GRID BUTTON (BUTTON)	4 *%	1 *%	2 *%	1 *%	4 *%	1 *%	3 *%	1 *%	3 *%
CLICK TO MESSAGE BUTTON (BUTTON)	3 *%	1 *%	1 *%	1 *%	3 *%	2 *%	* *%	1 *%	1 *%
TAGS (BUTTON)	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
SUMMARY									
ANY TEXT	1543 76%	339 76%	833 78%	337 74%	1543 76%	474 74%	982 78%	953 78%	537 74%
ANY COUNT	249 12%	57 13%	134 12%	56 12%	249 12%	79 12%	156 12%	145 12%	98 13%

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

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE THAT THINK THE PROFILE IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2044	449	1076	478	2044	676	1252	1268	693
Effective Weighted Sample	1691	374	895	387	1691	548	1044	1037	586
Total	2018	448	1073	457	2018	644	1257	1214	730
ANY IMAGE	209	46	98	61	209	84	112	110	88
	10%	10%	9%	13%	10%	13%	9%	9%	12%
				b		b			
ANY BUTTON	16	6	8	3	16	7	8	6	7
	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	354	13	22	54	78	81	106	354	158	195	90	102	64	98	192	162	354
Effective Weighted Sample	298	12	19	48	68	68	87	298	132	166	75	84	59	81	160	139	298
Total	368	13	27	53	94	85	96	368	165	203	93	101	79	95	194	174	368
DESCRIPTION UNDER BIOGRAPHY (TEXT)	119	**	**	**	**	**	25	119	45	74	**	26	**	**	58	61	119
	32%	**	**	**	**	**	27%	32%	27%	36%	**	26%	**	**	30%	35%	32%
LINK IN DESCRIPTION (TEXT)	95	**	**	**	**	**	30	95	47	48	**	30	**	**	58	38	95
	26%	**	**	**	**	**	31%	26%	29%	24%	**	30%	**	**	30%	22%	26%
PROFILE USERNAME (TEXT)	28	**	**	**	**	**	4	28	17	11	**	12	**	**	19	8	28
	8%	**	**	**	**	**	5%	8%	10%	5%	**	12%	**	**	10%	5%	8%
NUMBER FOLLOWING (COUNT)	21	**	**	**	**	**	4	21	6	15	**	4	**	**	10	11	21
	6%	**	**	**	**	**	4%	6%	3%	8%	**	4%	**	**	5%	6%	6%
PROFILE PICTURE (IMAGE)	21	**	**	**	**	**	8	21	13	8	**	3	**	**	12	8	21
	6%	**	**	**	**	**	8%	6%	8%	4%	**	3%	**	**	6%	5%	6%
POSTED PHOTO 2 (IMAGE)	16	**	**	**	**	**	7	16	12	5	**	7	**	**	9	8	16
	4%	**	**	**	**	**	7%	4%	7%	2%	**	7%	**	**	4%	4%	4%
DETAIL IN BIOGRAPHY (TEXT)	14	**	**	**	**	**	7	14	2	12	**	3	**	**	5	9	14
	4%	**	**	**	**	**	8%	4%	1%	6%	**	3%	**	**	2%	5%	4%
NUMBER OF FOLLOWERS (COUNT)	13	**	**	**	**	**	3	13	5	8	**	9	**	**	9	4	13
	3%	**	**	**	**	**	3%	3%	3%	4%	**	9%	**	**	5%	2%	3%
POSTED PHOTO 1 (IMAGE)	12	**	**	**	**	**	3	12	8	5	**	3	**	**	5	7	12
	3%	**	**	**	**	**	3%	3%	5%	2%	**	3%	**	**	3%	4%	3%
POSTED PHOTO 3 (IMAGE)	10	**	**	**	**	**	1	10	4	6	**	3	**	**	5	4	10
	3%	**	**	**	**	**	1%	3%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	b	~c	~d	e	f	g
Unweighted total	354	13	22	54	78	81	106	354	158	195	90	102	64	98	192	162	354
Effective Weighted Sample	298	12	19	48	68	68	87	298	132	166	75	84	59	81	160	139	298
Total	368	13	27	53	94	85	96	368	165	203	93	101	79	95	194	174	368
NUMBER OF POSTS (COUNT)	7	**	**	**	**	**	-	7	1	5	**	-	**	**	-	7	7
	2%	**	**	**	**	**	-%	2%	1%	3%	**	-%	**	**	-%	4%	2%
															e		
NAME IN BIOGRAPHY (TEXT)	6	**	**	**	**	**	2	6	3	3	**	1	**	**	1	5	6
	2%	**	**	**	**	**	2%	2%	2%	1%	**	1%	**	**	*%	3%	2%
CLICK TO FOLLOW BUTTON (BUTTON)	4	**	**	**	**	**	2	4	1	3	**	-	**	**	1	4	4
	1%	**	**	**	**	**	2%	1%	1%	2%	**	-%	**	**	*%	2%	1%
CLICK TO MESSAGE BUTTON (BUTTON)	2	**	**	**	**	**	-	2	2	-	**	1	**	**	1	*	2
	1%	**	**	**	**	**	-%	1%	1%	-%	**	1%	**	**	1%	*%	1%
SUMMARY																	
ANY TEXT	262	**	**	**	**	**	69	262	114	148	**	71	**	**	141	121	262
	71%	**	**	**	**	**	72%	71%	69%	73%	**	70%	**	**	73%	70%	71%
ANY IMAGE	59	**	**	**	**	**	19	59	36	24	**	16	**	**	31	28	59
	16%	**	**	**	**	**	20%	16%	22%	12%	**	16%	**	**	16%	16%	16%
									b								
ANY COUNT	40	**	**	**	**	**	7	40	12	28	**	13	**	**	19	21	40
	11%	**	**	**	**	**	7%	11%	7%	14%	**	13%	**	**	10%	12%	11%
ANY BUTTON	6	**	**	**	**	**	2	6	3	3	**	1	**	**	2	4	6
	2%	**	**	**	**	**	2%	2%	2%	2%	**	1%	**	**	1%	2%	2%

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

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

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL UK e	URBAN a	RURAL ~b	YES ~a	NO b	NARROW (1-4) ~a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST ~a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	354	261	31	38	24	354	294	60	43	311	81	165	104	354	44	147	112
Effective Weighted Sample	298	241	28	37	22	298	250	49	36	263	67	139	89	298	37	124	96
Total	368	319	25	18	7	368	308	59	42	325	85	167	110	368	49	145	122
DESCRIPTION UNDER BIOGRAPHY (TEXT)	119	98	**	**	**	119	107	**	**	102	**	57	34	119	**	56	28
	32%	31%	**	**	**	32%	35%	**	**	31%	**	34%	31%	32%	**	39%	23%
																c	
LINK IN DESCRIPTION (TEXT)	95	86	**	**	**	95	76	**	**	89	**	43	35	95	**	26	45
	26%	27%	**	**	**	26%	25%	**	**	27%	**	26%	32%	26%	**	18%	37%
																b	
PROFILE USERNAME (TEXT)	28	24	**	**	**	28	21	**	**	28	**	10	13	28	**	7	15
	8%	7%	**	**	**	8%	7%	**	**	9%	**	6%	12%	8%	**	5%	12%
NUMBER FOLLOWING (COUNT)	21	19	**	**	**	21	16	**	**	16	**	7	6	21	**	7	10
	6%	6%	**	**	**	6%	5%	**	**	5%	**	4%	5%	6%	**	5%	8%
PROFILE PICTURE (IMAGE)	21	16	**	**	**	21	18	**	**	19	**	10	5	21	**	8	6
	6%	5%	**	**	**	6%	6%	**	**	6%	**	6%	4%	6%	**	6%	5%
POSTED PHOTO 2 (IMAGE)	16	14	**	**	**	16	13	**	**	16	**	10	3	16	**	9	4
	4%	4%	**	**	**	4%	4%	**	**	5%	**	6%	2%	4%	**	6%	3%
DETAIL IN BIOGRAPHY (TEXT)	14	14	**	**	**	14	12	**	**	12	**	4	1	14	**	7	3
	4%	4%	**	**	**	4%	4%	**	**	4%	**	3%	1%	4%	**	5%	2%
NUMBER OF FOLLOWERS (COUNT)	13	10	**	**	**	13	12	**	**	12	**	4	6	13	**	4	3
	3%	3%	**	**	**	3%	4%	**	**	4%	**	3%	6%	3%	**	3%	3%
POSTED PHOTO 1 (IMAGE)	12	12	**	**	**	12	9	**	**	10	**	4	2	12	**	6	1
	3%	4%	**	**	**	3%	3%	**	**	3%	**	3%	2%	3%	**	4%	1%
POSTED PHOTO 3 (IMAGE)	10	9	**	**	**	10	10	**	**	7	**	7	3	10	**	2	5
	3%	3%	**	**	**	3%	3%	**	**	2%	**	4%	3%	3%	**	1%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX				
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	~a	b	c	d	~a	b	c
Unweighted total	354	261	31	38	24	354	294	60	43	311	81	165	104	354	44	147	112
Effective Weighted Sample	298	241	28	37	22	298	250	49	36	263	67	139	89	298	37	124	96
Total	368	319	25	18	7	368	308	59	42	325	85	167	110	368	49	145	122
NUMBER OF POSTS (COUNT)	7	6	**	**	**	7	7	**	**	5	**	4	1	7	**	4	-
	2%	2%	**	**	**	2%	2%	**	**	2%	**	2%	1%	2%	**	2%	-%
NAME IN BIOGRAPHY (TEXT)	6	5	**	**	**	6	4	**	**	5	**	2	1	6	**	4	1
	2%	2%	**	**	**	2%	1%	**	**	1%	**	1%	1%	2%	**	3%	1%
CLICK TO FOLLOW BUTTON (BUTTON)	4	4	**	**	**	4	3	**	**	3	**	2	-	4	**	3	-
	1%	1%	**	**	**	1%	1%	**	**	1%	**	1%	-%	1%	**	2%	-%
CLICK TO MESSAGE BUTTON (BUTTON)	2	1	**	**	**	2	2	**	**	1	**	2	-	2	**	1	-
	1%	*%	**	**	**	1%	1%	**	**	*%	**	1%	-%	1%	**	1%	-%
SUMMARY																	
ANY TEXT	262	226	**	**	**	262	220	**	**	235	**	117	84	262	**	100	91
	71%	71%	**	**	**	71%	71%	**	**	72%	**	70%	76%	71%	**	69%	75%
ANY IMAGE	59	52	**	**	**	59	49	**	**	52	**	32	13	59	**	26	17
	16%	16%	**	**	**	16%	16%	**	**	16%	**	19%	12%	16%	**	18%	14%
ANY COUNT	40	35	**	**	**	40	34	**	**	33	**	15	13	40	**	15	13
	11%	11%	**	**	**	11%	11%	**	**	10%	**	9%	12%	11%	**	10%	11%
ANY BUTTON	6	5	**	**	**	6	5	**	**	5	**	3	-	6	**	4	-
	2%	2%	**	**	**	2%	2%	**	**	1%	**	2%	-%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	a	b	a	~b
Unweighted total	354	66	191	89	354	108	219	253	93
Effective Weighted Sample	298	58	159	75	298	92	184	210	82
Total	368	72	193	95	368	112	227	252	107
DESCRIPTION UNDER BIOGRAPHY (TEXT)	119	**	67	**	119	37	68	86	**
	32%	**	35%	**	32%	33%	30%	34%	**
LINK IN DESCRIPTION (TEXT)	95	**	44	**	95	26	63	73	**
	26%	**	23%	**	26%	23%	28%	29%	**
PROFILE USERNAME (TEXT)	28	**	13	**	28	10	15	15	**
	8%	**	7%	**	8%	9%	7%	6%	**
NUMBER FOLLOWING (COUNT)	21	**	10	**	21	5	14	9	**
	6%	**	5%	**	6%	5%	6%	4%	**
PROFILE PICTURE (IMAGE)	21	**	6	**	21	2	17	9	**
	6%	**	3%	**	6%	2%	7%	3%	**
POSTED PHOTO 2 (IMAGE)	16	**	12	**	16	4	11	12	**
	4%	**	6%	**	4%	4%	5%	5%	**
DETAIL IN BIOGRAPHY (TEXT)	14	**	5	**	14	5	9	14	**
	4%	**	3%	**	4%	4%	4%	6%	**
NUMBER OF FOLLOWERS (COUNT)	13	**	9	**	13	5	8	7	**
	3%	**	5%	**	3%	4%	3%	3%	**
POSTED PHOTO 1 (IMAGE)	12	**	8	**	12	6	7	8	**
	3%	**	4%	**	3%	5%	3%	3%	**
POSTED PHOTO 3 (IMAGE)	10	**	4	**	10	4	6	7	**
	3%	**	2%	**	3%	4%	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.

SCENARIO 4. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA PROFILE - AMONG THOSE UNSURE WHETHER THE PROFILE IS OR IS NOT GENUINE

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		~a	b	~c	d	a	b	a	~b
Unweighted total	354	66	191	89	354	108	219	253	93
Effective Weighted Sample	298	58	159	75	298	92	184	210	82
Total	368	72	193	95	368	112	227	252	107
NUMBER OF POSTS (COUNT)	7	**	6	**	7	3	3	2	**
	2%	**	3%	**	2%	3%	1%	1%	**
NAME IN BIOGRAPHY (TEXT)	6	**	5	**	6	2	4	6	**
	2%	**	3%	**	2%	2%	2%	2%	**
CLICK TO FOLLOW BUTTON (BUTTON)	4	**	3	**	4	2	2	3	**
	1%	**	1%	**	1%	2%	1%	1%	**
CLICK TO MESSAGE BUTTON (BUTTON)	2	**	1	**	2	*	-	2	**
	1%	**	1%	**	1%	*%	-%	1%	**
SUMMARY									
ANY TEXT	262	**	134	**	262	80	160	193	**
	71%	**	69%	**	71%	71%	70%	77%	**
ANY IMAGE	59	**	30	**	59	17	40	36	**
	16%	**	16%	**	16%	15%	18%	14%	**
ANY COUNT	40	**	25	**	40	13	25	18	**
	11%	**	13%	**	11%	12%	11%	7%	**
ANY BUTTON	6	**	4	**	6	3	2	5	**
	2%	**	2%	**	2%	2%	1%	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.

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2670	383	489	514	447	389	448	2670	1214	1426	773	819	513	547	1592	1060	2670
Effective Weighted Sample	2218	319	409	436	376	325	373	2218	1007	1188	650	663	450	442	1313	889	2218
Total	2669	337	549	481	487	411	405	2669	1258	1383	775	795	574	508	1571	1082	2669
Yes	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
	42%	44%	50%	52%	41%	34%	27%	42%	45%	39%	48%	43%	41%	32%	45%	37%	42%
		ef	defg	adefg	f	f		ef	b		cdgf	df	d		dfg		df
No	1031	127	201	160	175	166	202	1031	478	541	299	275	229	223	574	453	1031
	39%	38%	37%	33%	36%	40%	50%	39%	38%	39%	39%	35%	40%	44%	37%	42%	39%
						c	abcdeg	c					beg		be		
Don't know	518	62	72	73	114	104	94	518	208	304	106	176	108	121	282	229	518
	19%	18%	13%	15%	23%	25%	23%	19%	17%	22%	14%	22%	19%	24%	18%	21%	19%
					bc	abcg	bc	bc		a		ae	a	aeg	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.

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2670	1826	282	277	285	2670	2326	344	341	2329	474	1180	1006	2670	381	1052	885
Effective Weighted Sample	2218	1710	257	270	251	2218	1929	289	284	1934	395	980	835	2218	315	874	739
Total	2669	2238	227	125	78	2669	2329	341	341	2328	490	1166	1002	2669	406	1029	887
Yes	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
	42%	41%	45%	44%	44%	42%	42%	41%	33%	43%	33%	40%	50%	42%	40%	41%	49%
									a			a	abd	a			ab
No	1031	874	78	46	32	1031	895	136	152	879	214	480	328	1031	161	406	315
	39%	39%	34%	37%	41%	39%	38%	40%	45%	38%	44%	41%	33%	39%	40%	39%	36%
									b		c	c		c			
Don't know	518	436	47	23	11	518	451	67	78	440	115	223	178	518	83	200	135
	19%	19%	21%	19%	15%	19%	19%	20%	23%	19%	23%	19%	18%	19%	20%	19%	15%
											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.

SCENARIO 5A. GENUINE OR NOT SOCIAL MEDIA POST SCENARIO. Here is a social media post. (SCREENSHOT) Do you think that this social media post is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2670	623	1376	618	2670	885	1614	1619	947
Effective Weighted Sample	2218	524	1144	505	2218	724	1348	1326	805
Total	2669	641	1373	603	2669	861	1630	1560	1013
Yes	1121	304	580	228	1121	361	706	590	497
	42%	47%	42%	38%	42%	42%	43%	38%	49%
		cd							a
No	1031	240	508	253	1031	336	626	628	360
	39%	37%	37%	42%	39%	39%	38%	40%	36%
								b	
Don't know	518	98	285	122	518	164	298	343	156
	19%	15%	21%	20%	19%	19%	18%	22%	15%
			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.

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1138	180	260	269	179	129	121	1138	566	559	373	367	212	179	740	391	1138
Effective Weighted Sample	940	149	211	227	152	109	102	940	461	469	313	291	185	146	604	330	940
Total	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
PROFILE NAME	505	59	100	123	108	67	48	505	259	240	150	175	117	60	325	177	505
	45%	40%	36%	50%	54%	47%	44%	45%	45%	45%	41%	51%	50%	37%	46%	44%	45%
			b	abg			b				ad	ad					
HTTPS LINK IN POST	499	46	88	98	102	85	80	499	264	227	154	179	93	71	333	164	499
	45%	31%	32%	39%	52%	60%	74%	45%	46%	42%	42%	52%	39%	43%	47%	41%	45%
				abc	abcg	abcd	deg	ab				acfg					
VERIFIED TICK	352	58	99	77	70	31	17	352	158	187	101	134	70	46	235	116	352
	31%	39%	36%	31%	35%	22%	16%	31%	28%	35%	27%	39%	30%	28%	33%	29%	31%
		ef	ef	f	ef			ef		a		acdfg					
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	261	52	92	67	25	14	11	261	150	110	112	58	47	40	171	87	261
	23%	35%	33%	27%	12%	10%	10%	23%	26%	21%	30%	17%	20%	25%	24%	22%	23%
		defg	defg	def				def	b		bcefg				b		b
PROFILE LOGO	99	8	10	28	24	17	13	99	55	42	27	36	15	22	63	36	99
	9%	5%	4%	11%	12%	12%	12%	9%	10%	8%	7%	10%	6%	13%	9%	9%	9%
				ab	ab	ab	ab	b						ac			
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	98	18	21	27	19	5	7	98	44	54	27	39	16	16	66	32	98
	9%	12%	8%	11%	10%	4%	7%	9%	8%	10%	7%	11%	7%	10%	9%	8%	9%
		e		e													
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	79	14	25	14	19	3	3	79	43	36	31	16	21	11	47	32	79
	7%	9%	9%	6%	9%	2%	3%	7%	8%	7%	8%	5%	9%	7%	7%	8%	7%
		e	e		e			e									
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	76	16	16	15	15	9	6	76	32	40	16	31	14	14	47	28	76
	7%	11%	6%	6%	7%	7%	6%	7%	6%	7%	4%	9%	6%	8%	7%	7%	7%
												a					

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1138	180	260	269	179	129	121	1138	566	559	373	367	212	179	740	391	1138
Effective Weighted Sample	940	149	211	227	152	109	102	940	461	469	313	291	185	146	604	330	940
Total	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
NUMBER OF REACTIONS	56	17	15	10	11	3	-	56	24	30	23	14	10	8	37	19	56
	5%	11%	5%	4%	5%	2%	-%	5%	4%	6%	6%	4%	4%	5%	5%	5%	5%
		bcefg	f	f	f			f									
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	46	7	16	9	6	3	5	46	16	27	16	16	8	6	32	14	46
	4%	5%	6%	3%	3%	2%	5%	4%	3%	5%	4%	5%	3%	4%	4%	3%	4%
NUMBER OF COMMENTS	46	10	9	11	9	4	3	46	17	29	17	13	9	6	30	15	46
	4%	7%	3%	4%	4%	3%	2%	4%	3%	5%	5%	4%	4%	4%	4%	4%	4%
NUMBER OF SHARES	41	14	7	8	8	4	-	41	14	27	13	12	8	7	25	16	41
	4%	9%	3%	3%	4%	3%	-%	4%	2%	5%	4%	4%	3%	5%	4%	4%	4%
		bcfg			f			f		a							
LOVE BUTTON	24	7	5	7	6	-	-	24	7	18	8	6	4	6	14	11	24
	2%	5%	2%	3%	3%	-%	-%	2%	1%	3%	2%	2%	2%	4%	2%	3%	2%
		ef								a							
WOW BUTTON	19	6	5	5	2	-	-	19	8	11	7	8	2	3	15	4	19
	2%	4%	2%	2%	1%	-%	-%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%
		efg															
LIKE BUTTON	16	5	4	5	3	-	-	16	5	12	4	7	1	3	11	5	16
	1%	3%	1%	2%	1%	-%	-%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%
DATE OF POST	8	2	1	2	2	-	1	8	3	5	1	3	1	2	4	3	8
	1%	2%	*%	1%	1%	-%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%
GLOBE ICON	7	1	*	3	2	-	1	7	3	4	2	5	-	-	7	-	7
	1%	1%	*%	1%	1%	-%	1%	1%	*%	1%	1%	2%	-	-	1%	-	1%
												f					
SUMMARY																	
ANY TEXT	841	113	199	180	146	108	94	841	449	384	282	259	166	129	541	295	841
	75%	76%	72%	73%	74%	77%	87%	75%	79%	71%	76%	75%	70%	79%	76%	74%	75%
							abcdg		b								

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 48

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1138	180	260	269	179	129	121	1138	566	559	373	367	212	179	740	391	1138
Effective Weighted Sample	940	149	211	227	152	109	102	940	461	469	313	291	185	146	604	330	940
Total	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
PROFILE LOGO OR NAME	524	60	102	126	110	71	55	524	267	250	154	179	120	68	333	189	524
	47%	40%	37%	51%	55%	51%	50%	47%	47%	47%	41%	52%	51%	42%	47%	47%	47%
			ab	abg	b	b	b	b				ad	a				
ANY STANDARD APP FUNCTION	364	60	102	81	72	31	19	364	163	194	104	136	74	50	240	124	364
	32%	40%	37%	33%	36%	22%	17%	32%	29%	36%	28%	39%	31%	30%	34%	31%	32%
		ef	ef	ef	ef			ef		a		afg					
ANY COUNT	75	20	17	15	14	6	3	75	31	43	29	22	13	12	50	24	75
	7%	13%	6%	6%	7%	4%	2%	7%	5%	8%	8%	6%	5%	7%	7%	6%	7%
		bcefg															
Mean number of features chosen	2.0	2.3	1.9	2.0	2.2	1.7	1.8	2.0	1.9	2.0	1.9	2.2	1.8	2.0	2.0	1.9	2.0
		befg		e	bef							acfg					
Standard deviation	1.43	1.72	1.30	1.57	1.61	.93	.95	1.43	1.27	1.56	1.50	1.57	1.11	1.33	1.54	1.20	1.43
Standard error	.04	.13	.08	.10	.12	.08	.09	.04	.05	.07	.08	.08	.08	.10	.06	.06	.04

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 48

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1138	758	128	124	128	1138	1004	134	120	1018	155	468	514	1138	157	438	442
Effective Weighted Sample	940	712	115	121	114	940	825	115	98	842	131	387	421	940	129	362	366
Total	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
PROFILE NAME	505	421	37	28	19	505	432	73	48	458	47	200	258	505	61	187	217
	45%	45%	37%	50%	55%	45%	44%	53%	43%	45%	29%	43%	52%	45%	38%	44%	50%
			b	b	b							a	abd	a			a
HTTPS LINK IN POST	499	406	52	25	17	499	427	72	29	471	34	203	262	499	50	185	219
	45%	44%	50%	45%	48%	45%	43%	52%	26%	47%	21%	44%	53%	45%	31%	44%	50%
									a			a	abd	a		a	a
VERIFIED TICK	352	280	35	22	15	352	301	51	35	317	28	135	189	352	38	143	132
	31%	30%	34%	40%	42%	31%	31%	37%	31%	31%	17%	29%	38%	31%	23%	34%	30%
			a	ae	ae							a	abd	a		a	
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	261	219	22	13	7	261	241	20	30	230	53	116	92	261	57	93	88
	23%	24%	22%	23%	19%	23%	25%	14%	27%	23%	33%	25%	19%	23%	35%	22%	20%
							b				cd	c		bc			
PROFILE LOGO	99	82	9	5	4	99	80	19	4	95	11	24	64	99	10	44	37
	9%	9%	8%	9%	10%	9%	8%	14%	4%	9%	7%	5%	13%	9%	6%	10%	9%
								a					bd	b			
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	98	85	8	2	3	98	86	12	10	89	12	44	43	98	25	27	36
	9%	9%	8%	4%	8%	9%	9%	9%	9%	9%	7%	10%	9%	9%	16%	6%	8%
															bc		
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	79	71	4	2	1	79	72	7	8	70	21	26	31	79	19	28	26
	7%	8%	4%	4%	4%	7%	7%	5%	8%	7%	13%	6%	6%	7%	12%	7%	6%
											bcd				c		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 48

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	1138	758	128	124	128	1138	1004	134	120	1018	155	468	514	1138	157	438	442
Effective Weighted Sample	940	712	115	121	114	940	825	115	98	842	131	387	421	940	129	362	366
Total	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	76	59	8	5	4	76	69	7	9	67	3	38	35	76	8	29	29
	7%	6%	8%	9%	11%	7%	7%	5%	8%	7%	2%	8%	7%	7%	5%	7%	7%
												a	a	a			
NUMBER OF REACTIONS	56	44	6	2	3	56	52	4	3	52	2	20	34	56	8	16	23
	5%	5%	6%	4%	9%	5%	5%	3%	3%	5%	1%	4%	7%	5%	5%	4%	5%
													a	a			
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	46	40	3	1	2	46	45	*	2	43	4	20	22	46	4	22	15
	4%	4%	3%	2%	4%	4%	5%	%	2%	4%	2%	4%	4%	4%	3%	5%	3%
							b										
NUMBER OF COMMENTS	46	37	4	3	2	46	44	2	4	41	2	15	29	46	5	9	25
	4%	4%	4%	5%	6%	4%	4%	1%	4%	4%	1%	3%	6%	4%	3%	2%	6%
													a				b
NUMBER OF SHARES	41	33	4	2	2	41	40	1	4	37	*	15	26	41	6	10	19
	4%	4%	4%	3%	6%	4%	4%	1%	3%	4%	%	3%	5%	4%	3%	2%	4%
													a	a			
LOVE BUTTON	24	18	3	2	1	24	22	2	2	23	1	11	12	24	3	11	7
	2%	2%	3%	3%	4%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	3%	2%
WOW BUTTON	19	15	1	1	1	19	18	1	2	17	-	10	9	19	2	9	7
	2%	2%	1%	3%	4%	2%	2%	1%	2%	2%	-%	2%	2%	2%	1%	2%	2%
LIKE BUTTON	16	13	1	1	1	16	14	2	2	14	-	7	9	16	1	9	5
	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	-%	1%	2%	1%	1%	2%	1%
DATE OF POST	8	6	2	-	*	8	8	-	1	7	-	2	5	8	2	5	*
	1%	1%	2%	-%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	2%	1%	%
															c		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

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

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Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1138	758	128	124	128	1138	1004	134	120	1018	155	468	514	1138	157	438	442
Effective Weighted Sample	940	712	115	121	114	940	825	115	98	842	131	387	421	940	129	362	366
Total	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
GLOBE ICON	7 1%	6 1%	1 1%	* 1%	- -%	7 1%	7 1%	- -%	- -%	7 1%	- -%	1 *%	6 1%	7 1%	1 *%	5 1%	1 *%
SUMMARY																	
ANY TEXT	841 75%	698 75%	78 76%	41 73%	25 72%	841 75%	747 76%	95 69%	75 67%	767 76%	118 73%	346 75%	377 76%	841 75%	123 75%	313 74%	333 76%
PROFILE LOGO OR NAME	524 47%	435 47%	41 40%	28 51%	19 56% b	524 47%	445 45%	78 57% a	49 44%	475 47%	52 32%	207 45% a	265 53% abd	524 47% a	64 40%	197 46%	222 51% a
ANY STANDARD APP FUNCTION	364 32%	288 31%	38 37%	23 42% ae	15 44% ae	364 32%	312 32%	53 38%	35 31%	329 33%	29 18%	140 30% a	194 39% abd	364 32% a	40 25%	148 35% a	135 31%
ANY COUNT	75 7%	61 7%	6 6%	3 6%	4 11%	75 7%	71 7%	4 3%	6 6%	69 7%	3 2%	27 6%	45 9% a	75 7% a	9 6%	21 5%	34 8%
Mean number of features chosen	2.0	2.0	1.9	2.1	2.3 abe	2.0	2.0	2.0	1.7	2.0 a	1.4	1.9 a	2.3 abd	2.0 a	1.9	2.0	2.0
Standard deviation	1.43	1.41	1.46	1.35	1.70	1.43	1.45	1.23	1.30	1.44	.65	1.30	1.63	1.43	1.35	1.48	1.41
Standard error	.04	.05	.13	.12	.15	.04	.05	.11	.12	.05	.05	.06	.07	.04	.11	.07	.07

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

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Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1138	289	596	244	1138	383	702	622	476
Effective Weighted Sample	940	244	492	198	940	313	582	508	400
Total	1121	304	580	228	1121	361	706	590	497
PROFILE NAME	505	104	294	102	505	141	342	291	205
	45%	34%	51%	45%	45%	39%	48%	49%	41%
			ad	a	a		a	b	
HTTPS LINK IN POST	499	114	278	103	499	153	329	314	177
	45%	38%	48%	45%	45%	42%	47%	53%	36%
			a					b	
VERIFIED TICK	352	76	193	77	352	113	222	190	155
	31%	25%	33%	34%	31%	31%	31%	32%	31%
			a	a	a				
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	261	110	102	48	261	103	144	93	152
	23%	36%	18%	21%	23%	29%	20%	16%	31%
		bcd			b	b			a
PROFILE LOGO	99	18	58	22	99	31	64	62	36
	9%	6%	10%	9%	9%	8%	9%	10%	7%
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	98	27	51	21	98	41	56	41	51
	9%	9%	9%	9%	9%	11%	8%	7%	10%
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	79	29	41	8	79	30	45	29	46
	7%	10%	7%	4%	7%	8%	6%	5%	9%
		c							a
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	76	15	46	14	76	26	47	44	31
	7%	5%	8%	6%	7%	7%	7%	8%	6%

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

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	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	1138	289	596	244	1138	383	702	622	476
Effective Weighted Sample	940	244	492	198	940	313	582	508	400
Total	1121	304	580	228	1121	361	706	590	497
NUMBER OF REACTIONS	56	18	27	10	56	19	34	30	22
	5%	6%	5%	4%	5%	5%	5%	5%	4%
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	46	17	21	8	46	17	26	22	24
	4%	6%	4%	3%	4%	5%	4%	4%	5%
NUMBER OF COMMENTS	46	17	20	8	46	13	30	23	19
	4%	6%	4%	3%	4%	4%	4%	4%	4%
NUMBER OF SHARES	41	12	23	6	41	19	21	21	16
	4%	4%	4%	3%	4%	5%	3%	4%	3%
LOVE BUTTON	24	6	15	3	24	8	14	11	12
	2%	2%	3%	1%	2%	2%	2%	2%	2%
WOW BUTTON	19	6	11	2	19	7	12	8	11
	2%	2%	2%	1%	2%	2%	2%	1%	2%
LIKE BUTTON	16	3	12	*	16	5	10	8	8
	1%	1%	2%	*%	1%	1%	1%	1%	2%
DATE OF POST	8	2	4	1	8	5	2	2	5
	1%	1%	1%	1%	1%	1%	*%	*%	1%
GLOBE ICON	7	3	2	2	7	5	2	4	3
	1%	1%	*%	1%	1%	1%	*%	1%	1%

SUMMARY

ANY TEXT	841	247	427	162	841	285	517	444	371
	75%	81%	74%	71%	75%	79%	73%	75%	75%
		bcd							

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

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

SCENARIO 5B. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1138	289	596	244	1138	383	702	622	476
Effective Weighted Sample	940	244	492	198	940	313	582	508	400
Total	1121	304	580	228	1121	361	706	590	497
PROFILE LOGO OR NAME	524	106	307	104	524	147	351	305	209
	47%	35%	53%	46%	47%	41%	50%	52%	42%
			ad	a	a		a	b	
ANY STANDARD APP FUNCTION	364	78	199	82	364	118	228	193	163
	32%	26%	34%	36%	32%	33%	32%	33%	33%
			a	a	a				
ANY COUNT	75	25	34	15	75	29	44	40	30
	7%	8%	6%	7%	7%	8%	6%	7%	6%
Mean number of features chosen	2.0	1.9	2.1	1.9	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.43	1.58	1.43	1.18	1.43	1.50	1.40	1.37	1.49
Standard error	.04	.09	.06	.08	.04	.08	.05	.05	.07

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 49

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1532	203	229	245	268	260	327	1532	648	867	400	452	301	368	852	669	1532
Effective Weighted Sample	1278	170	199	208	223	216	271	1278	546	719	338	371	264	297	709	559	1278
Total	1549	188	273	233	289	270	296	1549	687	845	405	451	338	344	856	682	1549
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	828	91	133	141	158	152	153	828	364	452	235	225	163	200	460	362	828
	53%	48%	49%	60%	55%	56%	52%	53%	53%	54%	58%	50%	48%	58%	54%	53%	53%
				ab							bc		bc				
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	348	55	59	34	65	59	76	348	166	176	87	108	86	64	196	150	348
	22%	29%	22%	14%	22%	22%	26%	22%	24%	21%	22%	24%	25%	19%	23%	22%	22%
		cg			c		c	c									
HTTPS LINK IN POST	323	60	76	41	43	41	61	323	143	174	80	115	77	51	195	127	323
	21%	32%	28%	17%	15%	15%	21%	21%	21%	21%	20%	25%	23%	15%	23%	19%	21%
		cdefg	cdeg				d	d				df	d		d		d
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	254	69	77	19	35	24	29	254	118	132	80	80	51	39	161	90	254
	16%	37%	28%	8%	12%	9%	10%	16%	17%	16%	20%	18%	15%	11%	19%	13%	16%
		cdefg	cdefg					cef			df	d			df		d
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	221	54	65	31	32	22	17	221	94	125	55	60	61	45	115	106	221
	14%	29%	24%	13%	11%	8%	6%	14%	14%	15%	14%	13%	18%	13%	13%	16%	14%
		cdefg	cdefg	f	f			ef									
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	183	25	38	27	34	23	35	183	90	92	57	45	45	35	102	79	183
	12%	13%	14%	12%	12%	9%	12%	12%	13%	11%	14%	10%	13%	10%	12%	12%	12%
PROFILE NAME	93	14	17	10	16	19	17	93	38	56	24	29	19	21	53	40	93
	6%	8%	6%	4%	5%	7%	6%	6%	5%	7%	6%	6%	6%	6%	6%	6%	6%
NUMBER OF COMMENTS	31	11	7	5	2	2	5	31	20	10	13	4	10	4	18	13	31
	2%	6%	3%	2%	1%	1%	2%	2%	3%	1%	3%	1%	3%	1%	2%	2%	2%
		defg							b		b						

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 49

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1532	203	229	245	268	260	327	1532	648	867	400	452	301	368	852	669	1532
Effective Weighted Sample	1278	170	199	208	223	216	271	1278	546	719	338	371	264	297	709	559	1278
Total	1549	188	273	233	289	270	296	1549	687	845	405	451	338	344	856	682	1549
NUMBER OF REACTIONS	28	9	9	3	4	1	3	28	17	11	7	12	5	4	19	9	28
	2%	5%	3%	1%	1%	*%	1%	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%
		cdefg	e														
NUMBER OF SHARES	25	10	7	5	-	2	2	25	15	9	10	4	8	3	14	11	25
	2%	5%	2%	2%	-%	1%	1%	2%	2%	1%	3%	1%	2%	1%	2%	2%	2%
		defg	d	d													
PROFILE LOGO	19	*	5	2	2	6	4	19	4	15	4	8	2	5	12	7	19
	1%	*%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
LOVE BUTTON	12	1	5	3	-	2	1	12	3	8	2	5	2	3	7	5	12
	1%	*%	2%	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			d														
WOW BUTTON	12	2	4	4	-	1	1	12	6	6	2	4	3	2	7	5	12
	1%	1%	1%	2%	-%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				d													
LIKE BUTTON	10	-	4	3	2	1	1	10	6	4	2	5	1	2	7	3	10
	1%	-%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%
VERIFIED TICK	9	1	2	-	5	1	-	9	1	8	2	1	*	6	3	6	9
	1%	1%	1%	-%	2%	*%	-%	1%	*%	1%	*%	*%	*%	2%	*%	1%	1%
					f									e			
DATE OF POST	6	1	1	2	1	1	-	6	3	3	2	1	1	2	3	3	6
	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
GLOBE ICON	4	1	-	3	-	-	-	4	1	3	1	1	1	2	2	2	4
	*%	1%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				g													
Mean number of features chosen	1.6	2.2	1.9	1.4	1.4	1.3	1.4	1.6	1.6	1.5	1.6	1.6	1.6	1.4	1.6	1.5	1.6
		bcdefg	cdefg					def			df	d	d		d		d
Standard deviation	1.13	1.31	1.49	1.29	.80	.81	.79	1.13	1.16	1.11	1.26	1.08	1.10	1.09	1.17	1.10	1.13
Standard error	.03	.09	.10	.08	.05	.05	.04	.03	.05	.04	.06	.05	.06	.06	.04	.04	.03

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 49

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	1532	1068	154	153	157	1532	1322	210	221	1311	319	712	492	1532	224	614	443
Effective Weighted Sample	1278	998	142	149	137	1278	1105	174	186	1092	264	593	414	1278	187	512	373
Total	1549	1310	125	70	44	1549	1346	203	230	1319	329	703	506	1549	243	606	451
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	828	700	64	37	27	828	723	105	143	685	170	393	258	828	134	343	216
	53%	53%	51%	53%	61%	53%	54%	52%	62%	52%	52%	56%	51%	53%	55%	57%	48%
									b							c	
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	348	299	27	13	8	348	302	45	44	303	64	160	118	348	43	143	105
	22%	23%	22%	19%	18%	22%	22%	22%	19%	23%	19%	23%	23%	22%	18%	24%	23%
HTTPS LINK IN POST	323	265	34	14	9	323	286	36	39	284	59	151	112	323	38	135	96
	21%	20%	27%	20%	22%	21%	21%	18%	17%	22%	18%	21%	22%	21%	16%	22%	21%
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	254	212	20	13	9	254	220	34	33	221	49	101	104	254	41	73	84
	16%	16%	16%	19%	20%	16%	16%	17%	14%	17%	15%	14%	21%	16%	17%	12%	19%
													b				b
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	221	194	11	8	8	221	196	25	37	184	41	103	76	221	40	75	60
	14%	15%	9%	12%	19%	14%	15%	12%	16%	14%	13%	15%	15%	14%	16%	12%	13%
					b												
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	183	158	13	7	5	183	162	20	23	160	46	76	60	183	38	50	64
	12%	12%	10%	9%	11%	12%	12%	10%	10%	12%	14%	11%	12%	12%	16%	8%	14%
															b		b
PROFILE NAME	93	82	3	5	3	93	73	20	16	77	14	49	30	93	10	43	26
	6%	6%	3%	8%	6%	6%	5%	10%	7%	6%	4%	7%	6%	6%	4%	7%	6%
								a									

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 49

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	1532	1068	154	153	157	1532	1322	210	221	1311	319	712	492	1532	224	614	443
Effective Weighted Sample	1278	998	142	149	137	1278	1105	174	186	1092	264	593	414	1278	187	512	373
Total	1549	1310	125	70	44	1549	1346	203	230	1319	329	703	506	1549	243	606	451
NUMBER OF COMMENTS	31 2%	29 2%	- -%	1 2%	* 1%	31 2%	27 2%	4 2%	2 1%	29 2%	5 1%	14 2%	12 2%	31 2%	8 3%	7 1%	8 2%
NUMBER OF REACTIONS	28 2%	26 2%	- -%	1 1%	1 2%	28 2%	24 2%	4 2%	3 1%	25 2%	4 1%	12 2%	12 2%	28 2%	11 4%	6 1%	3 1%
NUMBER OF SHARES	25 2%	24 2%	- -%	1 1%	* 1%	25 2%	22 2%	3 2%	2 1%	23 2%	3 1%	12 2%	10 2%	25 2%	6 2%	6 1%	7 1%
PROFILE LOGO	19 1%	15 1%	1 1%	2 3%	1 3%	19 1%	15 1%	4 2%	3 1%	16 1%	2 1%	10 1%	8 2%	19 1%	2 1%	9 2%	4 1%
LOVE BUTTON	12 1%	11 1%	- -%	- -%	1 2%	12 1%	10 1%	2 1%	2 1%	10 1%	2 1%	6 1%	4 1%	12 1%	3 1%	3 1%	2 *%
WOW BUTTON	12 1%	11 1%	- -%	* 1%	* *%	12 1%	9 1%	2 1%	2 1%	10 1%	3 1%	6 1%	3 1%	12 1%	3 1%	4 1%	1 *%
LIKE BUTTON	10 1%	10 1%	- -%	- -%	* *%	10 1%	9 1%	1 1%	2 1%	8 1%	2 *%	4 1%	4 1%	10 1%	3 1%	* *%	4 1%
VERIFIED TICK	9 1%	8 1%	- -%	1 1%	1 2%	9 1%	9 1%	- -%	2 1%	8 1%	3 1%	6 1%	1 *%	9 1%	- -%	5 1%	- -%
DATE OF POST	6 *%	6 *%	- -%	* 1%	- -%	6 *%	5 *%	1 1%	2 1%	5 *%	2 1%	3 *%	1 *%	6 *%	2 1%	3 *%	* *%
GLOBE ICON	4 *%	4 *%	- -%	1 1%	- -%	4 *%	4 *%	- -%	3 1%	1 *%	3 1%	1 *%	1 *%	4 *%	4 1%	- -%	1 *%
Mean number of features chosen	1.6	1.6	1.4	1.5	1.7 b	1.6	1.6	1.5	1.5	1.6	1.4	1.6	1.6	1.6	1.6	1.5	1.5
Standard deviation	1.13	1.16	.68	1.07	1.34	1.13	1.14	1.07	1.28	1.11	1.12	1.14	1.14	1.13	1.43	.97	1.00
Standard error	.03	.04	.05	.09	.11	.03	.03	.07	.09	.03	.06	.04	.05	.03	.10	.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.

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1532	334	780	374	1532	502	912	997	471
Effective Weighted Sample	1278	280	652	308	1278	411	765	818	405
Total	1549	337	793	375	1549	500	924	971	517
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	828	184	425	202	828	273	486	492	304
	53%	55%	54%	54%	53%	55%	53%	51%	59%
									a
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	348	85	167	88	348	110	214	234	100
	22%	25%	21%	24%	22%	22%	23%	24%	19%
HTTPS LINK IN POST	323	74	168	68	323	109	192	209	93
	21%	22%	21%	18%	21%	22%	21%	22%	18%
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	254	59	129	53	254	79	155	147	88
	16%	17%	16%	14%	16%	16%	17%	15%	17%
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	221	48	112	48	221	88	116	119	85
	14%	14%	14%	13%	14%	18%	13%	12%	16%
						b			a
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	183	44	82	46	183	64	102	104	70
	12%	13%	10%	12%	12%	13%	11%	11%	13%
PROFILE NAME	93	24	39	29	93	44	45	64	24
	6%	7%	5%	8%	6%	9%	5%	7%	5%
						b			

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

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	1532	334	780	374	1532	502	912	997	471
Effective Weighted Sample	1278	280	652	308	1278	411	765	818	405
Total	1549	337	793	375	1549	500	924	971	517
NUMBER OF COMMENTS	31	8	15	6	31	13	17	18	12
	2%	2%	2%	2%	2%	3%	2%	2%	2%
NUMBER OF REACTIONS	28	8	14	4	28	11	15	17	8
	2%	2%	2%	1%	2%	2%	2%	2%	2%
NUMBER OF SHARES	25	6	11	5	25	11	13	12	11
	2%	2%	1%	1%	2%	2%	1%	1%	2%
PROFILE LOGO	19	3	8	8	19	7	12	12	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%
LOVE BUTTON	12	1	6	3	12	6	5	3	7
	1%	*%	1%	1%	1%	1%	1%	*%	1%
									a
WOW BUTTON	12	3	3	3	12	8	3	3	7
	1%	1%	*%	1%	1%	2%	*%	*%	1%
						b			a
LIKE BUTTON	10	2	4	2	10	4	5	2	6
	1%	1%	1%	*%	1%	1%	1%	*%	1%
									a
VERIFIED TICK	9	2	5	3	9	4	3	6	2
	1%	1%	1%	1%	1%	1%	*%	1%	*%
DATE OF POST	6	2	*	3	6	2	3	3	2
	*%	1%	*%	1%	*%	*%	*%	*%	*%
GLOBE ICON	4	2	-	2	4	2	2	1	3
	*%	1%	-%	1%	*%	*%	*%	*%	1%
		b							
Mean number of features chosen	1.6	1.6	1.5	1.5	1.6	1.7	1.5	1.5	1.6
		b				b			
Standard deviation	1.13	1.20	1.01	1.16	1.13	1.23	1.08	.96	1.29

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

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

SCENARIO 5C. Still thinking about this post. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine post. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD		
	Total	DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Standard error	.03	.07	.04	.06	.03	.06	.04	.03	.06

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1138	180	260	269	179	129	121	1138	566	559	373	367	212	179	740	391	1138
Effective Weighted Sample	940	149	211	227	152	109	102	940	461	469	313	291	185	146	604	330	940
Total	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
PROFILE NAME	338	41	74	80	62	45	35	338	170	163	95	121	85	37	216	121	338
	30%	28%	27%	32%	31%	32%	32%	30%	30%	30%	26%	35% ad	36% ad	22%	30%	30%	30%
VERIFIED TICK	212	30	62	49	37	23	11	212	89	120	65	73	43	30	137	74	212
	19%	20%	22%	20%	19%	16%	10%	19%	16%	22%	17%	21%	18%	19%	19%	18%	19%
		f	f	f				f		a							
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	211	41	75	53	18	14	10	211	124	86	89	44	41	34	133	75	211
	19%	27%	27%	21%	9%	10%	9%	19%	22%	16%	24%	13%	17%	21%	19%	19%	19%
		defg	defg	def				def	b		bg			b	b	b	b
HTTPS LINK IN POST	193	8	27	28	45	45	40	193	111	81	70	64	32	25	135	57	193
	17%	5%	10%	11%	23%	32%	37%	17%	19%	15%	19%	19%	13%	15%	19%	14%	17%
				a	abc	abcg	abcdg	abc									
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	52	11	19	10	10	1	1	52	32	20	18	10	16	7	28	23	52
	5%	7%	7%	4%	5%	1%	1%	5%	6%	4%	5%	3%	7%	4%	4%	6%	5%
		ef	ef										b				
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	37	7	5	10	9	4	3	37	11	26	10	15	5	8	25	12	37
	3%	5%	2%	4%	4%	3%	2%	3%	2%	5%	3%	4%	2%	5%	4%	3%	3%
										a							
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	24	3	9	6	1	3	2	24	11	12	8	5	6	6	13	11	24
	2%	2%	3%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%
PROFILE LOGO	23	1	1	7	5	4	5	23	10	13	5	6	3	8	12	11	23
	2%	1%	1%	3%	3%	3%	5%	2%	2%	2%	1%	2%	1%	5%	2%	3%	2%
							ab							aceg			

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1138	180	260	269	179	129	121	1138	566	559	373	367	212	179	740	391	1138
Effective Weighted Sample	940	149	211	227	152	109	102	940	461	469	313	291	185	146	604	330	940
Total	1121	149	276	248	199	141	109	1121	572	538	370	344	236	164	715	400	1121
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	14 1%	1 1%	1 *%	1 *%	8 4%	2 1%	1 1%	14 1%	6 1%	8 2%	3 1%	3 1%	4 2%	4 2%	7 1%	8 2%	14 1%
LOVE BUTTON	5 *%	1 1%	- -%	3 1%	1 1%	- -%	- -%	5 *%	1 *%	4 1%	1 *%	- -%	3 1%	1 1%	1 *%	4 1%	5 *%
WOW BUTTON	3 *%	2 1%	2 1%	- -%	- -%	- -%	- -%	3 *%	3 1%	- -%	2 *%	2 *%	- -%	- -%	3 *%	- -%	3 *%
NUMBER OF REACTIONS	2 *%	1 *%	1 1%	- -%	- -%	- -%	- -%	2 *%	1 *%	1 *%	2 1%	- -%	- -%	- -%	2 *%	- -%	2 *%
NUMBER OF COMMENTS	2 *%	- -%	* *%	1 1%	- -%	- -%	- -%	2 *%	- -%	2 *%	1 *%	* *%	- -%	* *%	2 *%	* *%	2 *%
GLOBE ICON	2 *%	- -%	- -%	1 *%	- -%	- -%	1 1%	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	2 *%	- -%	2 *%
DATE OF POST	2 *%	1 1%	- -%	- -%	- -%	- -%	1 1%	2 *%	2 *%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	2 *%
NUMBER OF SHARES	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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 50

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

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1138	758	128	124	128	1138	1004	134	120	1018	155	468	514	1138	157	438	442
Effective Weighted Sample	940	712	115	121	114	940	825	115	98	842	131	387	421	940	129	362	366
Total	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
PROFILE NAME	338	278	28	18	13	338	286	52	34	305	36	151	151	338	44	126	140
	30%	30%	28%	33%	39%	30%	29%	38%	30%	30%	22%	33%	30%	30%	27%	30%	32%
VERIFIED TICK	212	166	24	15	7	212	187	25	18	194	20	79	112	212	22	89	78
	19%	18%	23%	27%	20%	19%	19%	18%	17%	19%	12%	17%	23%	19%	13%	21%	18%
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	211	177	18	11	5	211	199	11	27	184	49	91	71	211	44	77	72
	19%	19%	17%	20%	14%	19%	20%	8%	24%	18%	31%	20%	14%	19%	27%	18%	17%
							b				bcd	c		c	bc		
HTTPS LINK IN POST	193	161	20	7	5	193	159	34	10	183	16	84	93	193	17	68	92
	17%	17%	19%	12%	16%	17%	16%	24%	9%	18%	10%	18%	19%	17%	10%	16%	21%
							a			a		a	a	a			a
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	52	46	3	2	*	52	47	5	6	45	21	15	15	52	16	19	12
	5%	5%	3%	3%	1%	5%	5%	4%	6%	4%	13%	3%	3%	5%	10%	5%	3%
		d				d					bcd				bc		
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	37	33	3	*	1	37	33	5	7	30	8	14	16	37	9	9	14
	3%	4%	3%	1%	4%	3%	3%	3%	6%	3%	5%	3%	3%	3%	5%	2%	3%
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	24	22	1	*	1	24	24	-	1	22	4	11	9	24	2	15	6
	2%	2%	1%	1%	2%	2%	2%	-%	1%	2%	2%	2%	2%	2%	1%	4%	1%
PROFILE LOGO	23	19	3	1	1	23	19	4	2	22	3	5	15	23	4	11	9
	2%	2%	3%	2%	2%	2%	2%	3%	1%	2%	2%	1%	3%	2%	2%	3%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	1138	758	128	124	128	1138	1004	134	120	1018	155	468	514	1138	157	438	442
Effective Weighted Sample	940	712	115	121	114	940	825	115	98	842	131	387	421	940	129	362	366
Total	1121	928	102	56	35	1121	983	138	111	1010	161	463	496	1121	162	423	437
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	14 1%	11 1%	1 1%	1 2%	1 2%	14 1%	13 1%	1 1%	4 4% b	10 1%	2 1%	6 1%	7 1%	14 1%	3 2%	5 1%	6 1%
LOVE BUTTON	5 *%	5 1%	- -%	- -%	- -%	5 *%	5 1%	- -%	- -%	5 1%	1 1%	3 1%	1 *%	5 *%	- -%	3 1%	- -%
WOW BUTTON	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	2 1% b	2 *%	- -%	2 *%	2 *%	3 *%	2 1%	- -%	2 *%
NUMBER OF REACTIONS	2 *%	1 *%	1 1%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	- -%	1 *%	2 *%	- -%	- -%	2 *%
NUMBER OF COMMENTS	2 *%	1 *%	- -%	- -%	* 1% ae	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	* *%	- -%	2 *%
GLOBE ICON	2 *%	1 *%	1 1%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%
DATE OF POST	2 *%	2 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	1 1%	1 *%	- -%
NUMBER OF SHARES	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1138	289	596	244	1138	383	702	622	476
Effective Weighted Sample	940	244	492	198	940	313	582	508	400
Total	1121	304	580	228	1121	361	706	590	497
PROFILE NAME	338	67	191	76	338	95	225	193	141
	30%	22%	33%	33%	30%	26%	32%	33%	28%
			a	a	a				
VERIFIED TICK	212	44	109	56	212	71	131	111	95
	19%	15%	19%	25%	19%	20%	19%	19%	19%
				a					
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	211	93	77	40	211	83	116	70	127
	19%	31%	13%	18%	19%	23%	16%	12%	26%
		bcd			b	b			a
HTTPS LINK IN POST	193	55	112	24	193	48	141	135	55
	17%	18%	19%	10%	17%	13%	20%	23%	11%
		c	c		c		a	b	
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	52	19	27	6	52	24	24	18	30
	5%	6%	5%	3%	5%	7%	3%	3%	6%
						b			a
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	37	8	19	10	37	18	18	18	17
	3%	3%	3%	4%	3%	5%	3%	3%	3%
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	24	8	10	6	24	6	15	12	12
	2%	3%	2%	3%	2%	2%	2%	2%	2%

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

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

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS genuine

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	1138	289	596	244	1138	383	702	622	476
Effective Weighted Sample	940	244	492	198	940	313	582	508	400
Total	1121	304	580	228	1121	361	706	590	497
PROFILE LOGO	23	2	18	3	23	6	16	15	8
	2%	1%	3%	1%	2%	2%	2%	3%	2%
			a						
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	14	2	11	1	14	4	9	9	5
	1%	1%	2%	1%	1%	1%	1%	2%	1%
LOVE BUTTON	5	1	3	1	5	-	4	1	3
	*%	*%	*%	1%	*%	-%	1%	*%	1%
WOW BUTTON	3	2	-	2	3	2	2	2	2
	*%	1%	-%	1%	*%	*%	*%	*%	*%
NUMBER OF REACTIONS	2	1	1	-	2	-	2	1	1
	*%	*%	*%	-%	*%	-%	*%	*%	*%
NUMBER OF COMMENTS	2	2	-	*	2	-	2	*	1
	*%	1%	-%	*%	*%	-%	*%	*%	*%
GLOBE ICON	2	-	-	2	2	2	-	1	1
	*%	-%	-%	1%	*%	*%	-%	*%	*%
DATE OF POST	2	-	1	1	2	2	-	1	-
	*%	-%	*%	*%	*%	*%	-%	*%	-%
NUMBER OF SHARES	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	MAN		WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	1532	203	229	245	268	260	327	1532	648	867	400	452	301	368	852	669	1532	
Effective Weighted Sample	1278	170	199	208	223	216	271	1278	546	719	338	371	264	297	709	559	1278	
Total	1549	188	273	233	289	270	296	1549	687	845	405	451	338	344	856	682	1549	
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	673	60	109	122	129	128	126	673	293	372	186	185	125	173	370	298	673	
	43%	32%	40%	52%	45%	47%	43%	43%	43%	44%	46%	41%	37%	50%	43%	44%	43%	
			abfg	a	a	a	a	a			c		bceg					
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	226	24	31	23	48	47	54	226	108	117	54	68	59	44	121	103	226	
	15%	13%	11%	10%	17%	17%	18%	15%	16%	14%	13%	15%	18%	13%	14%	15%	15%	
				c	c	bc												
HTTPS LINK IN POST	192	21	46	23	28	29	44	192	90	99	39	72	47	33	111	81	192	
	12%	11%	17%	10%	10%	11%	15%	12%	13%	12%	10%	16%	14%	10%	13%	12%	12%	
			cd									ad						
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	140	39	28	12	23	15	22	140	61	75	41	45	29	21	86	50	140	
	9%	21%	10%	5%	8%	6%	7%	9%	9%	9%	10%	10%	9%	6%	10%	7%	9%	
		bcdefg													d			
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	132	15	23	22	23	20	29	132	62	70	35	34	31	30	69	62	132	
	9%	8%	8%	10%	8%	8%	10%	9%	9%	8%	9%	8%	9%	9%	8%	9%	9%	
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	112	19	28	21	21	14	8	112	45	64	29	25	35	22	54	58	112	
	7%	10%	10%	9%	7%	5%	3%	7%	7%	8%	7%	5%	10%	6%	6%	8%	7%	
		f	ef	f	f			f					be					
PROFILE NAME	44	6	5	5	9	10	8	44	14	30	12	12	8	11	25	19	44	
	3%	3%	2%	2%	3%	4%	3%	3%	2%	4%	3%	3%	2%	3%	3%	3%	3%	
VERIFIED TICK	7	1	2	-	3	1	-	7	1	6	1	1	*	4	2	5	7	
	*%	*%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	1532	203	229	245	268	260	327	1532	648	867	400	452	301	368	852	669	1532
Effective Weighted Sample	1278	170	199	208	223	216	271	1278	546	719	338	371	264	297	709	559	1278
Total	1549	188	273	233	289	270	296	1549	687	845	405	451	338	344	856	682	1549
PROFILE LOGO	5	-	-	1	1	1	2	5	2	3	3	1	*	1	4	1	5
	%	-%	-%	%	%	%	1%	%	%	%	1%	%	%	%	%	%	%
NUMBER OF COMMENTS	3	2	-	*	-	-	2	3	2	2	2	*	-	2	2	2	3
	%	1%	-%	%	-%	-%	1%	%	%	%	%	%	-%	%	%	%	%
WOW BUTTON	3	2	-	2	-	-	-	3	-	3	-	1	-	2	1	2	3
	%	1%	-%	1%	-%	-%	-%	%	-%	%	-%	%	-%	1%	%	%	%
NUMBER OF REACTIONS	3	-	1	-	2	*	-	3	3	*	1	2	-	-	3	-	3
	%	-%	%	-%	1%	%	-%	%	%	%	%	%	-%	-%	%	-%	%
LIKE BUTTON	3	-	-	-	2	-	1	3	3	-	-	3	-	-	3	-	3
	%	-%	-%	-%	1%	-%	%	%	%	-%	-%	1%	-%	-%	%	-%	%
LOVE BUTTON	2	-	-	1	-	1	1	2	-	2	-	1	1	1	1	2	2
	%	-%	-%	%	-%	%	%	%	-%	%	-%	%	%	%	%	%	%
DATE OF POST	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	1
	%	-%	-%	-%	-%	1%	-%	%	-%	%	-%	%	-%	-%	%	-%	%
NUMBER OF SHARES	1	-	-	-	-	1	-	1	1	-	1	-	-	-	1	-	1
	%	-%	-%	-%	-%	%	-%	%	%	-%	%	-%	-%	-%	%	-%	%
GLOBE ICON	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1532	1068	154	153	157	1532	1322	210	221	1311	319	712	492	1532	224	614	443
Effective Weighted Sample	1278	998	142	149	137	1278	1105	174	186	1092	264	593	414	1278	187	512	373
Total	1549	1310	125	70	44	1549	1346	203	230	1319	329	703	506	1549	243	606	451
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	673	565	56	30	21	673	584	89	122	551	138	325	203	673	111	293	172
	43%	43%	45%	44%	48%	43%	43%	44%	53%	42%	42%	46%	40%	43%	46%	48%	38%
									b							c	
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	226	200	16	7	4	226	199	27	24	201	48	87	86	226	30	91	68
	15%	15%	12%	10%	9%	15%	15%	13%	11%	15%	15%	12%	17%	15%	13%	15%	15%
		d											b				
HTTPS LINK IN POST	192	151	25	12	4	192	166	26	19	173	38	92	62	192	20	83	61
	12%	12%	20%	17%	10%	12%	12%	13%	8%	13%	11%	13%	12%	12%	8%	14%	14%
			ade														
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	140	117	13	6	4	140	119	20	17	122	34	51	54	140	17	43	47
	9%	9%	10%	8%	9%	9%	9%	10%	8%	9%	10%	7%	11%	9%	7%	7%	10%
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	132	115	9	5	3	132	117	15	13	119	40	52	40	132	31	36	43
	9%	9%	7%	8%	6%	9%	9%	8%	6%	9%	12%	7%	8%	9%	13%	6%	10%
											b				b		b
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	112	96	5	6	5	112	100	12	22	90	19	57	36	112	23	34	34
	7%	7%	4%	8%	10%	7%	7%	6%	9%	7%	6%	8%	7%	7%	9%	6%	8%
					b												
PROFILE NAME	44	38	2	3	2	44	33	10	8	35	7	22	13	44	6	17	16
	3%	3%	1%	4%	4%	3%	2%	5%	4%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTEN- TIALY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	1532	1068	154	153	157	1532	1322	210	221	1311	319	712	492	1532	224	614	443
Effective Weighted Sample	1278	998	142	149	137	1278	1105	174	186	1092	264	593	414	1278	187	512	373
Total	1549	1310	125	70	44	1549	1346	203	230	1319	329	703	506	1549	243	606	451
VERIFIED TICK	7 *%	6 *%	- -%	1 1%	* 1%	7 *%	7 1%	- -%	2 1%	6 *%	2 1%	4 1%	* *%	7 *%	- -%	4 1%	- -%
PROFILE LOGO	5 *%	4 *%	- -%	1 1%	1 1%	5 *%	4 *%	1 *%	* *%	5 *%	- -%	4 1%	1 *%	5 *%	- -%	3 *%	1 *%
NUMBER OF COMMENTS	3 *%	3 *%	- -%	- -%	* 1%	3 *%	3 *%	- -%	- -%	3 *%	1 *%	* *%	2 *%	3 *%	- -%	1 *%	2 *%
WOW BUTTON	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	2 1%	2 *%	2 *%	2 *%	- -%	3 *%	2 1%	1 *%	- -%
NUMBER OF REACTIONS	3 *%	3 *%	- -%	- -%	* 1%	3 *%	3 *%	* *%	- -%	3 *%	- -%	* *%	3 1%	3 *%	2 b	- -%	* *%
LIKE BUTTON	3 *%	3 *%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	3 *%	- -%	1 *%	2 *%	3 *%	- -%	- -%	3 1%
LOVE BUTTON	2 *%	2 *%	- -%	- -%	1 1%	2 *%	2 *%	1 *%	1 *%	2 *%	- -%	2 *%	1 *%	2 *%	1 *%	1 *%	1 *%
DATE OF POST	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%
NUMBER OF SHARES	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 1%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%
GLOBE ICON	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1532	334	780	374	1532	502	912	997	471
Effective Weighted Sample	1278	280	652	308	1278	411	765	818	405
Total	1549	337	793	375	1549	500	924	971	517
CUSTOMER COMMENT IN POST - I'VE BEEN HAVING A MAJOR SORT-OUT RECENTLY...	673	143	361	159	673	215	404	406	246
	43%	42%	46%	42%	43%	43%	44%	42%	48%
CUSTOMER NAME UNDER COMMENT IN POST - MONEYSAVER DEBORAH	226	48	108	66	226	69	141	152	69
	15%	14%	14%	18%	15%	14%	15%	16%	13%
HTTPS LINK IN POST	192	48	104	34	192	56	122	129	53
	12%	14%	13%	9%	12%	11%	13%	13%	10%
TEXT IN POST - IT'S COMPLETELY FREE TO CHECK...	140	31	71	30	140	39	89	88	43
	9%	9%	9%	8%	9%	8%	10%	9%	8%
HEADLINE IN POST - TRACK DOWN LOST PENSIONS	132	25	60	39	132	41	75	76	47
	9%	7%	8%	10%	9%	8%	8%	8%	9%
TEXT IN POST - COULD YOU HAVE A LIFE-CHANGING LUMP OF CASH...	112	22	57	25	112	48	57	65	41
	7%	7%	7%	7%	7%	10% b	6%	7%	8%
PROFILE NAME	44	11	20	12	44	21	21	34	10
	3%	3%	3%	3%	3%	4%	2%	3%	2%
VERIFIED TICK	7	2	3	3	7	4	1	6	-
	*%	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.

SCENARIO 5. FEATURE CLICKED ON FIRST - EXAMPLE SOCIAL MEDIA POST - AMONG THOSE THAT THINK THE POST IS NOT GENUINE

Base : All respondents who use social media apps or sites that think the example social media post IS NOT genuine or who are UNSURE

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	1532	334	780	374	1532	502	912	997	471
Effective Weighted Sample	1278	280	652	308	1278	411	765	818	405
Total	1549	337	793	375	1549	500	924	971	517
PROFILE LOGO	5 *%	1 *%	4 *%	1 *%	5 *%	* *%	5 1%	4 *%	1 *%
NUMBER OF COMMENTS	3 *%	- -%	2 *%	2 *%	3 *%	1 *%	2 *%	2 *%	* *%
WOW BUTTON	3 *%	1 *%	- -%	2 1% b	3 *%	2 *%	2 *%	- -%	3 1% a
NUMBER OF REACTIONS	3 *%	* *%	- -%	2 1%	3 *%	* *%	2 *%	2 *%	- -%
LIKE BUTTON	3 *%	1 *%	2 *%	- -%	3 *%	- -%	3 *%	1 *%	2 *%
LOVE BUTTON	2 *%	- -%	2 *%	1 *%	2 *%	2 *%	1 *%	2 *%	1 *%
DATE OF POST	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%
NUMBER OF SHARES	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%
GLOBE ICON	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.

IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)

Base : All respondents that use online banking or pay bills online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2581	290	434	479	432	415	531	2581	1198	1359	759	814	484	514	1573	998	2581
Effective Weighted Sample	2148	241	362	406	362	346	448	2148	998	1133	642	661	423	417	1303	837	2148
Total	2565	253	480	448	465	434	485	2565	1237	1308	765	783	539	469	1548	1008	2565
I log in using fingerprint recognition or Face ID	962	124	232	175	174	144	114	962	452	500	279	314	210	153	593	363	962
	38%	49%	48%	39%	37%	33%	23%	38%	37%	38%	36%	40%	39%	33%	38%	36%	38%
		cdefg	cdefg	f	f	f		f				d			d		
I type in the log in details myself	926	64	123	159	165	172	244	926	446	475	291	253	212	170	544	383	926
	36%	25%	26%	35%	36%	40%	50%	36%	36%	36%	38%	32%	39%	36%	35%	38%	36%
				ab	ab	ab	abcdeg	ab			b		b			b	
I let my browser (like Google Chrome) autofill my log in details	334	30	67	60	62	48	68	334	175	156	104	110	57	62	214	119	334
	13%	12%	14%	13%	13%	11%	14%	13%	14%	12%	14%	14%	11%	13%	14%	12%	13%
I use a password manager like LastPass to log in	185	15	38	36	37	38	21	185	97	86	56	57	37	34	113	71	185
	7%	6%	8%	8%	8%	9%	4%	7%	8%	7%	7%	7%	7%	7%	7%	7%	7%
			f	f	f	f		f									
Something else	17	2	1	*	3	3	7	17	8	9	3	6	1	7	8	8	17
	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
							c										
Don't know	40	4	6	3	6	10	12	40	16	23	3	15	7	14	18	21	40
	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	*%	2%	1%	3%	1%	2%	2%
						c	c					a		aeg		a	a
Prefer not to say	102	16	14	16	18	19	20	102	43	58	29	28	14	29	57	42	102
	4%	6%	3%	3%	4%	4%	4%	4%	3%	4%	4%	4%	3%	6%	4%	4%	4%
													ce				

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.

IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)

Base : All respondents that use online banking or pay bills online

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2581	1770	270	276	265	2581	2237	344	297	2284	385	1173	1023	2581	329	1030	919
Effective Weighted Sample	2148	1656	245	269	236	2148	1860	289	245	1904	323	978	848	2148	269	855	771
Total	2565	2147	221	125	73	2565	2228	337	290	2275	397	1155	1013	2565	344	992	925
I log in using fingerprint recognition or Face ID	962 38%	790 37%	89 40%	49 40%	34 47%	962 38%	830 37%	132 39%	136 47%	826 36%	103 26%	420 36%	439 43%	962 38%	142 41%	342 35%	379 41%
					ae				b			a	abd	a	b		b
I type in the log in details myself	926 36%	788 37%	74 34%	42 34%	22 30%	926 36%	801 36%	125 37%	89 31%	837 37%	161 41%	455 39%	310 31%	926 36%	113 33%	397 40%	319 35%
		d									c	c		c		ac	
I let my browser (like Google Chrome) autofill my log in details	334 13%	283 13%	25 11%	18 14%	9 12%	334 13%	294 13%	40 12%	27 9%	307 13%	50 13%	133 11%	151 15%	334 13%	52 15%	132 13%	121 13%
												b					
I use a password manager like LastPass to log in	185 7%	153 7%	20 9%	7 5%	5 7%	185 7%	170 8%	15 4%	18 6%	166 7%	39 10%	72 6%	74 7%	185 7%	25 7%	66 7%	70 8%
							b				b						
Something else	17 1%	14 1%	1 *%	1 1%	1 1%	17 1%	16 1%	* *%	1 *%	16 1%	3 1%	11 1%	3 *%	17 1%	3 1%	8 1%	5 1%
Don't know	40 2%	36 2%	1 1%	1 1%	1 1%	40 2%	32 1%	8 2%	5 2%	34 2%	16 4%	18 2%	6 1%	40 2%	4 1%	22 2%	4 *%
											bcd	c		c		c	
Prefer not to say	102 4%	83 4%	11 5%	7 5%	2 3%	102 4%	84 4%	18 5%	13 4%	89 4%	24 6%	47 4%	32 3%	102 4%	6 2%	23 2%	27 3%
											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.

IN68. When you log into your online bank account or go online to pay bills, which one of these best applies in terms of how you usually log into your account? IF NECESSARY - Log in details might be a user name and password or a passcode that you need to enter in order to gain access to your account. (SINGLE CODE)

Base : All respondents that use online banking or pay bills online

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING	ALL	REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2581	618	1332	587	2581	827	1608	1654	845
Effective Weighted Sample	2148	523	1109	480	2148	678	1345	1364	716
Total	2565	633	1322	567	2565	798	1611	1585	904
I log in using fingerprint recognition or Face ID	962	244	491	219	962	316	610	548	391
	38%	39%	37%	39%	38%	40%	38%	35%	43%
									a
I type in the log in details myself	926	231	485	203	926	260	618	609	300
	36%	37%	37%	36%	36%	33%	38%	38%	33%
							a	b	
I let my browser (like Google Chrome) autofill my log in details	334	73	185	68	334	121	193	210	113
	13%	12%	14%	12%	13%	15%	12%	13%	13%
						b			
I use a password manager like LastPass to log in	185	58	91	31	185	57	107	103	76
	7%	9%	7%	6%	7%	7%	7%	7%	8%
		c							
Something else	17	6	9	2	17	9	8	15	2
	1%	1%	1%	*%	1%	1%	*%	1%	*%
								b	
Don't know	40	6	21	11	40	10	19	31	8
	2%	1%	2%	2%	2%	1%	1%	2%	1%
Prefer not to say	102	14	41	33	102	25	56	69	14
	4%	2%	3%	6%	4%	3%	3%	4%	1%
				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.

IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)

Base : All respondents that use online banking or pay bills online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2581	290	434	479	432	415	531	2581	1198	1359	759	814	484	514	1573	998	2581
Effective Weighted Sample	2148	241	362	406	362	346	448	2148	998	1133	642	661	423	417	1303	837	2148
Total	2565	253	480	448	465	434	485	2565	1237	1308	765	783	539	469	1548	1008	2565
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1663	129	284	277	304	301	368	1663	839	810	549	500	329	280	1049	609	1663
	65%	51%	59%	62%	65%	69%	76%	65%	68%	62%	72%	64%	61%	60%	68%	60%	65%
		a	a	a	abc	abcdeg	ab		b		bcdg			cdf		df	
I use the same passwords multiple times	660	97	160	138	98	83	84	660	305	349	202	203	142	111	405	253	660
	26%	38%	33%	31%	21%	19%	17%	26%	25%	27%	26%	26%	26%	24%	26%	25%	26%
		cdefg	defg	defg			ef										
I often forget my passwords and have to reset them	587	61	117	98	120	90	101	587	244	333	165	184	125	110	349	235	587
	23%	24%	24%	22%	26%	21%	21%	23%	20%	25%	22%	24%	23%	23%	23%	23%	23%
									a								
None of these apply	72	5	14	13	12	14	15	72	33	38	11	24	18	19	35	36	72
	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	1%	3%	3%	4%	2%	4%	3%
														a	a		
Don't know	30	5	7	6	3	4	6	30	8	20	4	12	7	7	16	14	30
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Prefer not to say	128	20	22	21	22	24	18	128	59	69	32	43	26	26	75	52	128
	5%	8%	5%	5%	5%	6%	4%	5%	5%	5%	4%	5%	5%	6%	5%	5%	5%
		fg															

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.

IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)

Base : All respondents that use online banking or pay bills online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Significance Level: 95%																	
Unweighted total	2581	1770	270	276	265	2581	2237	344	297	2284	385	1173	1023	2581	329	1030	919
Effective Weighted Sample	2148	1656	245	269	236	2148	1860	289	245	1904	323	978	848	2148	269	855	771
Total	2565	2147	221	125	73	2565	2228	337	290	2275	397	1155	1013	2565	344	992	925
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1663 65%	1384 64%	152 69%	77 62%	50 69%	1663 65%	1433 64%	229 68%	147 51%	1516 67% a	230 58%	729 63%	704 69% abd	1663 65% a	199 58%	653 66% a	654 71% ab
I use the same passwords multiple times	660 26%	555 26%	52 24%	36 29%	17 24%	660 26%	581 26%	80 24%	88 30%	573 25%	70 18%	298 26% a	293 29% a	660 26% a	105 31%	255 26%	237 26%
I often forget my passwords and have to reset them	587 23%	482 22%	57 26%	28 23%	19 26%	587 23%	514 23%	73 22%	83 28% b	504 22%	74 19%	268 23%	245 24% a	587 23%	90 26%	234 24%	196 21%
None of these apply	72 3%	64 3%	4 2%	3 2%	2 2%	72 3%	59 3%	13 4%	3 1%	69 3%	28 7% bcd	35 3% c	9 1%	72 3% c	11 3%	24 2%	26 3%
Don't know	30 1%	27 1%	1 *% *	2 1%	1 1%	30 1%	26 1%	3 1%	6 2%	24 1%	10 3% cd	15 1%	5 *% *	30 1%	1 *% *	11 1%	8 1%
Prefer not to say	128 5%	110 5%	9 4%	7 5%	3 4%	128 5%	112 5%	16 5%	17 6%	111 5%	22 6%	70 6% c	36 4%	128 5%	10 3%	31 3%	34 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.

IN69. Which, if any, of the following apply regarding any of the online passwords that you use? (MULTI CODE)

Base : All respondents that use online banking or pay bills online

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	2581	618	1332	587	2581	827	1608	1654	845
Effective Weighted Sample	2148	523	1109	480	2148	678	1345	1364	716
Total	2565	633	1322	567	2565	798	1611	1585	904
I use strong passwords online (that use combinations of uppercase and lowercase letters, numbers and other symbols)	1663	464	846	335	1663	505	1084	1057	569
	65%	73%	64%	59%	65%	63%	67%	67%	63%
		bcd		c					
I use the same passwords multiple times	660	163	367	125	660	236	393	358	286
	26%	26%	28%	22%	26%	30%	24%	23%	32%
			c			b			a
I often forget my passwords and have to reset them	587	114	312	152	587	228	323	364	209
	23%	18%	24%	27%	23%	29%	20%	23%	23%
			a	a	a	b			
None of these apply	72	14	36	21	72	13	53	45	22
	3%	2%	3%	4%	3%	2%	3%	3%	2%
							a		
Don't know	30	4	17	7	30	11	15	20	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	128	20	57	38	128	31	69	82	26
	5%	3%	4%	7%	5%	4%	4%	5%	3%
				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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
1	370 12%	21 6%	35 6%	39 7%	61 11%	86 17%	128 23%	370 12%	208 14%	160 10%	69 8%	131 14%	41 6%	129 21%	200 11%	170 14%	370 12%
					ab	abcdg	abcdeg	abc	b			ace		abcefg	ac	ac	ac
2	970 31%	43 12%	94 16%	72 14%	151 28%	247 49%	361 65%	970 31%	437 30%	519 33%	255 29%	300 33%	190 30%	220 36%	555 31%	409 33%	970 31%
					abc	abcdg	abcdeg	abc						aceg			
3	661 21%	78 21%	148 26%	142 27%	146 27%	103 20%	44 8%	661 21%	321 22%	335 21%	182 21%	193 21%	185 29%	100 16%	375 21%	284 23%	661 21%
		f	fg	efg	efg	f	f	f				d	abdefg		d	d	d
4	643 21%	96 26%	182 32%	173 33%	136 25%	44 9%	11 2%	643 21%	317 21%	319 20%	252 29%	156 17%	154 24%	77 13%	408 23%	230 18%	643 21%
		efg	defg	adefg	ef	f		ef			bdefg	d	bdf		bdf	d	bd
5-6	308 10%	86 23%	75 13%	77 15%	45 8%	15 3%	9 2%	308 10%	139 9%	164 10%	103 12%	100 11%	46 7%	55 9%	203 11%	100 8%	308 10%
		bcdefg	defg	defg	ef			ef			cf	cf			cf		c
7-9	34 1%	9 2%	14 2%	7 1%	- -%	2 *%	2 *%	34 1%	13 1%	20 1%	9 1%	11 1%	7 1%	6 1%	20 1%	13 1%	34 1%
		def	defg	d				d									
10 or more	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%
Prefer not to say	95 3%	35 10%	25 4%	18 3%	8 2%	6 1%	3 *%	95 3%	44 3%	48 3%	15 2%	31 3%	18 3%	25 4%	46 3%	43 3%	95 3%
		bcdefg	def	ef				ef				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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
1	370 12%	297 11%	39 15%	22 15%	11 13%	370 12%	331 12%	39 10%	45 11%	325 12%	89 13%	172 13%	105 10%	370 12%	44 10%	179 15%	109 11%
2	970 31%	810 31%	87 34%	45 31%	27 31%	970 31%	787 29%	183 46% a	80 21%	889 33% a	239 36% c	462 34% c	254 25%	970 31% c	59 13%	463 39% ac	352 35% a
3	661 21%	547 21%	57 22%	38 26%	19 22%	661 21%	594 22% b	67 17%	80 20%	582 22%	148 22%	242 18%	259 25% bd	661 21% b	61 13%	321 27% ac	187 18% a
4	643 21%	551 21%	53 20%	25 17%	15 17%	643 21%	581 22% b	62 16%	105 27% b	538 20% b	90 13%	294 22% a	258 25% ad	643 21% a	139 31% bc	195 17% a	239 24% b
5-6	308 10%	265 10%	18 7%	13 9%	11 12% b	308 10%	280 10%	28 7%	58 15% b	250 9%	57 8%	114 9%	137 13% abd	308 10%	127 28% bc	18 2% b	116 11% b
7-9	34 1%	33 1% c	- -%	- -%	1 1%	34 1%	29 1%	5 1%	7 2%	27 1%	15 2% bcd	13 1%	5 *% *	34 1%	20 4% bc	- -%	5 *% b
10 or more	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%
Prefer not to say	95 3%	86 3% c	5 2%	2 1%	2 3%	95 3%	85 3%	10 2%	18 5%	77 3%	34 5% bcd	41 3% c	12 1%	95 3% c	5 1% b	- -%	8 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
1	370 12%	53 7%	200 13%	110 16%	370 12%	140 14%	213 11%	370 20%	- -%
			a	ad	a	b		b	
2	970 31%	246 33%	529 34%	188 27%	970 31%	301 31%	619 33%	890 47%	76 7%
		c	c					b	
3	661 21%	145 19%	356 23%	153 22%	661 21%	202 21%	401 21%	338 18%	317 29%
								a	a
4	643 21%	184 25%	305 19%	142 21%	643 21%	198 20%	405 22%	179 10%	454 42%
		bd						a	a
5-6	308 10%	89 12%	141 9%	67 10%	308 10%	96 10%	186 10%	86 5%	211 20%
		b						a	a
7-9	34 1%	5 1%	19 1%	7 1%	34 1%	11 1%	18 1%	14 1%	16 1%
10 or more	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%
Prefer not to say	95 3%	25 3%	24 2%	19 3%	95 3%	31 3%	23 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.

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes	1094	95	323	359	246	61	10	1094	532	559	414	263	259	151	677	410	1094
	36%	26%	56%	68%	45%	12%	2%	36%	36%	36%	47%	29%	40%	25%	38%	33%	36%
		ef	adefg	abdefg	aefg	f		aef			bcdefg		bdfg		bdf	d	bd
No	1875	228	223	151	292	437	544	1875	896	953	450	621	363	432	1072	795	1875
	61%	62%	39%	29%	53%	87%	98%	61%	61%	61%	51%	67%	57%	71%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd				aceg	a	acefg	a	ace	a
Prefer not to say	111	46	26	20	10	7	3	111	51	54	21	37	19	27	57	46	111
	4%	12%	5%	4%	2%	1%	*%	4%	3%	3%	2%	4%	3%	4%	3%	4%	4%
		bcdefg	def	ef				def					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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes	1094	932	84	46	32	1094	994	100	163	932	155	449	483	1094	223	379	395
	36%	36%	33%	32%	38%	36%	37%	25%	41%	35%	23%	34%	47%	36%	49%	32%	39%
							b		b			a	abd	a	bc		b
No	1875	1561	167	96	51	1875	1592	284	207	1669	477	845	530	1875	227	798	611
	61%	60%	65%	66%	59%	61%	59%	72%	53%	62%	71%	63%	51%	61%	50%	68%	60%
			a				a			a	bcd	c		c		ac	a
Prefer not to say	111	99	7	3	3	111	101	10	23	88	41	44	18	111	5	-	10
	4%	4%	3%	2%	3%	4%	4%	3%	6%	3%	6%	3%	2%	4%	1%	-%	1%
									b		bcd	c		c	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.

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL d	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c		REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes	1094 36%	288 39%	539 34%	252 37%	1094 36%	320 33%	700 38%	- -%	1074 100%
No	1875 61%	428 57%	1006 64%	413 60%	1875 61%	624 64%	1139 61%	1875 100%	- -%
Prefer not to say	111 4%	28 4%	30 2%	21 3%	111 4%	35 4%	27 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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
None/ no children aged under 18 living at home	1875	228	223	151	292	437	544	1875	896	953	450	621	363	432	1072	795	1875
	61%	62%	39%	29%	53%	87%	98%	61%	61%	61%	51%	67%	57%	71%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd				aceg	a	acefg	a	ace	a
1	476	50	125	130	121	47	5	476	229	245	152	123	127	71	275	198	476
	15%	13%	22%	24%	22%	9%	1%	15%	15%	16%	17%	13%	20%	12%	15%	16%	15%
		f	aefg	aefg	aefg	f		ef			bd		bdefg		d	d	d
2	435	27	149	148	97	9	5	435	226	208	196	96	96	46	292	142	435
	14%	7%	26%	28%	18%	2%	1%	14%	15%	13%	22%	10%	15%	7%	16%	11%	14%
		ef	adefg	adefg	aef			aef			bcdefg		bdf		bdf	d	bdf
3	128	7	33	65	18	4	1	128	49	79	53	29	28	17	82	45	128
	4%	2%	6%	12%	3%	1%	1%	4%	3%	5%	6%	3%	4%	3%	5%	4%	4%
		f	aef	abdefg	ef			ef		a	bdfg						
4	31	5	7	13	7	-	-	31	15	16	8	9	2	10	17	12	31
	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		ef	ef	efg	ef			ef						c			
5 or more	9	1	6	1	-	*	-	9	3	5	-	1	4	3	1	7	9
	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
			dfg										ae			ae	
Prefer not to say	127	51	30	22	13	8	3	127	61	60	25	41	21	32	67	53	127
	4%	14%	5%	4%	2%	2%	1%	4%	4%	4%	3%	5%	3%	5%	4%	4%	4%
		bcdefg	def	ef	f			ef						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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
None/ no children aged under 18 living at home	1875	1561	167	96	51	1875	1592	284	207	1669	477	845	530	1875	227	798	611
	61%	60%	65%	66%	59%	61%	59%	72%	53%	62%	71%	63%	51%	61%	50%	68%	60%
			a					a	a	a	bcd	c	c		ac	a	
1	476	402	38	22	14	476	433	43	67	409	73	210	189	476	49	231	148
	15%	15%	15%	15%	17%	15%	16%	11%	17%	15%	11%	16%	18%	15%	11%	20%	15%
							b					a	ad	a		ac	
2	435	369	35	19	12	435	399	37	64	372	56	181	199	435	97	132	177
	14%	14%	14%	13%	14%	14%	15%	9%	16%	14%	8%	14%	19%	14%	21%	11%	17%
							b					a	abd	a	b	b	
3	128	113	7	3	4	128	117	11	21	107	14	33	80	128	53	16	54
	4%	4%	3%	2%	5%	4%	4%	3%	5%	4%	2%	3%	8%	4%	12%	1%	5%
		c			c	c							abd	ab	bc		b
4	31	25	3	2	1	31	27	4	6	25	6	15	8	31	13	-	11
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	-%	1%
															bc		b
5 or more	9	8	-	-	*	9	6	3	1	7	2	3	4	9	7	-	*
	*%	*%	-%	-%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%	2%	-%	*%
															bc		
Prefer not to say	127	114	7	3	3	127	114	14	27	101	45	51	21	127	8	-	14
	4%	4%	3%	2%	3%	4%	4%	3%	7%	4%	7%	4%	2%	4%	2%	-%	1%
									b		bcd	c		c	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
None/ no children aged under 18 living at home	1875	428	1006	413	1875	624	1139	1875	-
	61%	57%	64%	60%	61%	64%	61%	100%	-%
			a					b	
1	476	107	252	114	476	147	293	-	476
	15%	14%	16%	17%	15%	15%	16%	-%	44%
									a
2	435	129	210	89	435	115	299	-	435
	14%	17%	13%	13%	14%	12%	16%	-%	40%
		bcd					a		a
3	128	39	53	34	128	36	83	-	127
	4%	5%	3%	5%	4%	4%	4%	-%	12%
		b							a
4	31	7	16	5	31	10	17	-	29
	1%	1%	1%	1%	1%	1%	1%	-%	3%
									a
5 or more	9	1	5	3	9	2	7	-	7
	*%	*%	*%	*%	*%	*%	*%	-%	1%
									a
Prefer not to say	127	34	34	27	127	46	29	-	-
	4%	5%	2%	4%	4%	5%	2%	-%	-%
		b		b	b	b			

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 10TH OCTOBER - 14TH NOVEMBER 2024.

Table 57

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
None/ no children aged under 18 living at home	1875	228	223	151	292	437	544	1875	896	953	450	621	363	432	1072	795	1875
	61%	62%	39%	29%	53%	87%	98%	61%	61%	61%	51%	67%	57%	71%	59%	64%	61%
		bcd	c		bc	abcdg	abcdeg	bcd				aceg	a	acefg	a	ace	a
0 to 2 years old	220	31	119	58	6	4	1	220	86	134	80	55	43	39	135	83	220
	7%	8%	21%	11%	1%	1%	*	7%	6%	9%	9%	6%	7%	6%	7%	7%	7%
		def	acdefg	defg				def		a	b						
3 to 5 years old	301	26	150	103	15	5	1	301	144	156	141	60	61	36	201	97	301
	10%	7%	26%	19%	3%	1%	*	10%	10%	10%	16%	7%	10%	6%	11%	8%	10%
		def	acdefg	adefg	f			def			bcdefg		bd		bdf		bd
6 to 7 years old	194	11	69	75	35	3	*	194	105	88	88	46	39	20	134	59	194
	6%	3%	12%	14%	6%	1%	*	6%	7%	6%	10%	5%	6%	3%	7%	5%	6%
		ef	adefg	adefg	aef			aef			bcdefg		d		bdf		d
8 to 9 years old	181	9	55	83	29	5	*	181	81	100	72	42	36	30	114	66	181
	6%	2%	10%	16%	5%	1%	*	6%	5%	6%	8%	5%	6%	5%	6%	5%	6%
		f	adefg	abdefg	aef			aef			bdfg						
10 to 12 years old	312	16	68	127	91	7	2	312	147	164	108	65	91	46	173	138	312
	10%	4%	12%	24%	17%	1%	*	10%	10%	10%	12%	7%	14%	8%	10%	11%	10%
		ef	aef	abdefg	aefg			aef			bd		bdeg		b	bd	b
13 to 15 years old	318	16	49	118	105	24	7	318	176	142	115	73	90	38	188	128	318
	10%	4%	9%	22%	19%	5%	1%	10%	12%	9%	13%	8%	14%	6%	10%	10%	10%
		f	aef	abefg	abefg	f		aef	b		bdg		bdefg		d	d	d
16 to 17 years old	195	16	15	52	84	26	2	195	83	111	67	60	40	26	127	66	195
	6%	4%	3%	10%	15%	5%	*	6%	6%	7%	8%	7%	6%	4%	7%	5%	6%
		f	f	abefg	abcefg	f		bf			d				d		
Prefer not to say	131	54	32	22	13	8	3	131	63	61	25	45	22	32	70	53	131
	4%	15%	6%	4%	2%	2%	*	4%	4%	4%	3%	5%	3%	5%	4%	4%	4%
		bcddefg	def	ef	f			ef				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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
None/ no children aged under 18 living at home	1875	1561	167	96	51	1875	1592	284	207	1669	477	845	530	1875	227	798	611
	61%	60%	65%	66%	59%	61%	59%	72%	53%	62%	71%	63%	51%	61%	50%	68%	60%
			a	a				a	a	a	bcd	c	c		ac	a	
0 to 2 years old	220	188	17	8	7	220	203	17	40	180	40	88	88	220	56	68	75
	7%	7%	7%	5%	8%	7%	8%	4%	10%	7%	6%	7%	9%	7%	12%	6%	7%
							b		b						bc		
3 to 5 years old	301	258	26	8	9	301	272	29	48	253	34	131	134	301	59	80	138
	10%	10%	10%	5%	10%	10%	10%	7%	12%	9%	5%	10%	13%	10%	13%	7%	14%
		c	c		c	c						a	abd	a	b	b	
6 to 7 years old	194	166	13	8	6	194	178	16	21	173	17	86	91	194	37	49	92
	6%	6%	5%	6%	8%	6%	7%	4%	5%	6%	3%	6%	9%	6%	8%	4%	9%
												a	abd	a	b	b	
8 to 9 years old	181	157	14	5	6	181	163	18	21	160	20	65	96	181	47	61	66
	6%	6%	5%	3%	7%	6%	6%	5%	5%	6%	3%	5%	9%	6%	10%	5%	6%
					c								abd	a	bc		
10 to 12 years old	312	269	25	13	6	312	281	30	43	269	43	120	146	312	82	103	107
	10%	10%	9%	9%	7%	10%	10%	8%	11%	10%	6%	9%	14%	10%	18%	9%	11%
													abd	a	bc		
13 to 15 years old	318	266	24	18	11	318	289	29	44	274	34	116	168	318	81	103	108
	10%	10%	9%	12%	13%	10%	11%	7%	11%	10%	5%	9%	16%	10%	18%	9%	11%
												a	abd	a	bc		
16 to 17 years old	195	164	13	11	7	195	176	18	34	161	39	70	86	195	60	50	62
	6%	6%	5%	7%	9%	6%	7%	5%	9%	6%	6%	5%	8%	6%	13%	4%	6%
													bd	bc			
Prefer not to say	131	117	7	4	3	131	118	14	28	103	47	51	23	131	12	-	14
	4%	5%	3%	3%	3%	4%	4%	3%	7%	4%	7%	4%	2%	4%	3%	-%	1%
									b		bcd	c	c	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.

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
None/ no children aged under 18 living at home	1875	428	1006	413	1875	624	1139	1875	-
	61%	57%	64%	60%	61%	64%	61%	100%	-%
			a					b	
0 to 2 years old	220	56	119	41	220	60	146	-	220
	7%	7%	8%	6%	7%	6%	8%	-%	20%
									a
3 to 5 years old	301	105	130	59	301	79	202	-	301
	10%	14%	8%	9%	10%	8%	11%	-%	28%
		bcd					a		a
6 to 7 years old	194	54	106	32	194	41	137	-	194
	6%	7%	7%	5%	6%	4%	7%	-%	18%
							a		a
8 to 9 years old	181	53	76	51	181	54	121	-	181
	6%	7%	5%	7%	6%	5%	6%	-%	17%
		b		b					a
10 to 12 years old	312	79	156	72	312	78	210	-	312
	10%	11%	10%	11%	10%	8%	11%	-%	29%
							a		a
13 to 15 years old	318	71	160	84	318	96	211	-	318
	10%	9%	10%	12%	10%	10%	11%	-%	30%
									a
16 to 17 years old	195	48	92	52	195	74	110	-	195
	6%	6%	6%	8%	6%	8%	6%	-%	18%
									a
Prefer not to say	131	34	37	27	131	50	29	-	-
	4%	5%	2%	4%	4%	5%	2%	-%	-%
		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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634	259	457	454	482	464	519	2634	1263	1341	756	805	565	499	1560	1064	2634
	85%	70%	80%	86%	88%	92%	93%	85%	85%	86%	85%	87%	88%	82%	86%	85%	85%
			a	ab	ab	abcb	abcdg	ab				d	d		d		d
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1101	169	294	234	161	129	114	1101	566	524	384	331	209	169	716	378	1101
	36%	46%	51%	44%	29%	26%	21%	36%	38%	33%	43%	36%	33%	28%	40%	30%	36%
		defg	cdefg	defg	f			def	b		bcdg	df			cdfg		df
Some other way of going online at home	17	3	2	6	-	1	4	17	7	10	8	7	1	1	15	2	17
	1%	1%	*%	1%	-%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	1%
				d							f				f		
None of these – Do not connect to the internet at home	26	8	3	3	8	2	2	26	10	15	4	3	2	15	7	17	26
	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	*%	*%	*%	2%	*%	1%	1%
		efg			f									abceg		abe	
Don't know	87	36	11	6	14	8	11	87	29	54	5	31	9	32	36	41	87
	3%	10%	2%	1%	3%	2%	2%	3%	2%	3%	1%	3%	1%	5%	2%	3%	3%
		bcdefg						c		a		ac		aceg	a	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634 85%	2202 85%	226 88%	126 87%	80 92% ace	2634 85%	2283 85%	351 89% a	293 75%	2341 87% a	523 78%	1155 86% a	935 91% abd	2634 85% a	349 77%	1058 90% a	907 89% 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	1101 36%	929 36%	88 34%	52 36%	31 36%	1101 36%	984 37% b	116 30%	117 30%	984 37% a	170 25%	454 34% a	475 46% abd	1101 36% a	189 42% b	366 31%	416 41% b
Some other way of going online at home	17 1%	14 1%	1 *% b	2 1%	* *% b	17 1%	15 1%	2 1%	2 1%	15 1%	3 *% b	9 1%	5 *% b	17 1%	7 2% b	4 *% b	5 *% b
None of these – Do not connect to the internet at home	26 1%	24 1%	- -% b	1 1%	* *% b	26 1%	26 1%	- -% b	12 3% b	14 1% b	12 2% bcd	6 *% c	2 *% c	26 1% c	9 2% bc	8 1% bc	2 *% bc
Don't know	87 3%	76 3% d	7 3% d	4 3% d	1 1% d	87 3% d	80 3%	8 2%	26 7% b	62 2% b	39 6% bcd	32 2% c	3 *% c	87 3% c	13 3% bc	8 1% bc	9 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	2634	632	1402	565	2634	824	1650	1653	904
	85%	85%	89%	82%	85%	84%	88%	88%	84%
			acd				a	b	
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	1101	309	539	231	1101	398	634	566	492
	36%	41%	34%	34%	36%	41%	34%	30%	46%
		bcd				b			a
Some other way of going online at home	17	9	2	6	17	12	3	7	9
	1%	1%	0%	1%	1%	1%	0%	0%	1%
		b		b		b			
None of these – Do not connect to the internet at home	26	3	10	9	26	9	10	14	5
	1%	0%	1%	1%	1%	1%	1%	1%	1%
Don't know	87	4	24	30	87	18	30	49	9
	3%	1%	1%	4%	3%	2%	2%	3%	1%
				ab	ab			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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
I have no formal qualifications (and I am not still studying)	126	16	11	7	15	22	55	126	61	61	13	12	27	71	25	97	126
	4%	4%	2%	1%	3%	4%	10%	4%	4%	4%	2%	1%	4%	12%	1%	8%	4%
		c				bc	abcdeg	bc					abe	abcefg		abceg	abe
Entry level qualification such as ESOL, ELC or Skills for Life	35	4	13	5	4	5	4	35	13	21	4	6	9	14	10	24	35
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
											*		ae	abeg		abe	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	291	29	25	62	59	71	46	291	103	183	27	70	79	113	97	192	291
	9%	8%	4%	12%	11%	14%	8%	9%	7%	12%	3%	8%	12%	18%	5%	15%	9%
		b		b	b	abfg	b	b		a		ae	abeg	abceg	a	abeg	ae
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	503	62	64	57	85	106	130	503	224	277	72	155	128	148	227	276	503
	16%	17%	11%	11%	15%	21%	23%	16%	15%	18%	8%	17%	20%	24%	13%	22%	16%
		bc			c	bcdg	abcdg	bc				ae	aeg	abeg	a	abeg	ae
Level 1-2 vocational qualification or intermediate apprenticeship	130	16	10	25	33	20	26	130	67	63	12	33	48	35	46	83	130
	4%	4%	2%	5%	6%	4%	5%	4%	5%	4%	1%	4%	7%	6%	3%	7%	4%
		b		b	b	b	b	b				a	abeg	ae		abeg	ae

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

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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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	371 12%	72 20%	47 8%	54 10%	65 12%	72 14%	60 11%	371 12%	186 13%	183 12%	99 11%	126 14%	79 12%	65 11%	225 12%	145 12%	371 12%
		bcdfg				b											
Level 3 vocational qualification or advanced apprenticeship	164 5%	9 3%	24 4%	32 6%	39 7%	26 5%	33 6%	164 5%	85 6%	77 5%	32 4%	50 5%	59 9%	24 4%	81 4%	83 7%	164 5%
				a	a		a	a					abdeg			ade	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	189 6%	14 4%	36 6%	29 6%	44 8%	38 8%	28 5%	189 6%	109 7%	77 5%	40 4%	69 7%	57 9%	24 4%	109 6%	80 6%	189 6%
					a	a			b			ad	adeg			d	d
Level 4-5 vocational qualification or higher apprenticeship	83 3%	7 2%	10 2%	13 3%	15 3%	16 3%	23 4%	83 3%	35 2%	48 3%	14 2%	31 3%	24 4%	14 2%	45 3%	38 3%	83 3%
							b					a	a				
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664 22%	57 15%	180 31%	115 22%	121 22%	87 17%	103 18%	664 22%	336 23%	322 21%	296 33%	230 25%	85 13%	49 8%	526 29%	134 11%	664 22%
			acdefg	a	a			a			bcdefg	cdfg	d		bcdefg		cdf
Level 6 vocational qualification or degree apprenticeship	32 1%	1 *%	5 1%	5 1%	6 1%	6 1%	8 1%	32 1%	19 1%	11 1%	12 1%	11 1%	6 1%	4 1%	23 1%	10 1%	32 1%

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

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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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
University higher degree (e.g. Masters, PhD or equivalent)	406	32	138	115	48	35	38	406	211	193	255	100	29	20	356	49	406
	13%	9%	24%	22%	9%	7%	7%	13%	14%	12%	29%	11%	5%	3%	20%	4%	13%
			adefg	adefg				adef			bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	34	25	4	2	2	*	-	34	13	16	5	17	3	7	22	10	34
	1%	7%	1%	*%	*%	*%	-%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%
		bcdefg						ef				acf					
Don't know	15	7	1	*	4	-	3	15	1	12	1	4	2	7	5	9	15
	*%	2%	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
		bcefg								a				ae			
Prefer not to say	38	16	5	6	8	*	2	38	14	20	2	6	6	16	9	22	38
	1%	4%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	3%	*%	2%	1%
		bcdefg		e	e			e						abceg		ae	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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
I have no formal qualifications (and I am not still studying)	126	108	11	6	2	126	105	21	37	89	63	48	9	126	42	50	6
	4%	4%	4%	4%	2%	4%	4%	5%	9%	3%	9%	4%	1%	4%	9%	4%	1%
									b		bcd	c		c	bc	c	
Entry level qualification such as ESOL, ELC or Skills for Life	35	30	2	2	*	35	30	4	10	25	12	14	8	35	14	11	6
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%
									b						bc		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	291	247	23	13	8	291	255	36	65	226	95	130	59	291	57	135	51
	9%	10%	9%	9%	9%	9%	10%	9%	17%	8%	14%	10%	6%	9%	13%	11%	5%
									b		bcd	c		c	c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	503	441	32	21	10	503	419	85	66	437	140	239	120	503	95	229	117
	16%	17%	12%	14%	11%	16%	16%	21%	17%	16%	21%	18%	12%	16%	21%	19%	12%
		bd				d		a			cd	c		c	c	c	
Level 1-2 vocational qualification or intermediate apprenticeship	130	119	5	3	3	130	117	13	17	113	30	55	44	130	26	63	27
	4%	5%	2%	2%	3%	4%	4%	3%	4%	4%	4%	4%	4%	4%	6%	5%	3%
		bc													c	c	

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	371 12%	306 12%	35 14%	16 11%	14 16%	371 12%	320 12%	51 13%	28 7%	343 13% a	72 11%	181 13%	118 11%	371 12%	53 12%	139 12%	118 12%
Level 3 vocational qualification or advanced apprenticeship	164 5%	143 6%	7 3%	10 7% b	4 4%	164 5%	133 5%	31 8% a	23 6%	141 5%	40 6%	83 6% c	40 4%	164 5%	12 3%	85 7% ac	45 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	189 6%	150 6%	24 9% ace	7 5%	8 10% ace	189 6%	165 6%	24 6%	21 5%	168 6%	32 5%	83 6%	71 7%	189 6%	25 6%	86 7%	54 5%
Level 4-5 vocational qualification or higher apprenticeship	83 3%	71 3% d	6 2%	6 4% d	* 1%	83 3% d	70 3%	13 3%	8 2%	76 3%	13 2%	32 2%	36 4%	83 3%	11 3%	26 2%	39 4% b
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664 22%	544 21%	63 24%	37 26%	20 23%	664 22%	594 22%	70 18%	43 11%	621 23% a	87 13%	263 20% a	312 30% abd	664 22% a	67 15%	230 20% a	303 30% ab

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

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Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Level 6 vocational qualification or degree apprenticeship	32	27	4	-	1	32	28	4	3	30	8	11	13	32	3	13	15
	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c		c												
University higher degree (e.g. Masters, PhD or equivalent)	406	332	40	19	15	406	373	33	46	360	51	163	193	406	39	99	231
	13%	13%	16%	13%	17%	13%	14%	8%	12%	13%	8%	12%	19%	13%	8%	8%	23%
					a		b					a	abd	a			ab
Still studying/ still at school	34	30	1	2	*	34	31	2	10	24	6	20	5	34	5	6	2
	1%	1%	*%	1%	1%	1%	1%	1%	3%	1%	1%	2%	*%	1%	1%	*%	*%
									b			c			c		
Don't know	15	14	1	-	*	15	14	1	4	11	9	5	-	15	-	3	1
	*%	1%	*%	-%	*%	*%	1%	*%	1%	*%	1%	*%	-%	*%	-%	*%	*%
											bcd			c			
Prefer not to say	38	30	4	4	1	38	33	4	13	25	15	12	4	38	4	3	1
	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	*%	1%	1%	*%	*%
									b		bc			c	c		

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
I have no formal qualifications (and I am not still studying)	126	23	59	37	126	65	47	94	23
	4%	3%	4%	5%	4%	7%	3%	5%	2%
				a		b		b	
Entry level qualification such as ESOL, ELC or Skills for Life	35	2	19	13	35	13	15	18	13
	1%	*%	1%	2%	1%	1%	1%	1%	1%
				a					
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	291	42	154	92	291	113	152	180	92
	9%	6%	10%	13%	9%	12%	8%	10%	9%
			a	abd	a	b			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	503	76	285	135	503	178	302	372	121
	16%	10%	18%	20%	16%	18%	16%	20%	11%
			a	ad	a			b	
Level 1-2 vocational qualification or intermediate apprenticeship	130	22	67	38	130	53	69	84	42
	4%	3%	4%	6%	4%	5%	4%	4%	4%
				a		b			

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

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Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
A' level, Scottish Higher, Welsh Baccaulaureate, International Baccaulaureate or equivalent	371 12%	86 12%	197 13%	79 11%	371 12%	121 12%	226 12%	241 13%	114 11%
Level 3 vocational qualification or advanced apprenticeship	164 5%	32 4%	85 5%	46 7%	164 5%	62 6%	96 5%	98 5%	61 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	189 6%	48 6%	94 6%	43 6%	189 6%	58 6%	115 6%	121 6%	62 6%
Level 4-5 vocational qualification or higher apprenticeship	83 3%	26 3%	40 3%	17 2%	83 3%	30 3%	49 3%	57 3%	24 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	664 22%	190 25% cd	357 23% c	109 16%	664 22% c	163 17%	467 25% a	390 21%	260 24% a
Level 6 vocational qualification or degree apprenticeship	32 1%	13 2%	15 1%	5 1%	32 1%	13 1%	18 1%	20 1%	12 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.

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
University higher degree (e.g. Masters, PhD or equivalent)	406	178	172	50	406	88	292	155	239
	13%	24%	11%	7%	13%	9%	16%	8%	22%
		bcd	c		bc		a		a
Still studying/ still at school	34	5	18	6	34	18	8	20	4
	1%	1%	1%	1%	1%	2%	*%	1%	*%
						b			
Don't know	15	1	4	6	15	2	5	9	-
	*%	*%	*%	1%	*%	*%	*%	*%	-%
				b				b	
Prefer not to say	38	-	10	9	38	2	7	14	6
	1%	-%	1%	1%	1%	*%	*%	1%	1%
				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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Very confident	2309	214	432	383	413	401	466	2309	1097	1192	733	716	459	391	1449	850	2309
	75%	58%	75%	72%	75%	80%	84%	75%	74%	76%	83%	78%	72%	64%	80%	68%	75%
			a	a	a	acg	abcdg	a			bcdg	cdf	d		cdg		df
Fairly confident	590	95	106	110	111	88	80	590	297	284	129	158	150	151	287	301	590
	19%	26%	18%	21%	20%	17%	14%	19%	20%	18%	15%	17%	23%	25%	16%	24%	19%
		befg		f	f			f					abeg	abeg		abeg	ae
Neither confident nor not confident	105	27	25	17	18	10	8	105	46	57	14	20	22	47	34	69	105
	3%	7%	4%	3%	3%	2%	1%	3%	3%	4%	2%	2%	3%	8%	2%	5%	3%
		cdefg	f					f					ae	abceg		abeg	ae
Not very confident	32	12	3	10	2	5	-	32	19	11	5	12	5	9	17	13	32
	1%	3%	1%	2%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bdefg		df	f			f									
Not at all confident	15	4	3	5	1	-	2	15	6	9	2	7	2	4	10	6	15
	1%	1%	*%	1%	*%	-%	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
		e		e													
Don't know	11	9	1	-	2	-	-	11	5	6	1	5	1	2	6	3	11
	*%	2%	*%	-%	*%	-%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
		bcdefg															
Prefer not to say	18	8	4	4	1	-	1	18	9	8	1	3	3	6	4	9	18
	1%	2%	1%	1%	*%	-%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
		defg												ae			
SUMMARY CODES																	
TOTAL CONFIDENT	2899	309	538	493	524	490	546	2899	1394	1476	863	873	608	543	1736	1151	2899
	94%	84%	94%	93%	96%	97%	98%	94%	94%	94%	97%	95%	95%	89%	96%	92%	94%
			a	a	a	abcg	abcdg	a			bcdg	df	df		dfg	d	df
TOTAL NOT CONFIDENT	48	16	6	16	3	5	2	48	25	20	7	20	6	13	26	19	48
	2%	4%	1%	3%	1%	1%	*%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%
		bdefg		bdefg				f				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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
TOTAL NEITHER/ DON'T KNOW	116	36	25	17	20	10	8	116	51	63	15	25	23	48	40	72	116
	4%	10%	4%	3%	4%	2%	1%	4%	3%	4%	2%	3%	4%	8%	2%	6%	4%
		bcdefg	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Very confident	2309	1934	199	113	63	2309	2004	305	261	2049	420	1027	842	2309	276	898	861
	75%	75%	77%	78%	73%	75%	75%	77%	67%	76%	62%	77%	82%	75%	61%	76%	85%
									a		a	abd	a		a	ab	
Fairly confident	590	503	47	22	18	590	511	79	87	503	172	243	170	590	131	231	130
	19%	19%	18%	15%	21%	19%	19%	20%	22%	19%	26%	18%	16%	19%	29%	20%	13%
											bcd				bc	c	
Neither confident nor not confident	105	89	8	4	3	105	99	6	22	83	44	43	12	105	35	30	16
	3%	3%	3%	3%	4%	3%	4%	1%	6%	3%	7%	3%	1%	3%	8%	3%	2%
							b		b		bcd	c		c	bc		
Not very confident	32	25	2	3	1	32	31	1	8	24	12	14	4	32	6	11	8
	1%	1%	1%	2%	2%	1%	1%	*%	2%	1%	2%	1%	*%	1%	1%	1%	1%
											c						
Not at all confident	15	15	-	*	-	15	14	1	4	11	12	3	1	15	3	4	*
	1%	1%	-%	*%	-%	1%	1%	*%	1%	*%	2%	*%	*%	1%	1%	*%	*%
											bcd						
Don't know	11	10	1	1	-	11	10	1	5	6	6	3	-	11	1	-	1
	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	1%	*%	-%	*%	*%	-%	*%
									b		c						
Prefer not to say	18	15	1	2	*	18	17	2	5	14	8	5	2	18	3	2	-
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	*%	-%
											c				c		

SUMMARY CODES

TOTAL CONFIDENT	2899	2437	246	135	81	2899	2516	384	348	2551	592	1271	1012	2899	406	1129	991
	94%	94%	95%	93%	94%	94%	94%	97%	89%	95%	88%	95%	98%	94%	89%	96%	98%
								a		a		a	abd	a		a	a
TOTAL NOT CONFIDENT	48	40	2	3	1	48	45	2	12	35	24	16	5	48	9	15	8
	2%	2%	1%	2%	2%	2%	2%	1%	3%	1%	4%	1%	*%	2%	2%	1%	1%
									b		bcd			c			

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 95%																	
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
TOTAL NEITHER/ DON'T KNOW	116	99	9	5	3	116	110	6	27	89	49	47	12	116	36	30	17
	4%	4%	3%	3%	4%	4%	4%	2%	7%	3%	7%	3%	1%	4%	8%	3%	2%
							b		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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Very confident	2309	648	1170	456	2309	671	1512	1429	820
	75%	87%	74%	66%	75%	68%	81%	76%	76%
		bcd	c		c		a		
Fairly confident	590	78	333	170	590	226	307	358	206
	19%	10%	21%	25%	19%	23%	16%	19%	19%
			a	ad	a	b			
Neither confident nor not confident	105	11	50	34	105	48	36	56	32
	3%	1%	3%	5%	3%	5%	2%	3%	3%
			a	a	a	b			
Not very confident	32	4	12	14	32	23	6	16	8
	1%	1%	1%	2%	1%	2%	*%	1%	1%
				abd		b			
Not at all confident	15	3	4	7	15	7	4	6	6
	1%	*%	*%	1%	1%	1%	*%	*%	1%
				b					
Don't know	11	1	1	1	11	2	1	5	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%
Prefer not to say	18	-	5	3	18	2	-	6	2
	1%	-%	*%	*%	1%	*%	-%	*%	*%
SUMMARY CODES									
TOTAL CONFIDENT	2899	726	1503	626	2899	897	1819	1786	1025
	94%	97%	95%	91%	94%	92%	97%	95%	95%
		bcd	c		c		a		
TOTAL NOT CONFIDENT	48	7	16	21	48	30	10	22	15
	2%	1%	1%	3%	2%	3%	1%	1%	1%
				abd		b			

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
TOTAL NEITHER/ DON'T KNOW	116	12	51	36	116	51	38	62	32
	4%	2%	3%	5%	4%	5%	2%	3%	3%
			a	ab	a	b			

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Yes – (English is first/ main language)	2902	341	518	479	522	495	547	2902	1416	1453	850	862	604	570	1712	1174	2902
	94%	92%	90%	90%	95%	98%	98%	94%	96%	93%	96%	94%	94%	93%	95%	94%	94%
				bc	abcdg	abcdg	bc		b		bdfg						
No	159	19	49	47	24	9	9	159	52	106	34	54	33	34	89	67	159
	5%	5%	9%	9%	4%	2%	2%	5%	3%	7%	4%	6%	5%	6%	5%	5%	5%
		ef	defg	adefg	ef			ef	a								
Prefer not to say	20	9	6	3	1	-	1	20	11	7	1	5	4	6	5	10	20
	1%	2%	1%	1%	*%	-%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
		cdefg	e										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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Yes – (English is first/ main language)	2902	2433	249	136	83	2902	2519	383	355	2547	625	1265	981	2902	419	1128	981
	94%	94%	96%	94%	96%	94%	94%	97% a	91%	95% a	93%	95%	95%	94%	92%	96% a	97% a
No	159	139	9	8	3	159	150	9	29	130	37	68	50	159	31	49	35
	5%	5%	3%	5%	4%	5%	6% b	2%	7% b	5%	5%	5%	5%	5%	7% bc	4%	3%
Prefer not to say	20	19	1	*	*	20	18	2	7	13	11	5	-	20	5	-	-
	1%	1%	*%	*%	*%	1%	1%	1%	2% b	*%	2% bcd	*%	-%	1% c	1% bc	-%	-%

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Yes – (English is first/ main language)	2902	704	1513	630	2902	931	1767	1790	1011
	94%	94%	96%	92%	94%	95%	95%	95%	94%
			cd		c				
No	159	36	61	54	159	45	97	82	60
	5%	5%	4%	8%	5%	5%	5%	4%	6%
				abd					
Prefer not to say	20	6	1	2	20	4	3	3	3
	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Being bought on mortgage	776	83	155	185	206	111	37	776	381	388	258	281	175	59	538	234	776
	25%	22%	27%	35%	38%	22%	7%	25%	26%	25%	29%	30%	27%	10%	30%	19%	25%
		f	f	abefg	abefg	f		f			dfg	dfg	df		dfg	d	df
Owned outright by the household	1055	57	128	106	130	245	388	1055	534	515	419	285	180	169	703	349	1055
	34%	15%	22%	20%	24%	49%	70%	34%	36%	33%	47%	31%	28%	28%	39%	28%	34%
			a		a	abcdg	abcdg	abcd			bcdefg				bcdfg		cdf
Rented from Local Authority/ Housing Association/ Trust	554	81	109	96	112	91	66	554	239	310	61	114	160	214	175	374	554
	18%	22%	19%	18%	20%	18%	12%	18%	16%	20%	7%	12%	25%	35%	10%	30%	18%
		f	f	f	f	f		f		a		a	abeg	abcefg	a	abceg	abe
Rented from private landlord	560	75	157	129	89	55	54	560	264	288	127	197	111	123	324	234	560
	18%	20%	27%	24%	16%	11%	10%	18%	18%	18%	14%	21%	17%	20%	18%	19%	18%
		ef	adefg	defg	ef			ef				aeg		a	a	a	a
Something else – (please type in below)	18	7	2	2	1	-	6	18	8	10	4	4	2	8	8	10	18
	1%	2%	*%	*%	*%	-%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
		bcdeg					e						e				
Don't know	47	33	7	2	5	-	-	47	16	24	8	17	5	14	25	18	47
	2%	9%	1%	*%	1%	-%	-%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%
		bcdefg	ef		f			cef					c				
Prefer not to say	72	33	16	9	6	2	6	72	38	32	8	23	9	23	31	32	72
	2%	9%	3%	2%	1%	*%	1%	2%	3%	2%	1%	3%	1%	4%	2%	3%	2%
		bcdefg	e					e				a		ace	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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Being bought on mortgage	776	651	64	37	24	776	683	92	90	686	119	307	346	776	81	259	362
	25%	25%	25%	25%	28%	25%	25%	23%	23%	25%	18%	23%	34%	25%	18%	22%	36%
												a	abd	a			ab
Owned outright by the household	1055	884	93	48	29	1055	878	177	80	975	244	498	304	1055	95	407	447
	34%	34%	36%	33%	33%	34%	33%	45%	20%	36%	36%	37%	30%	34%	21%	35%	44%
								a		a	c	c		c		a	ab
Rented from Local Authority/ Housing Association/ Trust	554	453	66	22	14	554	486	68	111	443	155	235	153	554	147	268	63
	18%	17%	25%	15%	16%	18%	18%	17%	28%	16%	23%	18%	15%	18%	32%	23%	6%
			acde						b		bcd			c	bc	c	
Rented from private landlord	560	486	28	31	15	560	515	45	75	485	100	250	203	560	106	230	132
	18%	19%	11%	21%	18%	18%	19%	11%	19%	18%	15%	19%	20%	18%	23%	20%	13%
		b		b	b	b	b						a		c	c	
Something else – (please type in below)	18	17	-	*	*	18	16	2	1	17	8	6	4	18	3	5	4
	1%	1%	-%	.*%	.*%	1%	1%	.*%	.*%	1%	1%	.*%	.*%	1%	1%	.*%	.*%
Don't know	47	42	2	1	2	47	42	5	16	31	17	19	6	47	11	3	5
	2%	2%	1%	1%	2%	2%	2%	1%	4%	1%	3%	1%	1%	2%	2%	.*%	.*%
									b		c			c	bc		
Prefer not to say	72	59	5	6	2	72	67	5	19	53	29	22	15	72	12	6	2
	2%	2%	2%	4%	2%	2%	3%	1%	5%	2%	4%	2%	1%	2%	3%	1%	.*%
									b		bcd			bc			

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Being bought on mortgage	776	185	442	141	776	207	515	350	397
	25%	25%	28%	21%	25%	21%	28%	19%	37%
			c		c		a		a
Owned outright by the household	1055	399	532	118	1055	278	724	793	248
	34%	53%	34%	17%	34%	28%	39%	42%	23%
		bcd	c		c		a	b	
Rented from Local Authority/ Housing Association/ Trust	554	56	273	218	554	262	246	336	197
	18%	8%	17%	32%	18%	27%	13%	18%	18%
			a	abd	a	b			
Rented from private landlord	560	87	275	183	560	193	339	325	215
	18%	12%	17%	27%	18%	20%	18%	17%	20%
			a	abd	a				
Something else – (please type in below)	18	1	12	4	18	8	10	14	2
	1%	*%	1%	1%	1%	1%	1%	1%	*%
Don't know	47	10	19	5	47	17	15	23	10
	2%	1%	1%	1%	2%	2%	1%	1%	1%
						b			
Prefer not to say	72	7	21	17	72	13	16	33	5
	2%	1%	1%	2%	2%	1%	1%	2%	*%
				a	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Hearing? Poor hearing, partial hearing, or are d/Deaf	161	19	12	19	23	26	62	161	92	67	44	47	30	39	91	69	161
	5%	5%	2%	4%	4%	5%	11%	5%	6%	4%	5%	5%	5%	6%	5%	6%	5%
		b				b	abcdeg	b	b								
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190	52	43	32	24	21	18	190	97	91	54	63	29	44	116	72	190
	6%	14%	8%	6%	4%	4%	3%	6%	7%	6%	6%	7%	4%	7%	6%	6%	6%
		bcdefg	ef	f				f									
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	243	20	22	35	32	57	77	243	101	134	59	54	39	91	113	130	243
	8%	5%	4%	7%	6%	11%	14%	8%	7%	9%	7%	6%	6%	15%	6%	10%	8%
						abcdg	abcdg	b						abcefg		abceg	e
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	104	15	14	19	19	19	16	104	55	48	33	28	20	22	61	42	104
	3%	4%	2%	4%	4%	4%	3%	3%	4%	3%	4%	3%	3%	4%	3%	3%	3%
Breathing? Breathlessness or chest pains	157	17	15	31	23	32	39	157	67	88	28	43	32	54	71	86	157
	5%	5%	3%	6%	4%	6%	7%	5%	5%	6%	3%	5%	5%	9%	4%	7%	5%
				b		b	b	b						abceg		aeg	a

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	175	49	37	37	23	17	12	175	86	80	44	34	37	57	79	94	175
	6%	13%	6%	7%	4%	3%	2%	6%	6%	5%	5%	4%	6%	9%	4%	8%	6%
		bcdefg	ef	ef			f						abceg		abeg	b	
Difficulty with speech? E.g. due to stroke, stutter or stammer	41	12	11	10	1	4	3	41	23	17	13	15	5	8	28	13	41
	1%	3%	2%	2%	*%	1%	*%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
		defg	df	df			d										
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	125	41	27	34	12	8	3	125	56	63	39	26	20	38	65	58	125
	4%	11%	5%	7%	2%	2%	*%	4%	4%	4%	4%	3%	3%	6%	4%	5%	4%
		bcdefg	def	defg	f		ef						bceg				
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405	84	91	70	73	58	30	405	147	239	70	105	87	138	175	226	405
	13%	23%	16%	13%	13%	11%	5%	13%	10%	15%	8%	11%	14%	23%	10%	18%	13%
		bcdefg	f	f	f	f		f		a		a	ae	abcefg		abcefg	ae
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	180	15	18	33	35	42	37	180	68	111	36	58	28	58	94	86	180
	6%	4%	3%	6%	6%	8%	7%	6%	5%	7%	4%	6%	4%	10%	5%	7%	6%
				b	b	ab	b	b		a		a		abcefg		a	

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

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	979	166	172	154	155	158	174	979	451	505	225	277	208	263	502	471	979
	32%	45%	30%	29%	28%	31%	31%	32%	31%	32%	25%	30%	32%	43%	28%	38%	32%
		bcdefg										a	ae	abcefg		abceg	ae
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1866	154	346	328	349	314	376	1866	924	933	612	578	382	288	1191	670	1866
	61%	42%	61%	62%	64%	62%	67%	61%	62%	60%	69%	63%	60%	47%	66%	54%	61%
			a	a	a	a	abg	a			bcdfg	df	df		cdfg	d	df
Don't know	110	24	26	20	26	11	2	110	49	59	26	28	25	27	53	52	110
	4%	7%	5%	4%	5%	2%	*%	4%	3%	4%	3%	3%	4%	4%	3%	4%	4%
		efg	f	f	ef	f		f									
Prefer not to say	125	25	28	28	18	21	6	125	55	69	22	38	26	32	60	58	125
	4%	7%	5%	5%	3%	4%	1%	4%	4%	4%	3%	4%	4%	5%	3%	5%	4%
		dfg	f	f	f	f		f						ae		a	a

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Hearing? Poor hearing, partial hearing, or are d/Deaf	161	137	10	9	4	161	129	32	17	143	45	70	44	161	25	80	30
	5%	5%	4%	7%	4%	5%	5%	8%	4%	5%	7%	5%	4%	5%	5%	7%	3%
								a			c				c	c	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190	165	10	9	7	190	173	17	30	160	31	91	68	190	47	65	36
	6%	6%	4%	6%	8%	6%	6%	4%	8%	6%	5%	7%	7%	6%	10%	5%	4%
					b										bc	c	
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	243	191	26	16	11	243	204	39	27	216	67	125	45	243	45	125	43
	8%	7%	10%	11%	12%	8%	8%	10%	7%	8%	10%	9%	4%	8%	10%	11%	4%
				ae	ae						c	c		c	c	c	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	104	82	10	6	5	104	86	18	10	94	22	55	26	104	16	54	20
	3%	3%	4%	4%	6%	3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	5%	2%
					ae											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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Breathing? Breathlessness or chest pains	157	131	12	9	4	157	139	18	26	131	33	73	46	157	33	71	33
	5%	5%	5%	7%	5%	5%	5%	4%	7%	5%	5%	5%	4%	5%	7%	6%	3%
															c	c	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	175	149	11	9	6	175	159	17	26	150	43	78	52	175	44	66	31
	6%	6%	4%	6%	7%	6%	6%	4%	7%	6%	6%	6%	5%	6%	10%	6%	3%
															bc	c	
Difficulty with speech? E.g. due to stroke, stutter or stammer	41	35	2	2	2	41	34	6	4	37	9	21	9	41	11	17	6
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
															c		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	125	101	13	7	5	125	110	15	13	112	19	56	51	125	23	47	29
	4%	4%	5%	5%	6%	4%	4%	4%	3%	4%	3%	4%	5%	4%	5%	4%	3%
													a				
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405	334	36	19	17	405	357	49	64	342	59	182	162	405	93	159	82
	13%	13%	14%	13%	19%	13%	13%	12%	16%	13%	9%	14%	16%	13%	21%	14%	8%
					ae							a	a	a	bc	c	

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	180 6%	155 6%	11 4%	10 7%	4 5%	180 6%	152 6%	28 7%	34 9% b	146 5%	30 4%	90 7%	58 6%	180 6%	26 6%	83 7% c	39 4%
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	979 32%	817 32%	81 31%	49 34%	33 38% ae	979 32%	847 32%	133 34%	145 37% b	835 31%	222 33%	441 33%	307 30%	979 32%	200 44% bc	426 36% c	208 20%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1866 61%	1572 61%	159 62%	88 61%	48 55%	1866 61%	1624 60%	243 62%	198 50%	1669 62% a	369 55%	804 60% a	676 66% abd	1866 61% a	210 46%	692 59% a	772 76% ab
Don't know	110 4%	94 4%	11 4%	2 2%	2 3%	110 4%	104 4% b	6 1%	26 7% b	84 3%	38 6% bcd	42 3% b	24 2%	110 4%	23 5% c	38 3% c	16 2%
Prefer not to say	125 4%	109 4%	7 3%	6 4%	3 4%	125 4%	113 4%	13 3%	24 6%	102 4%	44 7% bcd	51 4%	25 2%	125 4% c	22 5% bc	21 2%	20 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Hearing? Poor hearing, partial hearing, or are d/ Deaf	161 5%	42 6%	86 5%	33 5%	161 5%	161 16% b	- -%	114 6% b	37 3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	190 6%	50 7%	89 6%	51 7%	190 6%	190 19% b	- -%	104 6%	73 7%
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	243 8%	44 6%	116 7%	82 12% abd	243 8%	243 25% b	- -%	174 9% b	61 6%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	104 3%	27 4%	36 2%	39 6% bd	104 3%	104 11% b	- -%	56 3%	39 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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Breathing? Breathlessness or chest pains	157	23	81	52	157	157	-	108	43
	5%	3%	5%	8%	5%	16%	-%	6%	4%
			a	abd	a	b			
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	175	32	78	63	175	175	-	94	66
	6%	4%	5%	9%	6%	18%	-%	5%	6%
				abd		b			
Difficulty with speech? E.g. due to stroke, stutter or stammer	41	13	10	15	41	41	-	20	16
	1%	2%	1%	2%	1%	4%	-%	1%	2%
		b		b		b			
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	125	30	53	40	125	125	-	79	37
	4%	4%	3%	6%	4%	13%	-%	4%	3%
				b		b			
Your mental health? Anxiety, depression, or trauma-related conditions, for example	405	59	178	165	405	405	-	252	129
	13%	8%	11%	24%	13%	41%	-%	13%	12%
			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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
		a	b	c	d	a	b	a	b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	180	33	80	67	180	180	-	125	48
	6%	4%	5%	10%	6%	18%	-%	7%	5%
				abd		b		b	
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	979	194	466	307	979	979	-	624	306
	32%	26%	30%	45%	32%	100%	-%	33%	28%
				abd	a	b		b	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1866	514	1012	324	1866	-	1866	1139	699
	61%	69%	64%	47%	61%	-%	100%	61%	65%
		bcd	cd		c		a		a
Don't know	110	21	52	21	110	-	-	52	36
	4%	3%	3%	3%	4%	-%	-%	3%	3%
Prefer not to say	125	17	43	33	125	-	-	61	33
	4%	2%	3%	5%	4%	-%	-%	3%	3%
				ab	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2387 77%	221 60%	349 61%	385 73% ab	456 83% abcg	449 89% abcdg	528 95% abcdeg	2387 77% abc	1142 77%	1217 78%	637 72%	718 78% a	504 79% a	515 84% abceg	1355 75%	1020 82% aeg	2387 77% a
WHITE - Irish	37 1%	4 1%	9 2%	5 1%	6 1%	9 2%	3 1%	37 1%	19 1%	17 1%	12 1%	14 2%	6 1%	4 1%	27 1%	9 1%	37 1%
WHITE - Gypsy, Traveller or Irish Traveller	5 *%	1 *%	3 *%	2 *%	- -%	- -%	- -%	5 *%	2 *%	2 *%	1 *%	- -%	3 *%	1 *%	1 *%	4 *%	5 *%
WHITE - Any other white background	94 3%	17 5% f	15 3%	24 5% f	15 3%	13 3%	11 2%	94 3%	40 3%	55 3%	18 2%	29 3%	21 3%	21 3%	47 3%	42 3%	94 3%
MIXED - White and Black Caribbean	36 1%	6 2% f	10 2% f	9 2% f	4 1%	5 1%	2 *%	36 1%	17 1%	19 1%	14 2%	7 1%	9 1%	7 1%	20 1%	16 1%	36 1%
MIXED - White and Black African	32 1%	11 3% cdefg	12 2% ef	5 1% e	3 1%	- -%	1 *%	32 1% e	17 1%	14 1%	15 2% df	10 1%	6 1%	1 *%	25 1% df	7 1%	32 1%
MIXED - White and Asian	21 1%	5 1% f	8 1% f	5 1% f	2 *%	1 *%	- -%	21 1%	12 1%	9 1%	13 1% cfg	5 1%	1 *%	3 *%	17 1% cf	3 *%	21 1%
MIXED - Any other mixed/ multiple ethnic background	14 *%	2 *%	3 1%	6 1% e	3 *%	- -%	1 *%	14 *%	5 *%	8 1%	6 1%	3 *%	3 1%	2 *%	9 *%	5 *%	14 *%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
ASIAN AND BRITISH ASIAN - Indian	47 2%	9 2% f	11 2% f	9 2% f	9 2% f	8 2%	2 *%	47 2% f	23 2%	24 2%	24 3% cdfg	12 1%	6 1%	5 1%	36 2% f	11 1%	47 2%
ASIAN AND BRITISH ASIAN - Pakistani	62 2%	15 4% defg	25 4% defg	11 2% ef	9 2% f	2 *%	- -%	62 2% ef	21 1%	41 3% a	18 2%	14 2%	17 3%	12 2%	33 2%	28 2%	62 2%
ASIAN AND BRITISH ASIAN - Bangladeshi	21 1%	9 2% defg	5 1% f	5 1% ef	2 *%	- -%	- -%	21 1%	8 1%	13 1%	7 1%	8 1%	2 *%	4 1%	15 1%	6 *%	21 1%
ASIAN AND BRITISH ASIAN - Chinese	36 1%	9 2% ef	10 2% ef	7 1%	8 1%	1 *%	2 *%	36 1%	17 1%	19 1%	10 1%	16 2% d	9 1%	2 *%	26 1% d	11 1%	36 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	24 1%	5 1%	5 1%	5 1%	2 *%	1 *%	6 1%	24 1%	13 1%	11 1%	5 1%	11 1%	4 1%	4 1%	16 1%	7 1%	24 1%
BLACK AND BLACK BRITISH - Caribbean	42 1%	7 2% f	13 2% ef	12 2% ef	5 1%	3 1%	1 *%	42 1% f	21 1%	21 1%	13 2%	11 1%	8 1%	10 2%	24 1%	18 1%	42 1%
BLACK AND BLACK BRITISH - African	146 5%	27 7% defg	67 12% acdefg	32 6% def	15 3% ef	4 1%	1 *%	146 5% ef	79 5%	64 4%	61 7% cdfg	49 5% df	23 4%	10 2%	111 6% cdf	33 3%	146 5% df
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	33 1%	5 1% f	20 4% cdefg	2 *%	2 *%	4 1% f	- -%	33 1% f	21 1%	13 1%	21 2% bdfg	5 *%	7 1%	1 *%	25 1% bd	8 1%	33 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.

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

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
OTHER ETHNIC GROUP - Arab	14	4	5	2	*	3	-	14	9	5	5	4	4	-	9	4	14
	*%	1%	1%	*%	*%	1%	-%	*%	1%	*%	1%	*%	1%	-%	1%	*%	*%
		f	f										d				
OTHER ETHNIC GROUP - Any other ethnic background	3	2	-	-	2	-	-	3	1	2	-	-	2	2	-	3	3
	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
													e	e	e	e	
Prefer not to say	25	12	3	3	6	1	-	25	12	12	3	6	6	7	9	13	25
	1%	3%	1%	1%	1%	*%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		bcdefg			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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2387	1972	227	126	62	2387	2028	359	292	2095	530	1068	755	2387	315	974	790
	77%	76%	88%	87%	72%	77%	75%	91%	75%	78%	79%	80%	73%	77%	69%	83%	78%
			ade	ade		d		a			c	c		c		ac	a
WHITE - Irish	37	17	1	1	17	37	28	8	5	32	7	12	18	37	2	17	8
	1%	1%	*%	1%	20%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*%	1%	1%
					abce												
WHITE - Gypsy, Traveller or Irish Traveller	5	5	-	-	*	5	3	2	1	5	1	3	1	5	2	-	1
	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	-%	*%
															b		
WHITE - Any other white background	94	86	5	1	2	94	89	5	10	84	15	38	40	94	15	27	25
	3%	3%	2%	1%	3%	3%	3%	1%	3%	3%	2%	3%	4%	3%	3%	2%	2%
		c				c											
MIXED - White and Black Caribbean	36	36	-	-	-	36	36	1	4	32	6	16	14	36	7	11	11
	1%	1%	-%	-%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bcd															
MIXED - White and Black African	32	31	-	-	1	32	31	1	7	25	7	12	13	32	6	5	19
	1%	1%	-%	-%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	*%	2%
																	b
MIXED - White and Asian	21	17	2	1	*	21	19	2	2	19	4	7	10	21	2	6	11
	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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
MIXED - Any other mixed/ multiple ethnic background	14	13	-	1	-	14	13	1	-	14	1	6	7	14	3	3	4
	*%	1%	-%	1%	-%	*%	*%	*%	-%	1%	*%	*%	1%	*%	1%	*%	*%
ASIAN AND BRITISH ASIAN - Indian	47	44	1	2	1	47	46	1	5	42	4	18	24	47	6	19	15
	2%	2%	1%	1%	1%	2%	2%	*%	1%	2%	1%	1%	2%	2%	1%	2%	2%
							b						a				
ASIAN AND BRITISH ASIAN - Pakistani	62	58	4	*	-	62	61	1	11	52	23	26	13	62	30	15	8
	2%	2%	1%	*%	-%	2%	2%	*%	3%	2%	3%	2%	1%	2%	7%	1%	1%
		cd	d			cd	b				cd			bc			
ASIAN AND BRITISH ASIAN - Bangladeshi	21	17	1	3	-	21	21	-	6	15	7	11	3	21	6	7	4
	1%	1%	*%	2%	-%	1%	1%	-%	2%	1%	1%	1%	*%	1%	1%	1%	*%
				ade					b								
ASIAN AND BRITISH ASIAN - Chinese	36	32	4	*	*	36	36	-	2	35	4	18	15	36	2	17	12
	1%	1%	1%	*%	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%
							b										
ASIAN AND BRITISH ASIAN - Any other Asian background	24	22	1	*	*	24	22	2	7	17	8	10	6	24	5	10	5
	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%
									b								
BLACK AND BLACK BRITISH - Caribbean	42	41	1	*	-	42	41	1	4	38	9	14	19	42	10	18	11
	1%	2%	*%	*%	-%	1%	2%	*%	1%	1%	1%	1%	2%	1%	2%	2%	1%
		d															

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
BLACK AND BLACK BRITISH - African	146	132	7	5	2	146	140	6	24	122	26	57	63	146	26	39	64
	5%	5%	3%	4%	2%	5%	5%	1%	6%	5%	4%	4%	6%	5%	6%	3%	6%
		d				d	b								b		b
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	33	33	1	-	-	33	33	-	2	32	4	12	17	33	9	3	21
	1%	1%	*%	-%	-%	1%	1%	-%	*%	1%	1%	1%	2%	1%	2%	*%	2%
		c					b								b		b
OTHER ETHNIC GROUP - Arab	14	12	1	1	*	14	14	-	2	12	5	5	4	14	6	3	1
	*%	*%	*%	1%	*%	*%	1%	-%	1%	*%	1%	*%	*%	*%	1%	*%	*%
															bc		
OTHER ETHNIC GROUP - Any other ethnic background	3	2	2	-	-	3	2	2	2	2	2	2	-	3	1	-	2
	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%
			ae														
Prefer not to say	25	22	1	2	-	25	24	1	7	17	10	5	8	25	2	4	4
	1%	1%	1%	1%	-%	1%	1%	*%	2%	1%	1%	*%	1%	1%	1%	*%	*%
									b		b						

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2387	532	1259	556	2387	793	1435	1584	720
	77%	71%	80%	81%	77%	81%	77%	84%	67%
			a	a	a	b		b	
WHITE - Irish	37	9	19	8	37	9	24	24	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	5	2	-	2	5	3	3	1	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%
		b							
WHITE - Any other white background	94	25	40	25	94	24	62	59	27
	3%	3%	3%	4%	3%	2%	3%	3%	3%
MIXED - White and Black Caribbean	36	10	18	6	36	12	18	19	16
	1%	1%	1%	1%	1%	1%	1%	1%	2%
MIXED - White and Black African	32	20	7	5	32	13	15	9	18
	1%	3%	*%	1%	1%	1%	1%	*%	2%
		bcd			b				a
MIXED - White and Asian	21	8	11	2	21	9	12	7	12
	1%	1%	1%	*%	1%	1%	1%	*%	1%
									a

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

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

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
MIXED - Any other mixed/ multiple ethnic background	14	3	5	6	14	6	7	5	9
	%	%	%	1%	%	1%	%	%	1%
ASIAN AND BRITISH ASIAN - Indian	47	19	21	6	47	9	34	28	19
	2%	3%	1%	1%	2%	1%	2%	1%	2%
		c							
ASIAN AND BRITISH ASIAN - Pakistani	62	14	33	14	62	20	32	21	38
	2%	2%	2%	2%	2%	2%	2%	1%	4%
									a
ASIAN AND BRITISH ASIAN - Bangladeshi	21	4	8	8	21	8	11	7	13
	1%	1%	%	1%	1%	1%	1%	%	1%
									a
ASIAN AND BRITISH ASIAN - Chinese	36	6	24	3	36	10	23	23	9
	1%	1%	2%	%	1%	1%	1%	1%	1%
			c						
ASIAN AND BRITISH ASIAN - Any other Asian background	24	4	8	10	24	3	20	16	7
	1%	1%	1%	1%	1%	%	1%	1%	1%
							a		
BLACK AND BLACK BRITISH - Caribbean	42	15	18	10	42	13	28	14	27
	1%	2%	1%	1%	1%	1%	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
BLACK AND BLACK BRITISH - African	146	50	74	16	146	30	104	38	101
	5%	7%	5%	2%	5%	3%	6%	2%	9%
		cd	c		c		a		a
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	33	18	11	3	33	11	20	6	27
	1%	2%	1%	*%	1%	1%	1%	*%	2%
		bcd							a
OTHER ETHNIC GROUP - Arab	14	4	8	2	14	5	7	7	5
	*%	1%	*%	*%	*%	1%	*%	*%	1%
OTHER ETHNIC GROUP - Any other ethnic background	3	1	2	1	3	1	2	1	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	25	1	8	3	25	2	10	5	8
	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Income Support	106 3%	29 8%	35 6%	27 5%	10 2%	1 *%	4 1%	106 3%	70 5%	35 2%	55 6%	16 2%	20 3%	15 2%	71 4%	35 3%	106 3%
		defg	defg	def	e			ef	b		bcdefg				b		b
Income-based Jobseeker's Allowance	50 2%	10 3%	23 4%	10 2%	1 *%	4 1%	3 *%	50 2%	34 2%	16 1%	21 2%	9 1%	10 2%	9 2%	30 2%	20 2%	50 2%
		df	defg	df				df	b		b						
Pensions Credit (Guaranteed Credit)	105 3%	12 3%	27 5%	25 5%	3 *%	7 1%	31 6%	105 3%	57 4%	48 3%	51 6%	14 1%	9 1%	31 5%	65 4%	40 3%	105 3%
		d	de	de			deg	de			bcdefg			bc	bc	bc	bc
Pensions Credit (no Guaranteed Credit)	30 1%	8 2%	7 1%	11 2%	3 *%	- -%	2 *%	30 1%	19 1%	12 1%	16 2%	2 *%	9 1%	2 *%	19 1%	11 1%	30 1%
		def	e	defg				e			bd		b		b		b
Employment and Support Allowance (ESA)	164 5%	10 3%	50 9%	36 7%	32 6%	30 6%	7 1%	164 5%	86 6%	78 5%	71 8%	29 3%	21 3%	42 7%	101 6%	64 5%	164 5%
			afg	af	af	af		af			bcdefg			bc	bc	b	b
Universal Credit (and household has other earnings)	318 10%	52 14%	98 17%	74 14%	55 10%	33 7%	7 1%	318 10%	116 8%	194 12%	57 6%	74 8%	74 12%	107 18%	131 7%	181 15%	318 10%
		efg	defg	efg	f	f		ef		a			abe	abceg		abeg	ae
Universal Credit (and household has no other earnings)	173 6%	24 7%	54 9%	38 7%	29 5%	23 5%	5 1%	173 6%	69 5%	103 7%	31 4%	22 2%	27 4%	92 15%	53 3%	119 10%	173 6%
		f	defg	f	f	f		f		a			abcefg	abceg		abceg	abe
Personal Independence Payment (PIP)	257 8%	27 7%	40 7%	42 8%	44 8%	56 11%	48 9%	257 8%	116 8%	136 9%	51 6%	60 7%	61 9%	83 14%	111 6%	144 12%	257 8%
						b							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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Carer's allowance	139	16	40	26	21	25	12	139	68	70	51	13	38	37	64	75	139
	5%	4%	7%	5%	4%	5%	2%	5%	5%	4%	6%	1%	6%	6%	4%	6%	5%
			dfg	f	f	f	f	f			be		be	be	b	be	b
Other	49	3	2	4	4	8	27	49	20	28	6	18	2	22	25	24	49
	2%	1%	*%	1%	1%	2%	5%	2%	1%	2%	1%	2%	*%	4%	1%	2%	2%
						abcdeg	abcdeg	b				ac		acefg		ac	c
RECEIVES ANY OF THESE BENEFITS	921	127	245	169	143	127	108	921	413	496	223	188	188	314	412	502	921
	30%	35%	43%	32%	26%	25%	19%	30%	28%	32%	25%	20%	29%	51%	23%	40%	30%
		def	acdefg	ef	f	f	f	f		a	b		be	abcefg		abceg	abe
None of these - Do not receive any of these benefits	1905	148	281	320	363	362	431	1905	962	931	624	643	397	235	1268	632	1905
	62%	40%	49%	60%	66%	72%	77%	62%	65%	59%	71%	70%	62%	39%	70%	51%	62%
			a	ab	ab	abcg	abcdeg	ab	b		cdfg	cdfg	df		cdfg	d	df
Don't know	102	55	17	11	7	7	5	102	42	54	14	46	21	19	60	40	102
	3%	15%	3%	2%	1%	1%	1%	3%	3%	3%	2%	5%	3%	3%	3%	3%	3%
		bcdefg	f					def				ag	a		a	a	a
Prefer not to say	153	38	29	29	35	9	13	153	62	85	22	44	34	42	66	77	153
	5%	10%	5%	6%	6%	2%	2%	5%	4%	5%	3%	5%	5%	7%	4%	6%	5%
		bcdefg	ef	ef	ef			ef				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.

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Income Support	106	95	3	4	4	106	102	3	12	93	14	44	47	106	23	27	44
	3%	4%	1%	3%	4%	3%	4%	1%	3%	3%	2%	3%	5%	3%	5%	2%	4%
		b			b		b						a		b		b
Income-based Jobseeker's Allowance	50	43	3	1	4	50	47	3	8	42	9	21	20	50	18	11	15
	2%	2%	1%	1%	4%	2%	2%	1%	2%	2%	1%	2%	2%	2%	4%	1%	1%
					abce										bc		
Pensions Credit (Guaranteed Credit)	105	90	8	2	4	105	96	8	13	92	21	46	37	105	22	48	32
	3%	3%	3%	1%	4%	3%	4%	2%	3%	3%	3%	3%	4%	3%	5%	4%	3%
					c												
Pensions Credit (no Guaranteed Credit)	30	27	2	1	1	30	30	-	3	27	6	16	9	30	3	15	10
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Employment and Support Allowance (ESA)	164	139	11	8	6	164	150	14	27	138	29	80	55	164	42	55	58
	5%	5%	4%	5%	7%	5%	6%	4%	7%	5%	4%	6%	5%	5%	9%	5%	6%
															bc		
Universal Credit (and household has other earnings)	318	271	24	12	11	318	284	34	54	264	57	136	126	318	99	128	43
	10%	10%	9%	8%	13%	10%	11%	9%	14%	10%	8%	10%	12%	10%	22%	11%	4%
									b				a		bc	c	
Universal Credit (and household has no other earnings)	173	145	14	10	4	173	152	21	36	137	34	85	48	173	73	61	22
	6%	6%	5%	7%	5%	6%	6%	5%	9%	5%	5%	6%	5%	6%	16%	5%	2%
									b						bc	c	
Personal Independence Payment (PIP)	257	206	18	18	15	257	211	47	29	228	58	116	80	257	46	136	52
	8%	8%	7%	12%	17%	8%	8%	12%	7%	8%	9%	9%	8%	8%	10%	12%	5%
				abe	abe			a							c	c	

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Carer's allowance	139	113	11	10	5	139	122	17	15	125	23	58	58	139	34	61	33
	5%	4%	4%	7%	6%	5%	5%	4%	4%	5%	3%	4%	6%	5%	7%	5%	3%
															c	c	
Other	49	37	8	3	2	49	44	5	5	43	9	27	12	49	7	34	4
	2%	1%	3%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	3%	1%
			a												c	c	*/
RECEIVES ANY OF THESE BENEFITS	921	773	73	43	32	921	829	92	144	776	206	421	284	921	277	378	173
	30%	30%	28%	29%	37%	30%	31%	23%	37%	29%	31%	31%	28%	30%	61%	32%	17%
					abe		b		b						bc	c	
None of these - Do not receive any of these benefits	1905	1598	168	92	48	1905	1624	281	189	1716	386	812	691	1905	144	749	813
	62%	62%	65%	64%	55%	62%	60%	71%	48%	64%	57%	61%	67%	62%	32%	64%	80%
		d	d	d		d		a		a			abd		a	ab	
Don't know	102	88	7	4	2	102	96	6	26	76	34	45	20	102	21	24	15
	3%	3%	3%	3%	3%	3%	4%	2%	7%	3%	5%	3%	2%	3%	5%	2%	1%
									b		cd			c	bc		
Prefer not to say	153	132	11	6	4	153	138	15	33	120	46	60	35	153	13	26	15
	5%	5%	4%	4%	5%	5%	5%	4%	8%	4%	7%	5%	3%	5%	3%	2%	1%
									b		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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Income Support	106	53	33	19	106	49	47	29	67
	3%	7%	2%	3%	3%	5%	3%	2%	6%
		bcd			b	b			a
Income-based Jobseeker's Allowance	50	26	16	9	50	28	15	17	28
	2%	3%	1%	1%	2%	3%	1%	1%	3%
		bcd				b			a
Pensions Credit (Guaranteed Credit)	105	34	52	19	105	49	49	54	46
	3%	5%	3%	3%	3%	5%	3%	3%	4%
						b			
Pensions Credit (no Guaranteed Credit)	30	12	10	8	30	14	13	7	22
	1%	2%	1%	1%	1%	1%	1%	*%	2%
		b							a
Employment and Support Allowance (ESA)	164	65	54	44	164	97	59	82	78
	5%	9%	3%	6%	5%	10%	3%	4%	7%
		bd		b	b	b			a
Universal Credit (and household has other earnings)	318	46	150	119	318	163	133	114	188
	10%	6%	10%	17%	10%	17%	7%	6%	18%
			a	abd	a	b			a
Universal Credit (and household has no other earnings)	173	25	68	78	173	109	52	84	81
	6%	3%	4%	11%	6%	11%	3%	4%	8%
				abd	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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Personal Independence Payment (PIP)	257	34	127	93	257	189	61	171	80
	8%	5%	8%	14%	8%	19%	3%	9%	7%
			a	abd	a	b			
Carer's allowance	139	38	52	48	139	80	49	65	67
	5%	5%	3%	7%	5%	8%	3%	3%	6%
				bd		b			a
Other	49	8	25	16	49	34	15	41	8
	2%	1%	2%	2%	2%	3%	1%	2%	1%
						b		b	
RECEIVES ANY OF THESE BENEFITS	921	199	410	304	921	506	350	462	424
	30%	27%	26%	44%	30%	52%	19%	25%	39%
				abd	b	b			a
None of these - Do not receive any of these benefits	1905	507	1064	326	1905	386	1440	1283	587
	62%	68%	68%	48%	62%	39%	77%	68%	55%
		cd	cd		c		a	b	
Don't know	102	18	54	14	102	38	34	65	23
	3%	2%	3%	2%	3%	4%	2%	3%	2%
						b			
Prefer not to say	153	21	47	42	153	50	42	65	41
	5%	3%	3%	6%	5%	5%	2%	3%	4%
				ab	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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Up to £199 per week / Up to £10,399 per year	197	42	37	23	45	38	12	197	79	115	20	39	26	110	59	136	197
	6%	11%	6%	4%	8%	8%	2%	6%	5%	7%	2%	4%	4%	18%	3%	11%	6%
		bcfg	f		cf	cf		f		a		a		abcefg		abceg	abce
From £200 to £299 per week / From £10,400 to £15,599 per year	250	23	50	37	36	43	61	250	109	141	28	55	66	101	83	167	250
	8%	6%	9%	7%	7%	9%	11%	8%	7%	9%	3%	6%	10%	17%	5%	13%	8%
						acd	g					a	abe	abceg		abeg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	520	46	84	81	80	97	133	520	257	256	88	146	119	166	234	285	520
	17%	12%	15%	15%	15%	19%	24%	17%	17%	16%	10%	16%	19%	27%	13%	23%	17%
						a	abcdg	a				a	ae	abceg	a	abeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	500	45	82	88	88	81	116	500	250	248	108	181	136	75	289	211	500
	16%	12%	14%	17%	16%	16%	21%	16%	17%	16%	12%	20%	21%	12%	16%	17%	16%
							abg					adeg	adefg		ad	ad	ad
From £700 to £999 per week / From £36,400 to £51,999 per year	459	36	75	88	70	89	101	459	225	231	147	166	112	32	313	144	459
	15%	10%	13%	17%	13%	18%	18%	15%	15%	15%	17%	18%	18%	5%	17%	12%	15%
				a	ad	abd	a				df	dfg	df		dfg	d	df
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	411	38	80	82	100	64	48	411	202	208	167	135	90	20	302	110	411
	13%	10%	14%	15%	18%	13%	9%	13%	14%	13%	19%	15%	14%	3%	17%	9%	13%
			f	af	aefg	f		f			bcdfg	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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
£1,500 and above per week / £78,000 and above per year	343 11%	25 7%	101 18%	76 14%	71 13%	38 8%	31 6%	343 11%	212 14%	129 8%	250 28%	62 7%	22 3%	7 1%	312 17%	30 2%	343 11%
			aefg	aefg	aef		aef		b		bcdefg	cdf	d		bcdfg		bcdf
Don't know	162 5%	75 20%	18 3%	19 4%	19 3%	18 4%	13 2%	162 5%	58 4%	92 6%	33 4%	55 6%	28 4%	39 6%	87 5%	67 5%	162 5%
		bcdefg					f		a		a	a	a				
Prefer not to say	238 8%	39 11%	46 8%	36 7%	40 7%	35 7%	42 7%	238 8%	86 6%	146 9%	44 5%	83 9%	42 7%	59 10%	128 7%	101 8%	238 8%
									a		a	a	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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Up to £199 per week / Up to £10,399 per year	197	165	17	10	6	197	182	15	46	151	80	70	40	197	197	-	-
	6%	6%	6%	7%	7%	6%	7%	4%	12%	6%	12%	5%	4%	6%	43%	-%	-%
							b		b		bcd			c	bc		
From £200 to £299 per week / From £10,400 to £15,599 per year	250	216	17	12	6	250	215	35	41	209	75	111	59	250	78	162	-
	8%	8%	7%	8%	7%	8%	8%	9%	10%	8%	11%	8%	6%	8%	17%	14%	-%
											cd	c		c	c	c	
From £300 to £499 per week / From £15,600 to £25,999 per year	520	435	43	28	14	520	456	64	69	451	139	241	133	520	122	391	-
	17%	17%	17%	19%	17%	17%	17%	16%	18%	17%	21%	18%	13%	17%	27%	33%	-%
											cd	c		c	c	ac	
From £500 to £699 per week / From £26,000 to £36,399 per year	500	413	53	22	12	500	426	75	53	448	93	231	173	500	41	391	61
	16%	16%	20%	15%	14%	16%	16%	19%	13%	17%	14%	17%	17%	16%	9%	33%	6%
																ac	
From £700 to £999 per week / From £36,400 to £51,999 per year	459	375	47	25	13	459	390	69	46	413	72	221	162	459	16	233	201
	15%	14%	18%	17%	15%	15%	15%	17%	12%	15%	11%	17%	16%	15%	4%	20%	20%
												a	a	a		a	a
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	411	353	26	18	15	411	363	48	38	374	72	159	181	411	-	-	411
	13%	14%	10%	13%	17%	13%	14%	12%	10%	14%	11%	12%	18%	13%	-%	-%	40%
					b					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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET			FINANCIAL VULNERABILITY INDEX			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
£1,500 and above per week / £78,000 and above per year	343	299	22	11	10	343	304	39	27	316	24	121	198	343	-	-	343
	11%	12%	8%	8%	12%	11%	11%	10%	7%	12%	4%	9%	19%	11%	-%	-%	34%
		c								a		a	abd	a			ab
Don't know	162	135	15	7	5	162	151	11	38	124	53	76	28	162	-	-	-
	5%	5%	6%	5%	5%	5%	6%	3%	10%	5%	8%	6%	3%	5%	-%	-%	-%
							b		b		cd	c		c			
Prefer not to say	238	202	21	12	5	238	200	39	35	203	64	108	57	238	-	-	-
	8%	8%	8%	8%	5%	8%	7%	10%	9%	8%	9%	8%	6%	8%	-%	-%	-%
											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.

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING				IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL a	GETTING BY b	STRUGGLING c	ALL d	REPORTS a	DOES NOT REPORT b	NONE a	ANY b
Significance Level: 95%									
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Up to £199 per week / Up to £10,399 per year	197 6%	28 4%	74 5%	90 13% abd	197 6% ab	95 10% b	75 4%	139 7% b	49 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	250 8%	26 4%	128 8% a	95 14% abd	250 8% a	121 12% b	106 6%	172 9% b	67 6%
From £300 to £499 per week / From £15,600 to £25,999 per year	520 17%	66 9%	297 19% a	155 23% ad	520 17% a	198 20% b	294 16%	354 19% b	158 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	500 16%	98 13%	293 19% a	106 15%	500 16%	169 17%	311 17%	316 17%	175 16%
From £700 to £999 per week / From £36,400 to £51,999 per year	459 15%	104 14%	273 17% cd	80 12%	459 15% c	115 12%	323 17% a	297 16%	153 14%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	411 13%	159 21% bcd	212 13% c	41 6%	411 13% c	80 8%	317 17% a	234 12%	170 16% a

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

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
£1,500 and above per week / £78,000 and above per year	343	204	117	20	343	69	260	123	213
	11%	27%	7%	3%	11%	7%	14%	7%	20%
		bcd	c		bc		a		a
Don't know	162	20	87	40	162	65	73	98	37
	5%	3%	6%	6%	5%	7%	4%	5%	3%
			a	a	a	b		b	
Prefer not to say	238	40	92	59	238	68	108	141	52
	8%	5%	6%	9%	8%	7%	6%	8%	5%
				ab	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.

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3081	420	509	558	502	479	613	3081	1429	1613	885	942	574	653	1827	1227	3081
Effective Weighted Sample	2566	350	428	476	423	401	510	2566	1189	1348	745	768	502	531	1513	1030	2566
Total	3081	369	572	529	548	505	557	3081	1479	1567	885	921	641	610	1806	1251	3081
Doing well	745	107	170	123	91	101	155	745	420	315	371	179	130	63	550	193	745
	24%	29%	30%	23%	17%	20%	28%	24%	28%	20%	42%	19%	20%	10%	30%	15%	24%
		de	cdeg	d		de	d	b		bcdefg	df	df		bcdfg	d	bdf	
Getting by	1574	167	270	263	278	276	320	1574	735	824	400	509	350	306	909	656	1574
	51%	45%	47%	50%	51%	55%	58%	51%	50%	53%	45%	55%	55%	50%	50%	52%	51%
					ab	abcdg	a				aeg	a		a	a	a	
Struggling	686	69	116	130	166	125	80	686	290	387	104	204	148	227	307	375	686
	22%	19%	20%	25%	30%	25%	14%	22%	20%	25%	12%	22%	23%	37%	17%	30%	22%
			f	af	abfg	af		f		a		ae	ae	abcefg	a	abceg	ae
Don't know	19	9	4	2	4	-	-	19	7	11	2	9	3	1	12	5	19
	1%	2%	1%	*%	1%	-%	-%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%
		bcdefg															
Prefer not to say	57	17	13	11	10	3	2	57	26	30	8	21	10	12	28	22	57
	2%	5%	2%	2%	2%	1%	*%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
		cdefg	f	f	f			f				a					

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	3081	2127	319	320	315	3081	2680	401	392	2689	649	1359	1040	3081	427	1202	1017
Effective Weighted Sample	2566	1990	290	311	280	2566	2230	336	325	2240	545	1130	862	2566	354	1001	849
Total	3081	2592	259	145	86	3081	2687	394	392	2689	673	1338	1031	3081	455	1177	1016
Doing well	745	642	56	26	21	745	668	78	75	671	143	331	266	745	64	173	440
	24%	25%	22%	18%	24%	24%	25%	20%	19%	25%	21%	25%	26%	24%	14%	15%	43%
		c				c	b		a								ab
Getting by	1574	1314	137	79	43	1574	1348	227	176	1398	337	694	530	1574	197	711	474
	51%	51%	53%	55%	50%	51%	50%	57%	45%	52%	50%	52%	51%	51%	43%	60%	47%
							a		a							ac	
Struggling	686	570	61	36	19	686	603	83	124	562	165	288	223	686	184	291	101
	22%	22%	24%	25%	22%	22%	22%	21%	32%	21%	25%	22%	22%	22%	41%	25%	10%
									b						bc	c	
Don't know	19	17	1	-	*	19	16	3	7	12	8	7	1	19	4	1	-
	1%	1%	1%	-%	*%	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	*%	-%
									b		c				bc		
Prefer not to say	57	48	3	3	3	57	52	4	11	46	20	18	12	57	5	2	1
	2%	2%	1%	2%	3%	2%	2%	1%	3%	2%	3%	1%	1%	2%	1%	*%	*%
											bc				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.

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

Base : All respondents

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		DOES NOT REPORT	NONE	ANY	
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	3081	727	1577	700	3081	1007	1850	1945	998
Effective Weighted Sample	2566	613	1313	574	2566	825	1548	1598	850
Total	3081	745	1574	686	3081	979	1866	1875	1074
Doing well	745	745	-	-	745	194	514	428	283
	24%	100%	-%	-%	24%	20%	28%	23%	26%
		bcd			bc		a		
Getting by	1574	-	1574	-	1574	466	1012	1006	532
	51%	-%	100%	-%	51%	48%	54%	54%	49%
			acd		ac		a		
Struggling	686	-	-	686	686	307	324	413	246
	22%	-%	-%	100%	22%	31%	17%	22%	23%
				abd	ab	b			
Don't know	19	-	-	-	19	3	4	6	5
	1%	-%	-%	-%	1%	*%	*%	*%	*%
					b				
Prefer not to say	57	-	-	-	57	8	13	22	9
	2%	-%	-%	-%	2%	1%	1%	1%	1%
					abc				

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

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

FINANCIAL VULNERABILITY

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

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2646	285	438	499	445	425	554	2646	1276	1349	802	792	510	533	1594	1043	2646
Effective Weighted Sample	2201	236	370	423	375	356	461	2201	1061	1126	675	643	444	434	1318	877	2201
Total	2648	248	498	466	485	448	502	2648	1319	1311	802	770	566	503	1572	1069	2648
Most Financially Vulnerable	455	89	109	90	87	57	22	455	195	257	73	113	87	179	186	265	455
	17%	36%	22%	19%	18%	13%	4%	17%	15%	20%	9%	15%	15%	36%	12%	25%	17%
		bcdefg	efg	ef	ef	f		ef		a		a	a	abcefg		abceg	ae
Potentially Financially Vulnerable	1177	85	180	189	197	230	296	1177	565	602	216	352	325	283	568	608	1177
	44%	34%	36%	41%	41%	51%	59%	44%	43%	46%	27%	46%	57%	56%	36%	57%	44%
						abcdg	abcdeg	ab				ae	abeg	abeg	a	abeg	ae
Least Financially Vulnerable	1016	74	209	187	201	162	184	1016	559	452	513	305	154	41	818	196	1016
	38%	30%	42%	40%	41%	36%	37%	38%	42%	34%	64%	40%	27%	8%	52%	18%	38%
			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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE		BREADTH OF USE OF THE INTERNET				FINANCIAL VULNERABILITY INDEX		
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	MOST	POTENTIALLY	LEAST
Significance Level: 95%		a	b	c	d	e	a	b	a	b	a	b	c	d	a	b	c
Unweighted total	2646	1823	272	277	274	2646	2304	342	308	2338	516	1157	956	2646	427	1202	1017
Effective Weighted Sample	2201	1705	248	270	244	2201	1913	288	256	1945	435	963	789	2201	354	1001	849
Total	2648	2226	221	125	76	2648	2309	339	315	2333	544	1142	938	2648	455	1177	1016
Most Financially Vulnerable	455	384	37	20	13	455	417	37	102	353	142	184	120	455	455	-	-
	17%	17%	17%	16%	17%	17%	18%	11%	32%	15%	26%	16%	13%	17%	100%	-%	-%
							b		b		bcd			c	bc		
Potentially Financially Vulnerable	1177	976	108	62	31	1177	1004	173	131	1046	268	545	351	1177	-	1177	-
	44%	44%	49%	49%	41%	44%	43%	51%	42%	45%	49%	48%	37%	44%	-%	100%	-%
							a				c	c		c		ac	
Least Financially Vulnerable	1016	865	76	43	31	1016	887	129	82	934	134	414	467	1016	-	-	1016
	38%	39%	35%	35%	41%	38%	38%	38%	26%	40%	25%	36%	50%	38%	-%	-%	100%
									a			a	abd	a			ab

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

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

FINANCIAL VULNERABILITY

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

	Total	FINANCIAL WELLBEING			ALL	IMPACTING/ LIMITING CONDITIONS		CHILDREN IN HOUSEHOLD	
		DOING WELL	GETTING BY	STRUGGLING		REPORTS	DOES NOT REPORT	NONE	ANY
Significance Level: 95%		a	b	c	d	a	b	a	b
Unweighted total	2646	654	1390	589	2646	860	1659	1699	921
Effective Weighted Sample	2201	550	1158	482	2201	704	1388	1398	782
Total	2648	676	1382	576	2648	833	1675	1636	985
Most Financially Vulnerable	455	64	197	184	455	200	210	227	216
	17%	9%	14%	32%	17%	24%	13%	14%	22%
			a	abd	ab	b			a
Potentially Financially Vulnerable	1177	173	711	291	1177	426	692	798	379
	44%	26%	51%	51%	44%	51%	41%	49%	39%
			ad	ad	a	b		b	
Least Financially Vulnerable	1016	440	474	101	1016	208	772	611	390
	38%	65%	34%	17%	38%	25%	46%	37%	40%
		bcd	c		bc		a		

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