PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
North East	129	28	12	19	29	28	14	88	42	66	64
	4%	4%	3%	4%	4%	4%	3%	4%	4%	4%	4%
Yorkshire and Humberside	283	45	26	52	66	53	39	190	93	162	120
	8%	7%	6%	11%	9%	8%	9%	8%	8%	9%	7%
				ab	b						
North West	385	71	47	46	89	81	52	252	133	220	165
	11%	11%	10%	10%	13%	12%	12%	11%	12%	13%	10%
										b	
West Midlands	317	62	44	30	70	79	32	206	110	152	165
	9%	10%	10%	6%	10%	11%	7%	9%	10%	9%	10%
					c	cf					
East Midlands	245	44	39	34	50	56	22	167	78	124	121
	7%	7%	9%	7%	7%	8%	5%	7%	7%	7%	7%
			f								
East of England	327	80	45	39	57	63	43	221	106	179	148
	10%	12%	10%	8%	8%	9%	10%	10%	9%	10%	9%
		cd									
South West	272	48	31	28	68	60	37	176	97	123	150
	8%	7%	7%	6%	10%	9%	9%	8%	9%	7%	9%
					c						
South East	477	64	63	75	89	102	83	292	185	228	249
	14%	10%	14%	16%	13%	15%	19%	13%	16%	13%	15%
				a		a	abd		a		
London	456	111	70	73	82	80	40	336	120	233	224
	13%	17%	15%	16%	12%	12%	9%	15%	11%	13%	13%
		def	f	f				b			
Wales	153	28	23	23	29	29	22	103	50	79	75
	5%	4%	5%	5%	4%	4%	5%	5%	4%	4%	5%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Scotland	255	47	35	37	54	47	36	173	83	129	127
	8%	7%	8%	8%	8%	7%	8%	8%	7%	7%	8%
Northern Ireland	106	20	16	16	19	19	17	70	36	52	54
	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
North East	129	17	11	4	7	9	10	15	14	13	15	8	6	9	59	59
	4%	5%	4%	2%	3%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%
Yorkshire and Humberside	283	32	13	14	12	35	17	35	31	26	27	19	20	17	123	139
	8%	10%	4%	6%	6%	15%	7%	10%	9%	7%	8%	9%	9%	7%	8%	9%
		b				bcdfijk		b	b				b			
North West	385	44	27	24	22	24	21	49	40	53	27	26	26	26	178	172
	11%	13%	9%	11%	10%	10%	9%	14%	12%	15%	8%	11%	12%	10%	11%	12%
										bj						
West Midlands	317	30	32	23	22	9	20	36	34	36	43	17	14	16	139	156
	9%	9%	10%	10%	10%	4%	9%	10%	10%	10%	13%	8%	7%	6%	9%	11%
		e	e	e	e		e	e	e	e	el					
East Midlands	245	26	18	20	19	20	14	27	23	19	38	13	9	17	123	101
	7%	8%	6%	9%	9%	8%	6%	7%	7%	5%	11%	6%	4%	6%	8%	7%
					l						bikl					
East of England	327	43	37	29	16	22	16	28	29	38	25	19	25	33	156	134
	10%	13%	12%	13%	7%	9%	7%	8%	9%	11%	7%	8%	12%	13%	10%	9%
		f		f												
South West	272	19	29	13	18	13	15	28	41	32	27	18	19	21	116	127
	8%	6%	9%	6%	8%	5%	7%	8%	12%	9%	8%	8%	9%	8%	7%	9%
									ace							
South East	477	28	36	34	29	29	46	43	46	48	54	46	37	24	212	232
	14%	8%	12%	15%	13%	12%	20%	12%	13%	13%	16%	20%	18%	9%	13%	16%
				a			abeg				a	abdeghi	a			a
London	456	49	62	33	37	41	33	46	37	42	38	23	18	51	240	162
	13%	15%	20%	14%	17%	17%	14%	13%	11%	12%	11%	10%	8%	20%	15%	11%
		l	ghijkl	l	kl	kl								c	c	
Wales	153	14	14	12	11	11	11	15	14	15	13	11	11	8	76	64
	5%	4%	4%	5%	5%	5%	5%	4%	4%	4%	4%	5%	5%	3%	5%	4%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Scotland	255	23	24	17	18	18	19	29	25	25	22	18	19	28	127	92
	8%	7%	8%	7%	8%	7%	8%	8%	7%	7%	6%	8%	9%	11%	8%	6%
														c		
Northern Ireland	106	10	10	8	8	8	8	8	10	10	9	8	8	9	50	43
	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	4%	4%	3%	3%	3%

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
North East	129	129	-	-	-	129	115	14	34	27	27	40	61	67	129
	4%	4%	-%	-%	-%	4%	4%	4%	4%	3%	4%	5%	3%	4%	4%
		bcd				bcd									
Yorkshire and Humberside	283	283	-	-	-	283	259	23	54	84	54	90	138	144	283
	8%	10%	-%	-%	-%	8%	9%	6%	6%	10%	7%	11%	7%	9%	8%
		bcd				bcd				a		aceg		a	a
North West	385	385	-	-	-	385	362	23	116	95	90	83	212	173	385
	11%	13%	-%	-%	-%	11%	12%	6%	12%	11%	12%	11%	11%	11%	11%
		bcde				bcd	b								
West Midlands	317	317	-	-	-	317	296	21	64	101	76	73	165	150	317
	9%	11%	-%	-%	-%	9%	10%	5%	7%	11%	10%	9%	9%	10%	9%
		bcd				bcd	b			a	a			a	a
East Midlands	245	245	-	-	-	245	193	52	62	70	49	63	132	111	245
	7%	8%	-%	-%	-%	7%	6%	13%	6%	8%	6%	8%	7%	7%	7%
		bcd				bcd		a							
East of England	327	327	-	-	-	327	274	53	68	80	88	91	148	179	327
	10%	11%	-%	-%	-%	10%	9%	14%	7%	9%	12%	12%	8%	12%	10%
		bcd				bcd		a			ae	ae		ae	a
South West	272	272	-	-	-	272	228	45	60	65	80	66	125	146	272
	8%	9%	-%	-%	-%	8%	8%	12%	6%	7%	11%	8%	7%	9%	8%
		bcd				bcd		a			aeg			ae	
South East	477	477	-	-	-	477	416	61	134	132	98	112	266	211	477
	14%	16%	-%	-%	-%	14%	14%	16%	14%	15%	13%	14%	14%	14%	14%
		bcde				bcd									
London	456	456	-	-	-	456	450	6	229	79	88	56	308	144	456
	13%	16%	-%	-%	-%	13%	15%	2%	24%	9%	12%	7%	17%	9%	13%
		bcde				bcd	b		bcdefg		d		bcdfg		bdf

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Wales	153	-	-	153	-	153	122	31	41	43	32	35	84	67	153
	5%	-%	-%	100%	-%	5%	4%	8%	4%	5%	4%	4%	5%	4%	5%
				abde		abd		a							
Scotland	255	-	255	-	-	255	218	38	70	78	51	55	149	107	255
	8%	-%	100%	-%	-%	8%	7%	10%	7%	9%	7%	7%	8%	7%	8%
			acde			acd									
Northern Ireland	106	-	-	-	106	106	84	22	29	27	23	25	57	48	106
	3%	-%	-%	-%	100%	3%	3%	6%	3%	3%	3%	3%	3%	3%	3%
					abce	abc		a							

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

Table 1

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

Significance Level: 95%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
North East	129	38	87	30	61	32	34	51	44
	4%	5%	3%	4%	4%	3%	5%	3%	5%
		b							
Yorkshire and Humberside	283	58	215	79	119	59	51	153	78
	8%	8%	8%	10%	9%	6%	7%	9%	8%
				c					
North West	385	83	287	82	181	101	83	181	118
	11%	12%	11%	10%	13%	11%	11%	11%	12%
West Midlands	317	47	253	84	135	69	61	171	84
	9%	7%	10%	11%	10%	7%	8%	10%	9%
			a	c					
East Midlands	245	57	174	69	107	57	34	135	72
	7%	8%	7%	9%	8%	6%	5%	8%	8%
				c				a	a
East of England	327	77	235	99	144	67	67	147	111
	10%	11%	9%	13%	10%	7%	9%	9%	12%
				c	c				b
South West	272	60	194	53	108	81	45	134	88
	8%	8%	8%	7%	8%	8%	6%	8%	9%
									a
South East	477	112	344	98	192	150	89	237	145
	14%	16%	14%	12%	14%	16%	12%	14%	15%
London	456	81	359	88	127	189	179	203	69
	13%	11%	14%	11%	9%	20%	24%	12%	7%
						ab	bc		c

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

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

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Wales	153	36	113	36	62	42	27	80	44
	5%	5%	4%	5%	4%	4%	4%	5%	5%
Scotland	255	49	199	45	113	77	48	138	68
	8%	7%	8%	6%	8%	8%	6%	8%	7%
Northern Ireland	106	21	83	29	35	34	26	50	29
	3%	3%	3%	4%	3%	4%	4%	3%	3%

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

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

QF. URBANITY

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Large city	1071	228	147	140	215	225	116	730	341	573	497
	31%	35%	33%	30%	31%	32%	26%	32%	30%	33%	30%
		f	f								
Smaller city or large town	818	191	103	125	164	146	90	582	236	427	390
	24%	29%	23%	26%	23%	21%	21%	26%	21%	24%	24%
		bdef		f				b			
Medium town	620	91	85	87	146	125	85	409	211	291	328
	18%	14%	19%	18%	21%	18%	20%	18%	19%	17%	20%
					a		a				a
Small town	509	85	73	63	98	105	84	320	189	263	246
	15%	13%	16%	13%	14%	15%	19%	14%	17%	15%	15%
							acd				
Rural area	388	53	42	57	80	95	62	231	157	192	196
	11%	8%	9%	12%	11%	14%	14%	10%	14%	11%	12%
				a		ab	ab		a		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QF. URBANITY

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Large city	1071	111	117	75	72	79	60	117	97	124	101	66	49	74	537	449
	31%	33%	37%	32%	33%	33%	26%	33%	28%	35%	30%	29%	23%	28%	34%	30%
		l	fhl	l	l	l		l		fl						
Smaller city or large town	818	109	82	56	47	59	65	77	87	81	65	46	44	89	396	321
	24%	33%	26%	24%	22%	25%	28%	21%	25%	22%	19%	20%	21%	34%	25%	22%
		cdgijkl					j							bc		
Medium town	620	41	51	46	39	40	47	76	70	49	76	39	46	32	300	271
	18%	12%	16%	20%	18%	17%	20%	21%	20%	14%	22%	18%	22%	12%	19%	18%
				a			a	ai	a		ai		ai		a	a
Small town	509	48	37	36	37	34	29	46	52	57	48	42	42	39	213	240
	15%	14%	12%	16%	17%	14%	13%	13%	15%	16%	14%	19%	20%	15%	13%	16%
												b	bfg			b
Rural area	388	25	27	20	22	26	30	43	38	47	48	31	31	27	152	201
	11%	8%	9%	8%	10%	11%	13%	12%	11%	13%	14%	14%	15%	10%	10%	14%
											a	a	ac			b

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

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

QF. URBANITY

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Large city	1071	935	78	28	29	1071	1071	-	498	225	201	147	722	348	1071
	31%	32%	31%	18%	27%	31%	35%	-%	52%	26%	27%	19%	39%	22%	31%
		c	c		c	c	b		bcdefg	d	d		bcdfg	d	bcdf
Smaller city or large town	818	706	54	30	28	818	818	-	181	242	201	192	422	394	818
	24%	24%	21%	19%	26%	24%	27%	-%	19%	27%	27%	24%	23%	25%	24%
		c			c	c	b			ae	a	a	a	a	a
Medium town	620	539	43	26	11	620	620	-	116	178	128	195	294	323	620
	18%	19%	17%	17%	11%	18%	21%	-%	12%	20%	17%	25%	16%	21%	18%
		d	d	d		d	b			ae	a	aceg	a	aceg	a
Small town	509	413	42	39	16	509	509	-	80	151	120	153	231	273	509
	15%	14%	16%	25%	15%	15%	17%	-%	8%	17%	16%	19%	13%	18%	15%
				abde			b			ae	ae	aeg	a	aeg	ae
Rural area	388	298	38	31	22	388	-	388	89	86	107	104	174	210	388
	11%	10%	15%	20%	21%	11%	-%	100%	9%	10%	14%	13%	9%	14%	11%
			a	abe	abe			a			abe	ae		abe	

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

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

QF. URBANITY

Base : All parents of children aged 3-17

Significance Level: 95%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY a	NONE b	MOST a	POTEN- TIALLY b	LEAST c	DOING WELL a	GETTING BY b	STRUGGLING c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Large city	1071 31%	187 26%	845 33% a	208 26%	389 28%	395 41% ab	391 53% bc	486 29% c	188 20%
Smaller city or large town	818 24%	177 25%	608 24%	208 26% c	373 27% c	179 19%	158 21%	414 25%	237 25%
Medium town	620 18%	141 20%	447 18%	153 19% c	269 19% c	139 15%	86 12%	329 20% a	198 21% a
Small town	509 15%	116 16%	363 14%	131 17%	200 14%	133 14%	55 7%	249 15% a	195 21% ab
Rural area	388 11%	99 14%	278 11%	91 11%	154 11%	110 12%	53 7%	203 12% a	131 14% a

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
A	350	96	48	59	63	56	29	265	85	188	162
	10%	15%	11%	13%	9%	8%	7%	12%	7%	11%	10%
		def	f	ef				b			
B	613	117	77	78	119	137	85	392	221	296	317
	18%	18%	17%	17%	17%	20%	19%	17%	20%	17%	19%
C1	881	138	135	137	167	185	120	576	305	460	421
	26%	21%	30%	29%	24%	27%	27%	25%	27%	26%	25%
			ad	a			a				
C2	757	146	83	86	172	171	98	487	270	402	355
	22%	23%	18%	18%	24%	25%	23%	21%	24%	23%	21%
					bc	bc					
D	462	70	72	60	110	95	55	311	150	227	235
	14%	11%	16%	13%	16%	14%	13%	14%	13%	13%	14%
			a		a						
E	330	74	35	48	71	52	49	228	102	169	160
	10%	11%	8%	10%	10%	8%	11%	10%	9%	10%	10%
		e									
Don't know	13	8	*	3	1	-	*	13	*	6	8
	*%	1%	*%	1%	*%	-%	*%	1%	*%	*%	*%
		bdef						b			
SUMMARY											
AB	963	213	125	137	182	193	113	657	306	484	479
	28%	33%	28%	29%	26%	28%	26%	29%	27%	28%	29%
		df									
DE	791	144	107	108	181	147	105	539	252	396	395
	23%	22%	24%	23%	26%	21%	24%	24%	22%	23%	24%
ABC1	1845	350	260	274	349	378	233	1233	611	944	900
	54%	54%	58%	58%	50%	54%	53%	54%	54%	54%	54%
			d	d							

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
C2DE	1548	290	190	194	353	318	203	1027	521	797	751
	45%	45%	42%	41%	50%	46%	46%	45%	46%	46%	45%
					bc						

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
A	350	46	49	25	22	32	27	27	36	36	20	22	7	39	200	109
	10%	14%	16%	11%	10%	13%	12%	8%	10%	10%	6%	10%	3%	15%	12%	7%
		gjl	gjl	l	l	gjl	jl		l	l		l		c	c	
B	613	54	63	39	39	35	43	60	60	64	72	45	40	33	284	286
	18%	16%	20%	17%	18%	15%	19%	17%	17%	18%	21%	20%	19%	13%	18%	19%
																a
C1	881	78	59	65	69	85	52	92	75	81	104	58	62	62	423	384
	26%	23%	19%	28%	32%	36%	22%	26%	22%	23%	31%	26%	29%	24%	26%	26%
				b	abfhi	abfghik					bfhi		b			
C2	757	75	72	47	37	42	44	90	82	102	70	48	51	53	328	361
	22%	22%	23%	20%	17%	17%	19%	25%	24%	28%	21%	21%	24%	20%	20%	24%
								de		cdef						b
D	462	33	37	35	37	28	31	53	57	49	46	28	27	35	206	208
	14%	10%	12%	15%	17%	12%	14%	15%	16%	14%	14%	13%	13%	13%	13%	14%
					a				a							
E	330	44	30	21	14	17	31	36	35	27	26	24	25	30	154	132
	10%	13%	10%	9%	6%	7%	13%	10%	10%	7%	8%	11%	12%	12%	10%	9%
		dei					deij						d			
Don't know	13	4	4	*	-	-	3	*	*	-	-	*	-	8	4	1
	*%	1%	1%	*%	-%	-%	1%	*%	*%	-%	-%	*%	-%	3%	*%	*%
														bc		
SUMMARY																
AB	963	100	112	64	61	66	71	87	95	100	93	67	47	73	484	394
	28%	30%	36%	28%	28%	28%	30%	24%	28%	28%	27%	30%	22%	28%	30%	27%
			gl				l									
DE	791	77	67	56	51	45	63	90	92	76	71	52	52	65	360	340
	23%	23%	21%	24%	23%	19%	27%	25%	27%	21%	21%	23%	25%	25%	22%	23%
							e									

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
ABC1	1845	179	172	129	131	152	122	179	170	181	197	125	109	135	907	778
	54%	53%	55%	56%	60%	64%	53%	50%	49%	51%	58%	55%	51%	52%	57%	53%
					ghi	afghil										c
C2DE	1548	152	138	102	88	87	107	179	174	177	141	100	103	118	687	701
	45%	45%	44%	44%	40%	36%	46%	50%	50%	49%	42%	44%	49%	45%	43%	47%
							e	de	de	de			e			b

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
A	350	312	17	12	9	350	330	20	350	-	-	-	350	-	350
	10%	11%	7%	8%	9%	10%	11%	5%	36%	-%	-%	-%	19%	-%	10%
		b					b		bcdefg				bcdfg		bcdf
B	613	511	53	29	20	613	544	69	613	-	-	-	613	-	613
	18%	18%	21%	19%	19%	18%	18%	18%	64%	-%	-%	-%	33%	-%	18%
									bcdefg				bcdfg		bcdf
C1	881	733	78	43	27	881	796	86	-	881	-	-	881	-	881
	26%	25%	31%	28%	26%	26%	26%	22%	-%	100%	-%	-%	48%	-%	26%
			a							acdefg			acdfg		acdf
C2	757	650	51	32	23	757	650	107	-	-	757	-	-	757	757
	22%	22%	20%	21%	22%	22%	22%	27%	-%	-%	100%	-%	-%	49%	22%
								a			abdefg			abdeg	abde
D	462	403	30	18	11	462	408	54	-	-	-	462	-	462	462
	14%	14%	12%	12%	11%	14%	14%	14%	-%	-%	-%	58%	-%	30%	14%
												abcefg		abceg	abce
E	330	273	26	17	14	330	279	50	-	-	-	330	-	330	330
	10%	9%	10%	11%	13%	10%	9%	13%	-%	-%	-%	42%	-%	21%	10%
												abcefg		abceg	abce
Don't know	13	11	-	2	1	13	9	4	-	-	-	-	-	-	13
	*%	*%	-%	1%	1%	*%	*%	1%	-%	-%	-%	-%	-%	-%	*%
				abe											ef
SUMMARY															
AB	963	822	70	41	29	963	874	89	963	-	-	-	963	-	963
	28%	28%	28%	27%	28%	28%	29%	23%	100%	-%	-%	-%	52%	-%	28%
							b		bcdefg				bcdfg		bcdf
DE	791	676	55	35	25	791	687	104	-	-	-	791	-	791	791
	23%	23%	22%	23%	24%	23%	23%	27%	-%	-%	-%	100%	-%	51%	23%
												abcefg		abceg	abce

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
ABC1	1845	1555	149	84	57	1845	1670	174	963	881	-	-	1845	-	1845
	54%	54%	58%	55%	54%	54%	55%	45%	100%	100%	-%	-%	100%	-%	54%
							b		cdfg	cdfg			cdfg		cdf
C2DE	1548	1326	107	67	48	1548	1338	210	-	-	757	791	-	1548	1548
	45%	46%	42%	44%	46%	45%	44%	54%	-%	-%	100%	100%	-%	100%	45%
								a			abeg	abeg		abeg	abe

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
A	350	53	278	31	70	236	224	108	18
	10%	7%	11%	4%	5%	25%	30%	6%	2%
			a			ab	bc	c	
B	613	86	503	78	190	313	199	323	86
	18%	12%	20%	10%	14%	33%	27%	19%	9%
			a		a	ab	bc	c	
C1	881	176	671	153	434	231	125	504	248
	26%	24%	26%	19%	31%	24%	17%	30%	26%
					ac	a		a	a
C2	757	150	570	174	381	145	149	396	203
	22%	21%	22%	22%	27%	15%	20%	24%	21%
				c	ac				
D	462	114	336	182	215	19	27	226	205
	14%	16%	13%	23%	15%	2%	4%	13%	22%
				bc	c			a	ab
E	330	137	179	170	92	10	20	124	180
	10%	19%	7%	22%	7%	1%	3%	7%	19%
		b		bc	c			a	ab
Don't know	13	5	4	2	4	3	1	-	9
	*%	1%	*%	*%	*%	*%	*%	-%	1%
		b							b
SUMMARY									
AB	963	138	782	109	260	549	423	431	104
	28%	19%	31%	14%	19%	57%	57%	26%	11%
			a		a	ab	bc	c	
DE	791	251	516	353	306	29	47	349	385
	23%	35%	20%	45%	22%	3%	6%	21%	41%
		b		bc	c			a	ab

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

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

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
ABC1	1845	314	1453	262	694	780	547	935	352
	54%	44%	57%	33%	50%	82%	74%	56%	37%
			a		a	ab	bc	c	
C2DE	1548	400	1086	527	687	174	196	745	588
	45%	56%	43%	67%	50%	18%	26%	44%	62%
		b		bc	c			a	ab

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Boy, aged 3-5	334	334	-	-	-	-	-	334	-	334	-
	10%	52%	-%	-%	-%	-%	-%	15%	-%	19%	-%
		bcdef						b		b	
Boy, aged 6-7	232	-	232	-	-	-	-	232	-	232	-
	7%	-%	52%	-%	-%	-%	-%	10%	-%	13%	-%
			acdef					b		b	
Boy, aged 8-9	239	-	-	239	-	-	-	239	-	239	-
	7%	-%	-%	51%	-%	-%	-%	11%	-%	14%	-%
				abdef				b		b	
Boy, aged 10-12	358	-	-	-	358	-	-	358	-	358	-
	11%	-%	-%	-%	51%	-%	-%	16%	-%	21%	-%
					abcef			b		b	
Boy, aged 13-15	358	-	-	-	-	358	-	-	358	358	-
	11%	-%	-%	-%	-%	51%	-%	-%	32%	21%	-%
						abcdf			a	b	
Boy, aged 16-17	225	-	-	-	-	-	225	-	225	225	-
	7%	-%	-%	-%	-%	-%	52%	-%	20%	13%	-%
							abcde		a	b	
Girl, aged 3-5	314	314	-	-	-	-	-	314	-	-	314
	9%	48%	-%	-%	-%	-%	-%	14%	-%	-%	19%
		bcdef						b			a
Girl, aged 6-7	218	-	218	-	-	-	-	218	-	-	218
	6%	-%	48%	-%	-%	-%	-%	10%	-%	-%	13%
			acdef					b			a
Girl, aged 8-9	232	-	-	232	-	-	-	232	-	-	232
	7%	-%	-%	49%	-%	-%	-%	10%	-%	-%	14%
				abdef				b			a
Girl, aged 10-12	345	-	-	-	345	-	-	345	-	-	345
	10%	-%	-%	-%	49%	-%	-%	15%	-%	-%	21%
					abcef			b			a

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	**6-7**	**8-9**	**10-12**	**13-15**	**16-17**	**3-12**	**13-17**	**MALE**	**FEMALE**
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Girl, aged 13-15	338	-	-	-	-	338	-	-	338	-	338
	10%	-%	-%	-%	-%	49%	-%	-%	30%	-%	20%
						abcdf			a		a
Girl, aged 16-17	212	-	-	-	-	-	212	-	212	-	212
	6%	-%	-%	-%	-%	-%	48%	-%	19%	-%	13%
							abcde		a		a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Boy, aged 3-5	334 / 10%	334 / 100% / bcdefghijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	137 / 52% / bc	196 / 12% / c	- / -%
Boy, aged 6-7	232 / 7%	- / -%	- / -%	232 / 100% / abdefghijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	232 / 15% / ac	- / -%
Boy, aged 8-9	239 / 7%	- / -%	- / -%	- / -%	- / -%	239 / 100% / abcdfghijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	239 / 15% / ac	- / -%
Boy, aged 10-12	358 / 11%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	358 / 100% / abcdefhijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	150 / 9% / a	208 / 14% / ab
Boy, aged 13-15	358 / 11%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	358 / 100% / abcdefghjkl	- / -%	- / -%	- / -%	- / -%	- / -%	358 / 24% / ab
Boy, aged 16-17	225 / 7%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	225 / 100% / abcdefghijl	- / -%	- / -%	- / -%	188 / 13% / ab
Girl, aged 3-5	314 / 9%	- / -%	314 / 100% / acdefghijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	124 / 48% / bc	189 / 12% / c	- / -%
Girl, aged 6-7	218 / 6%	- / -%	- / -%	- / -%	218 / 100% / abcefghijkl	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	- / -%	218 / 14% / ac	- / -%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

| | | CHILD'S AGE AND GENDER | | | | | | | | | | | | SCHOOL YEAR | | |
| | Total | MALE 3-5 | FEMALE 3-5 | MALE 6-7 | FEMALE 6-7 | MALE 8-9 | FEMALE 8-9 | MALE 10-12 | FEMALE 10-12 | MALE 13-15 | FEMALE 13-15 | MALE 16-17 | FEMALE 16-17 | PRE-SCHOOL | PRIMARY | SECONDARY |
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Girl, aged 8-9	232	-	-	-	-	-	232	-	-	-	-	-	-	-	232	-
	7%	-%	-%	-%	-%	-%	100% abcdeghijkl	-%	-%	-%	-%	-%	-%	-%	15% ac	-%
Girl, aged 10-12	345	-	-	-	-	-	-	-	345	-	-	-	-	-	143	201
	10%	-%	-%	-%	-%	-%	-%	-%	100% abcdefgijkl	-%	-%	-%	-%	-%	9% a	14% ab
Girl, aged 13-15	338	-	-	-	-	-	-	-	-	-	338	-	-	-	-	338
	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghikl	-%	-%	-%	-%	23% ab
Girl, aged 16-17	212	-	-	-	-	-	-	-	-	-	-	-	212	-	-	187
	6%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghijk	-%	-%	13% ab

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Boy, aged 3-5	334	288	23	14	10	334	309	25	100	78	75	77	179	152	334
	10%	10%	9%	9%	9%	10%	10%	7%	10%	9%	10%	10%	10%	10%	10%
Boy, aged 6-7	232	195	17	12	8	232	212	20	64	65	47	56	129	102	232
	7%	7%	7%	8%	7%	7%	7%	5%	7%	7%	6%	7%	7%	7%	7%
Boy, aged 8-9	239	202	18	11	8	239	213	26	66	85	42	45	152	87	239
	7%	7%	7%	7%	7%	7%	7%	7%	7%	10%	6%	6%	8%	6%	7%
										cdfg			cdf		
Boy, aged 10-12	358	307	29	15	8	358	316	43	87	92	90	90	179	179	358
	11%	11%	11%	10%	8%	11%	10%	11%	9%	10%	12%	11%	10%	12%	11%
Boy, aged 13-15	358	308	25	15	10	358	311	47	100	81	102	76	181	177	358
	11%	11%	10%	10%	9%	11%	10%	12%	10%	9%	13%	10%	10%	11%	11%
											bdeg				
Boy, aged 16-17	225	188	18	11	8	225	194	31	67	58	48	52	125	100	225
	7%	7%	7%	7%	8%	7%	6%	8%	7%	7%	6%	7%	7%	6%	7%
Girl, aged 3-5	314	266	24	14	10	314	287	27	112	59	72	67	172	138	314
	9%	9%	10%	9%	9%	9%	10%	7%	12%	7%	9%	8%	9%	9%	9%
									bdfg						
Girl, aged 6-7	218	181	18	11	8	218	196	22	61	69	37	51	131	88	218
	6%	6%	7%	7%	8%	6%	6%	6%	6%	8%	5%	6%	7%	6%	6%
										c					
Girl, aged 8-9	232	194	19	11	8	232	202	30	71	52	44	63	122	107	232
	7%	7%	8%	7%	7%	7%	7%	8%	7%	6%	6%	8%	7%	7%	7%
Girl, aged 10-12	345	295	25	14	10	345	307	38	95	75	82	92	170	174	345
	10%	10%	10%	9%	10%	10%	10%	10%	10%	8%	11%	12%	9%	11%	10%
Girl, aged 13-15	338	294	22	13	9	338	290	48	93	104	70	71	197	141	338
	10%	10%	8%	9%	9%	10%	10%	12%	10%	12%	9%	9%	11%	9%	10%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Girl, aged 16-17	212	174	19	11	8	212	181	31	47	62	51	52	109	103	212
	6%	6%	7%	7%	8%	6%	6%	8%	5%	7%	7%	7%	6%	7%	6%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Boy, aged 3-5	334	85	230	67	142	94	96	151	80
	10%	12%	9%	9%	10%	10%	13% bc	9%	8%
Boy, aged 6-7	232	57	165	58	93	61	57	109	64
	7%	8%	6%	7%	7%	6%	8%	6%	7%
Boy, aged 8-9	239	53	176	54	95	72	60	108	71
	7%	7%	7%	7%	7%	8%	8%	6%	8%
Boy, aged 10-12	358	78	270	85	160	88	77	180	99
	11%	11%	11%	11%	12%	9%	10%	11%	10%
Boy, aged 13-15	358	84	257	71	146	117	74	181	101
	11%	12%	10%	9%	11%	12%	10%	11%	11%
Boy, aged 16-17	225	46	174	52	101	59	43	108	75
	7%	6%	7%	7%	7%	6%	6%	6%	8%
Girl, aged 3-5	314	40	252	79	116	94	90	140	79
	9%	6%	10% a	10%	8%	10%	12% bc	8%	8%
Girl, aged 6-7	218	36	174	51	57	86	42	116	57
	6%	5%	7%	7% b	4%	9% b	6%	7%	6%
Girl, aged 8-9	232	53	169	57	87	63	53	102	75
	7%	7%	7%	7%	6%	7%	7%	6%	8%
Girl, aged 10-12	345	56	278	85	146	87	55	185	100
	10%	8%	11% a	11%	11%	9%	7%	11% a	11% a
Girl, aged 13-15	338	82	245	77	149	85	65	192	80
	10%	11%	10%	10%	11%	9%	9%	11% c	8%

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

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

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Girl, aged 16-17	212	49	151	54	91	51	33	108	69
	6%	7%	6%	7%	7%	5%	4%	6%	7%
									a

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

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

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Boy	1747	334	232	239	358	358	225	1164	584	1747	-
	51%	52%	52%	51%	51%	51%	52%	51%	52%	100%	-%
										b	
Girl	1659	314	218	232	345	338	212	1109	549	-	1659
	49%	48%	48%	49%	49%	49%	48%	49%	48%	-%	100%
											a

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

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

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Boy	1747	334	-	232	-	239	-	358	-	358	-	225	-	137	817	754
	51%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	52%	51%	51%
		bdfhjl		bdfhjl		bdfhjl		bdfhjl		bdfhjl		bdfhjl				
Girl	1659	-	314	-	218	-	232	-	345	-	338	-	212	124	782	726
	49%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	48%	49%	49%
			acegik		acegik		acegik		acegik		acegik		acegik			

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

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

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Boy	1747 51%	1488 51%	129 50%	79 51%	52 49%	1747 51%	1555 52%	192 50%	484 50%	460 52%	402 53%	396 50%	944 51%	797 52%	1747 51%
Girl	1659 49%	1404 49%	127 50%	75 49%	54 51%	1659 49%	1462 48%	196 50%	479 50%	421 48%	355 47%	395 50%	900 49%	751 48%	1659 49%

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

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

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Boy	1747	403	1273	388	738	491	406	837	490
	51%	56%	50%	49%	53%	51%	55%	50%	52%
		b							
Girl	1659	316	1269	403	646	466	338	843	459
	49%	44%	50%	51%	47%	49%	45%	50%	48%
			a						

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3318	524	548	543	574	579	550	2189	1129	1680	1638
Effective Weighted Sample	2575	414	436	442	468	463	446	1706	870	1289	1288
Total	3312	582	432	463	703	696	437	2179	1133	1695	1618
Add funny filters to a photo	1390	284	214	183	282	274	153	963	427	613	778
	42%	49%	50%	40%	40%	39%	35%	44%	38%	36%	48%
		cdef	cdef					b			a
Make a drawing or picture online, or use colouring apps	1380	485	297	158	211	159	69	1152	228	626	754
	42%	83%	69%	34%	30%	23%	16%	53%	20%	37%	47%
		bcdef	cdef	ef	ef	f		b			a
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	-	231	139	206	196	142	575	338	450	463
	28%	-%	53%	30%	29%	28%	32%	26%	30%	27%	29%
			acdef	a	a	a	a				
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	-	-	101	208	228	141	309	368	307	371
	20%	-%	-%	22%	30%	33%	32%	14%	33%	18%	23%
				ab	abc	abc	abc		a		a
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	-	-	69	131	173	102	200	275	209	266
	14%	-%	-%	15%	19%	25%	23%	9%	24%	12%	16%
				ab	ab	abcd	abc		a		a
(AGED 8-17 ONLY) Make an animation, meme or gif	445	-	-	81	180	117	67	261	184	211	234
	13%	-%	-%	18%	26%	17%	15%	12%	16%	12%	14%
				ab	abcef	ab	ab		a		

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3318	524	548	543	574	579	550	2189	1129	1680	1638
Effective Weighted Sample	2575	414	436	442	468	463	446	1706	870	1289	1288
Total	3312	582	432	463	703	696	437	2179	1133	1695	1618
(AGED 6-17 ONLY) Coding/ programming	304	-	51	40	106	70	38	196	108	190	114
	9%	-%	12%	9%	15%	10%	9%	9%	10%	11%	7%
			a	a	acef	a	a			b	
(AGED 8-17 ONLY) Make or edit music online	304	-	-	36	105	110	53	141	163	151	153
	9%	-%	-%	8%	15%	16%	12%	6%	14%	9%	9%
				ab	abc	abc	abc		a		
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	-	-	33	70	73	56	102	129	97	134
	7%	-%	-%	7%	10%	11%	13%	5%	11%	6%	8%
				ab	ab	ab	abc		a		a
(AGED 13-17 ONLY) Review or rate something online	213	-	-	-	-	115	97	-	213	105	108
	6%	-%	-%	-%	-%	17%	22%	-%	19%	6%	7%
						abcd	abcde		a		
(AGED 8-17 ONLY) Create an online photo book or calendar	203	-	-	35	57	62	50	92	111	106	97
	6%	-%	-%	8%	8%	9%	11%	4%	10%	6%	6%
				ab	ab	ab	ab		a		
(AGED 8-17 ONLY) Make a vlog	134	-	-	24	49	41	20	73	61	59	75
	4%	-%	-%	5%	7%	6%	5%	3%	5%	3%	5%
				ab	ab	ab	ab		a		
(AGED 13-17 ONLY) Make a website/ app or game	103	-	-	-	-	75	28	-	103	63	40
	3%	-%	-%	-%	-%	11%	6%	-%	9%	4%	2%
						abcdf	abcd		a		

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3318	524	548	543	574	579	550	2189	1129	1680	1638
Effective Weighted Sample	2575	414	436	442	468	463	446	1706	870	1289	1288
Total	3312	582	432	463	703	696	437	2179	1133	1695	1618
(AGED 13-17 ONLY) Write blogs or articles	68	-	-	-	-	44	24	-	68	34	34
	2%	-%	-%	-%	-%	6%	6%	-%	6%	2%	2%
						abcd	abcd		a		
(AGED 13-17 ONLY) Make a podcast	45	-	-	-	-	33	13	-	45	28	17
	1%	-%	-%	-%	-%	5%	3%	-%	4%	2%	1%
						abcd	abcd		a		
None of these	584	53	50	104	133	139	105	340	245	350	235
	18%	9%	12%	22%	19%	20%	24%	16%	22%	21%	15%
				ab	ab	ab	ab		a	b	
Don't know	72	7	6	17	17	17	7	47	24	32	40
	2%	1%	1%	4%	2%	2%	2%	2%	2%	2%	2%
				ab							
SUMMARY											
ANY OF THESE CREATIVE ACTIVITIES	2656	522	376	342	553	540	324	1792	864	1313	1343
	80%	90%	87%	74%	79%	77%	74%	82%	76%	77%	83%
		cdef	cdef						b		a

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

							CHILD'S AGE AND GENDER									SCHOOL YEAR	
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3318	262	262	276	272	281	262	289	285	292	287	280	270	212	1655	1359
Effective Weighted Sample	2575	205	210	217	220	221	221	234	234	234	228	226	221	161	1301	1062
Total	3312	298	283	221	211	233	229	358	345	358	338	225	211	226	1541	1480
Add funny filters to a photo	1390	140	144	102	112	74	109	123	159	112	162	61	91	97	698	573
	42%	47%	51%	46%	53%	32%	48%	34%	46%	31%	48%	27%	43%	43%	45%	39%
		egik	egik	egik	egikl		egik		egik		egik		eik		c	
Make a drawing or picture online, or use colouring apps	1380	241	245	137	161	62	97	97	114	63	96	27	42	189	849	329
	42%	81%	86%	62%	76%	26%	42%	27%	33%	18%	28%	12%	20%	84%	55%	22%
		cefghijkl	cdefghijkl	efghijkl	cefghijkl	ik	eghijkl	ik	ikl		ikl		k	bc	c	
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	-	-	121	110	62	76	102	103	93	103	71	71	-	448	446
	28%	-%	-%	55%	52%	27%	33%	29%	30%	26%	31%	31%	33%	-%	29%	30%
				abefghijkl	abefghijkl	ab	ab	ab	ab	ab	ab	ab	ab		a	a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	-	-	-	-	45	56	99	109	101	126	61	79	-	184	481
	20%	-%	-%	-%	-%	19%	24%	28%	32%	28%	37%	27%	38%	-%	12%	33%
						abcd	abcd	abcde	abcde	abcde	abcdefgik	abcd	abcdefgik		a	ab
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	-	-	-	-	31	38	63	68	70	102	44	58	-	125	336
	14%	-%	-%	-%	-%	13%	17%	18%	20%	20%	30%	20%	27%	-%	8%	23%
						abcd	abcd	abcd	abcd	abcd	abcdefghik	abcd	abcdefgi		a	ab

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total							CHILD'S AGE AND GENDER								SCHOOL YEAR	
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3318	262	262	276	272	281	262	289	285	292	287	280	270	212	1655	1359
Effective Weighted Sample	2575	205	210	217	220	221	221	234	234	234	228	226	221	161	1301	1062
Total	3312	298	283	221	211	233	229	358	345	358	338	225	211	226	1541	1480
(AGED 8-17 ONLY) Make an animation, meme or gif	445	-	-	-	-	28	53	99	81	53	64	31	36	-	154	282
	13%	-%	-%	-%	-%	12%	23%	28%	23%	15%	19%	14%	17%	-%	10%	19%
						abcd	abcdeik	abcdeijkl	abcdeik	abcd	abcde	abcd	abcd		a	ab
(AGED 6-17 ONLY) Coding/ programming	304	-	-	28	23	18	22	71	35	41	29	32	6	-	141	159
	9%	-%	-%	13%	11%	8%	9%	20%	10%	11%	9%	14%	3%	-%	9%	11%
				abl	abl	abl	abl	abcdefhijl	abl	abl	abl	abel	ab		a	a
(AGED 8-17 ONLY) Make or edit music online	304	-	-	-	-	16	19	54	51	51	60	30	23	-	73	223
	9%	-%	-%	-%	-%	7%	8%	15%	15%	14%	18%	13%	11%	-%	5%	15%
						abcd	abcd	abcdef	abcdef	abcde	abcdefl	abcde	abcd		a	ab
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	-	-	-	-	10	23	36	34	31	42	20	35	-	57	170
	7%	-%	-%	-%	-%	4%	10%	10%	10%	9%	13%	9%	17%	-%	4%	12%
						abcd	abcde	abcde	abcde	abcd	abcde	abcde	abcdefghik		a	ab
(AGED 13-17 ONLY) Review or rate something online	213	-	-	-	-	-	-	-	-	56	59	49	49	-	-	201
	6%	-%	-%	-%	-%	-%	-%	-%	-%	16%	17%	22%	23%	-%	-%	14%
										abcdefgh	abcdefgh	abcdefgh	abcdefghi			ab

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

		CHILD'S AGE AND GENDER													SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3318	262	262	276	272	281	262	289	285	292	287	280	270	212	1655	1359
Effective Weighted Sample	2575	205	210	217	220	221	221	234	234	234	228	226	221	161	1301	1062
Total	3312	298	283	221	211	233	229	358	345	358	338	225	211	226	1541	1480
(AGED 8-17 ONLY) Create an online photo book or calendar	203	-	-	-	-	20	16	30	27	33	29	23	26	-	59	140
	6%	-%	-%	-%	-%	8%	7%	8%	8%	9%	8%	10%	12%	-%	4%	9%
						abcd	abcd	abcd	abcd	abcd	abcd	abcd	abcd		a	ab
(AGED 8-17 ONLY) Make a vlog	134	-	-	-	-	11	13	25	24	13	27	10	10	-	45	85
	4%	-%	-%	-%	-%	5%	6%	7%	7%	4%	8%	5%	5%	-%	3%	6%
						abcd	abcd	abcd	abcd	abcd	abcdi	abcd	abcd		a	ab
(AGED 13-17 ONLY) Make a website/ app or game	103	-	-	-	-	-	-	-	-	40	35	23	5	-	-	97
	3%	-%	-%	-%	-%	-%	-%	-%	-%	11%	10%	10%	2%	-%	-%	7%
										abcdefghl	abcdefghl	abcdefghl	abcdefgh			ab
(AGED 13-17 ONLY) Write blogs or articles	68	-	-	-	-	-	-	-	-	18	26	16	8	-	-	68
	2%	-%	-%	-%	-%	-%	-%	-%	-%	5%	8%	7%	4%	-%	-%	5%
										abcdefgh	abcdefgh	abcdefgh	abcdefgh			ab
(AGED 13-17 ONLY) Make a podcast	45	-	-	-	-	-	-	-	-	20	13	8	4	-	-	44
	1%	-%	-%	-%	-%	-%	-%	-%	-%	5%	4%	4%	2%	-%	-%	3%
										abcdefgh	abcdefgh	abcdefgh	abcdefgh			ab
None of these	584	31	22	32	19	60	44	66	67	90	49	71	35	23	239	306
	18%	10%	8%	14%	9%	26%	19%	18%	20%	25%	15%	31%	16%	10%	16%	21%
				b		abcdjl	abd	abd	abd	abcdjl	b	abcdfghjl	bd			ab
Don't know	72	4	4	4	2	5	12	7	10	10	7	2	5	5	36	30
	2%	1%	1%	2%	1%	2%	5%	2%	3%	3%	2%	1%	2%	2%	2%	2%
							abdk									

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3318	262	262	276	272	281	262	289	285	292	287	280	270	212	1655	1359
Effective Weighted Sample	2575	205	210	217	220	221	221	234	234	234	228	226	221	161	1301	1062
Total	3312	298	283	221	211	233	229	358	345	358	338	225	211	226	1541	1480
SUMMARY																
ANY OF THESE CREATIVE ACTIVITIES	2656	264	258	185	191	169	174	286	267	258	281	153	172	199	1265	1144
	80%	88%	91%	84%	90%	72%	76%	80%	77%	72%	83%	68%	81%	88%	82%	77%
		efghikl	cefghijkl	efik	cefghijkl			k	k		efik		eik	c	c	

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3318	2192	409	403	314	3318	2985	332	1138	712	716	741	1850	1457	3318
Effective Weighted Sample	2575	1983	355	385	273	2575	2319	260	856	549	596	612	1363	1207	2575
Total	3312	2814	247	149	103	3312	2940	372	944	859	735	761	1803	1496	3312
Add funny filters to a photo	1390	1151	117	72	51	1390	1235	155	421	359	312	295	779	607	1390
	42%	41%	47%	48%	50%	42%	42%	42%	45%	42%	42%	39%	43%	41%	42%
			a	ae	ae				d						
Make a drawing or picture online, or use colouring apps	1380	1171	97	64	48	1380	1244	136	467	327	306	274	794	580	1380
	42%	42%	39%	43%	46%	42%	42%	36%	49%	38%	42%	36%	44%	39%	42%
									bcdefg		d		bdf		d
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	767	75	43	28	913	815	97	302	254	207	149	557	356	913
	28%	27%	30%	29%	27%	28%	28%	26%	32%	30%	28%	20%	31%	24%	28%
									dfg	df	df		dfg	d	df
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	583	41	34	19	678	590	88	220	173	163	121	394	284	678
	20%	21%	17%	23%	19%	20%	20%	24%	23%	20%	22%	16%	22%	19%	20%
				b					df		d		d		d
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	413	29	22	11	475	417	58	165	117	103	89	283	192	475
	14%	15%	12%	15%	11%	14%	14%	16%	18%	14%	14%	12%	16%	13%	14%
									dfg				df		
(AGED 8-17 ONLY) Make an animation, meme or gif	445	377	35	16	17	445	387	59	158	108	100	80	266	179	445
	13%	13%	14%	11%	16%	13%	13%	16%	17%	13%	14%	10%	15%	12%	13%
					c				bdfg				df		d

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3318	2192	409	403	314	3318	2985	332	1138	712	716	741	1850	1457	3318
Effective Weighted Sample	2575	1983	355	385	273	2575	2319	260	856	549	596	612	1363	1207	2575
Total	3312	2814	247	149	103	3312	2940	372	944	859	735	761	1803	1496	3312
(AGED 6-17 ONLY) Coding/ programming	304	262	17	17	9	304	277	27	114	86	60	45	199	105	304
	9%	9%	7%	11%	8%	9%	9%	7%	12%	10%	8%	6%	11%	7%	9%
				b					cdfg	df			df		df
(AGED 8-17 ONLY) Make or edit music online	304	263	19	12	10	304	279	25	120	61	65	56	181	122	304
	9%	9%	8%	8%	10%	9%	10%	7%	13%	7%	9%	7%	10%	8%	9%
									bcdfg				b		
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	201	12	11	7	232	219	13	94	64	46	27	158	74	232
	7%	7%	5%	7%	7%	7%	7%	3%	10%	7%	6%	4%	9%	5%	7%
							b		cdfg	df	d		dfg		df
(AGED 13-17 ONLY) Review or rate something online	213	186	12	9	5	213	195	18	87	54	37	35	141	72	213
	6%	7%	5%	6%	5%	6%	7%	5%	9%	6%	5%	5%	8%	5%	6%
									cdfg				cdf		
(AGED 8-17 ONLY) Create an online photo book or calendar	203	181	8	8	7	203	184	19	90	49	34	30	139	64	203
	6%	6%	3%	5%	7%	6%	6%	5%	10%	6%	5%	4%	8%	4%	6%
		b			b	b			bcdfg				cdf		df
(AGED 8-17 ONLY) Make a vlog	134	113	10	5	5	134	127	7	49	36	33	15	85	48	134
	4%	4%	4%	4%	5%	4%	4%	2%	5%	4%	5%	2%	5%	3%	4%
									df	d	d		d		d

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3318	2192	409	403	314	3318	2985	332	1138	712	716	741	1850	1457	3318
Effective Weighted Sample	2575	1983	355	385	273	2575	2319	260	856	549	596	612	1363	1207	2575
Total	3312	2814	247	149	103	3312	2940	372	944	859	735	761	1803	1496	3312
(AGED 13-17 ONLY) Make a website/ app or game	103	90	4	6	2	103	98	5	49	18	24	11	68	35	103
	3%	3%	2%	4%	2%	3%	3%	1%	5%	2%	3%	1%	4%	2%	3%
									bdfg		d		df		d
(AGED 13-17 ONLY) Write blogs or articles	68	60	5	1	2	68	64	4	35	15	16	3	50	18	68
	2%	2%	2%	1%	2%	2%	2%	1%	4%	2%	2%	*%	3%	1%	2%
									bdfg	d	d		df		d
(AGED 13-17 ONLY) Make a podcast	45	37	5	2	1	45	43	2	27	7	10	1	34	11	45
	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	*%	2%	1%	1%
									bdfg		d		df		d
None of these	584	500	46	28	12	584	512	73	112	161	126	181	273	307	584
	18%	18%	18%	19%	11%	18%	17%	20%	12%	19%	17%	24%	15%	21%	18%
		d	d	d		d				ae	a	abceg	a	aeg	ae
Don't know	72	61	5	2	3	72	64	8	9	17	16	27	26	43	72
	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%
											a	aeg		ae	a
SUMMARY															
ANY OF THESE CREATIVE ACTIVITIES	2656	2253	196	119	88	2656	2364	291	824	680	593	552	1504	1146	2656
	80%	80%	79%	80%	85%	80%	80%	78%	87%	79%	81%	73%	83%	77%	80%
					ae				bcdefg	d	df		bdfg		df

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3318	685	2507	751	1292	1021	780	1620	891
Effective Weighted Sample	2575	535	1938	592	1024	762	597	1253	707
Total	3312	703	2473	762	1361	932	720	1636	925
Add funny filters to a photo	1390	315	1029	318	572	419	325	673	383
	42%	45%	42%	42%	42%	45%	45%	41%	41%
Make a drawing or picture online, or use colouring apps	1380	297	1034	307	536	446	379	645	346
	42%	42%	42%	40%	39%	48%	53%	39%	37%
						ab	bc		
(AGED 6-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	913	205	688	187	358	319	216	469	226
	28%	29%	28%	24%	26%	34%	30%	29%	24%
						ab	c	c	
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	678	146	518	140	278	218	151	358	166
	20%	21%	21%	18%	20%	23%	21%	22%	18%
						a		c	
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	475	104	359	105	199	144	121	236	116
	14%	15%	15%	14%	15%	15%	17%	14%	13%
							c		

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3318	685	2507	751	1292	1021	780	1620	891
Effective Weighted Sample	2575	535	1938	592	1024	762	597	1253	707
Total	3312	703	2473	762	1361	932	720	1636	925
(AGED 8-17 ONLY) Make an animation, meme or gif	445	94	338	101	178	148	120	210	116
	13%	13%	14%	13%	13%	16%	17% bc	13%	13%
(AGED 6-17 ONLY) Coding/ programming	304	78	214	51	134	109	87	151	63
	9%	11%	9%	7%	10% a	12% a	12% c	9%	7%
(AGED 8-17 ONLY) Make or edit music online	304	80	206	72	120	98	91	148	64
	9%	11% b	8%	9%	9%	11%	13% bc	9%	7%
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	232	63	160	41	85	87	76	113	43
	7%	9% b	6%	5%	6%	9% ab	11% bc	7% c	5%
(AGED 13-17 ONLY) Review or rate something online	213	41	165	47	72	81	54	112	46
	6%	6%	7%	6%	5%	9% b	8%	7%	5%
(AGED 8-17 ONLY) Create an online photo book or calendar	203	44	144	46	76	71	61	92	50
	6%	6%	6%	6%	6%	8%	8% bc	6%	5%

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

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

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3318	685	2507	751	1292	1021	780	1620	891
Effective Weighted Sample	2575	535	1938	592	1024	762	597	1253	707
Total	3312	703	2473	762	1361	932	720	1636	925
(AGED 8-17 ONLY) Make a vlog	134	48	79	19	64	45	52	51	31
	4%	7%	3%	2%	5%	5%	7%	3%	3%
		b			a	a	bc		
(AGED 13-17 ONLY) Make a website/ app or game	103	26	71	24	37	38	39	52	12
	3%	4%	3%	3%	3%	4%	5%	3%	1%
							bc	c	
(AGED 13-17 ONLY) Write blogs or articles	68	19	44	16	23	26	28	34	7
	2%	3%	2%	2%	2%	3%	4%	2%	1%
							bc	c	
(AGED 13-17 ONLY) Make a podcast	45	10	34	6	18	18	24	17	4
	1%	1%	1%	1%	1%	2%	3%	1%	*%
							bc		
None of these	584	112	449	138	248	125	82	300	193
	18%	16%	18%	18%	18%	13%	11%	18%	21%
				c	c			a	a
Don't know	72	15	42	14	30	12	10	32	22
	2%	2%	2%	2%	2%	1%	1%	2%	2%
SUMMARY									
ANY OF THESE CREATIVE ACTIVITIES	2656	577	1982	609	1082	795	628	1304	710
	80%	82%	80%	80%	80%	85%	87%	80%	77%
						ab	bc		

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
WhatsApp	2004	198	151	215	499	572	368	1063	940	986	1018
	59%	31%	33%	46%	71%	82%	84%	47%	83%	56%	61%
				ab	abc	abcd	abcd		a		a
Snapchat	1323	115	77	103	287	438	304	581	742	664	660
	39%	18%	17%	22%	41%	63%	70%	26%	65%	38%	40%
					abc	abcd	abcde		a		
TikTok (Direct messaging)	982	66	57	86	247	330	195	457	525	491	491
	29%	10%	13%	18%	35%	47%	45%	20%	46%	28%	30%
				ab	abc	abcd	abcd		a		
(Facebook) Messenger	923	78	73	107	174	277	214	431	492	474	449
	27%	12%	16%	23%	25%	40%	49%	19%	43%	27%	27%
				ab	ab	abcd	abcde		a		
Instagram (Direct)	872	76	57	67	158	284	231	358	515	425	447
	26%	12%	13%	14%	22%	41%	53%	16%	45%	24%	27%
					abc	abcd	abcde		a		
FaceTime	814	92	63	88	211	210	151	453	361	366	448
	24%	14%	14%	19%	30%	30%	35%	20%	32%	21%	27%
					abc	abc	abc		a		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	53	41	65	158	208	160	316	368	357	328
	20%	8%	9%	14%	22%	30%	37%	14%	32%	20%	20%
				ab	abc	abcd	abcde		a		
Zoom	266	28	25	40	59	75	39	152	114	128	138
	8%	4%	6%	9%	8%	11%	9%	7%	10%	7%	8%
				a	a	ab	ab		a		
Microsoft Teams	264	16	19	29	52	82	65	117	147	119	145
	8%	2%	4%	6%	7%	12%	15%	5%	13%	7%	9%
				a	ab	abcd	abcd		a		

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Discord	251	17	11	24	55	80	64	108	143	159	92
	7%	3%	2%	5%	8%	11%	15%	5%	13%	9%	6%
				b	ab	abc	abcd		a	b	
Telegram	210	30	25	21	34	58	41	110	99	122	88
	6%	5%	6%	4%	5%	8%	9%	5%	9%	7%	5%
						acd	abcd		a		
Skype	203	28	17	25	40	55	38	110	93	109	95
	6%	4%	4%	5%	6%	8%	9%	5%	8%	6%	6%
						ab	abc		a		
Viber	83	10	7	13	14	25	13	45	38	36	47
	2%	2%	2%	3%	2%	4%	3%	2%	3%	2%	3%
									a		
Kik	59	17	6	8	11	8	9	42	17	28	31
	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%
Signal	58	16	5	3	10	10	15	34	24	38	21
	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%	1%
		c					bce				
Child sends messages or makes video/ voice calls on other apps/ sites	72	16	15	11	15	10	4	57	15	35	36
	2%	2%	3%	2%	2%	1%	1%	3%	1%	2%	2%
			f					b			
Child does not send messages or make video or voice calls on ANY apps/ sites	628	272	190	121	39	3	3	622	6	318	310
	18%	42%	42%	26%	6%	*%	1%	27%	1%	18%	19%
		cdef	cdef	def	ef			b			

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Don't know	24	12	2	2	3	5	-	19	5	11	12
	1%	2%	1%	*%	*%	1%	-%	1%	*%	1%	1%
		cdf									

SUMMARY

	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2754	365	258	348	661	688	434	1632	1122	1418	1336
	81%	56%	57%	74%	94%	99%	99%	72%	99%	81%	81%
				ab	abc	abcd	abcd		a		
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 16)	2.7	1.3	1.4	1.9	2.9	3.9	4.4	2.0	4.1	2.6	2.7
				ab	abc	abcd	abcde		a		
Standard deviation	2.44	1.94	2.10	2.18	2.05	2.33	2.38	2.16	2.36	2.40	2.49
Standard error	.04	.08	.09	.09	.09	.10	.10	.05	.07	.06	.06

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
WhatsApp	2004	97	101	76	75	101	115	240	259	283	290	190	178	72	680	1207
	59%	29%	32%	33%	34%	42%	49%	67%	75%	79%	86%	84%	84%	28%	43%	82%
						abc	abcd	abcdef	abcdefg	abcdefg	abcdefgh	abcdefgh	abcdefgh		a	ab
Snapchat	1323	60	55	42	35	51	52	147	140	218	220	146	158	36	346	895
	39%	18%	18%	18%	16%	21%	22%	41%	41%	61%	65%	65%	75%	14%	22%	60%
								abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghijk		a	ab
TikTok (Direct messaging)	982	36	31	35	22	44	43	114	133	167	163	95	100	19	277	650
	29%	11%	10%	15%	10%	18%	18%	32%	39%	47%	48%	42%	47%	7%	17%	44%
						abd	abd	abcdef	abcdef	abcdefg	abcdefgh	abcdefg	abcdefg		a	ab
(Facebook) Messenger	923	45	32	39	34	55	52	95	79	140	137	100	115	33	300	555
	27%	14%	10%	17%	16%	23%	22%	27%	23%	39%	41%	44%	54%	13%	19%	37%
				b		abd	ab	abcd	abd	abcdefgh	abcdefgh	abcdefgh	abcdefghijk		a	ab
Instagram (Direct)	872	42	34	30	27	35	32	86	72	124	160	107	124	27	236	576
	26%	13%	11%	13%	12%	15%	14%	24%	21%	35%	47%	48%	58%	11%	15%	39%
								abcdef	abcdf	abcdefgh	abcdefghi	abcdefghi	abcdefghijk			ab
FaceTime	814	46	46	31	32	42	45	97	114	91	119	60	92	26	296	475
	24%	14%	15%	13%	15%	18%	20%	27%	33%	25%	35%	26%	43%	10%	18%	32%
								abcde	abcdef	abcde	abcdefik	abcde	abcdefghik		a	ab
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	40	13	22	18	31	34	71	86	113	96	79	81	21	194	449
	20%	12%	4%	10%	8%	13%	15%	20%	25%	31%	28%	35%	38%	8%	12%	30%
		b		b		b	bd	abcde	abcdef	abcdefg	abcdefg	abcdefgh	abcdefghj			ab

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Zoom	266	15	13	12	13	19	21	28	31	31	44	23	16	9	115	136
	8%	4%	4%	5%	6%	8%	9%	8%	9%	9%	13%	10%	7%	3%	7%	9%
							ab		ab	b	abcd	abc				a
Microsoft Teams	264	12	4	8	11	14	16	20	33	37	46	28	36	7	75	176
	8%	4%	1%	3%	5%	6%	7%	5%	9%	10%	14%	13%	17%	3%	5%	12%
					b	b	b	b	abc	abcd	abcdefg	abcdefg	abcdefghi			ab
Discord	251	12	6	5	6	13	11	38	18	45	34	46	18	4	67	171
	7%	3%	2%	2%	3%	5%	5%	10%	5%	13%	10%	20%	8%	2%	4%	12%
						b		abcdefh		abcdefh	abcdfh	abcdefghijl	abcd			ab
Telegram	210	19	11	12	13	11	10	18	16	34	25	28	13	12	89	105
	6%	6%	4%	5%	6%	5%	4%	5%	5%	9%	7%	12%	6%	4%	6%	7%
										befh		abcdefghl				
Skype	203	16	12	7	10	10	15	21	19	32	23	23	15	9	85	103
	6%	5%	4%	3%	4%	4%	6%	6%	6%	9%	7%	10%	7%	4%	5%	7%
										bce		abcde	c			
Viber	83	5	5	3	4	5	7	3	11	13	12	6	7	4	31	46
	2%	2%	2%	1%	2%	2%	3%	1%	3%	4%	4%	3%	3%	1%	2%	3%
										g	g					
Kik	59	10	7	2	4	3	5	8	3	3	5	3	7	4	34	20
	2%	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%
Signal	58	13	3	3	2	-	3	8	2	4	5	9	6	8	21	25
	2%	4%	1%	1%	1%	-%	1%	2%	1%	1%	2%	4%	3%	3%	1%	2%
		bdeh						e				bdeh	e	b		

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
CHILD'S AGE AND GENDER														**SCHOOL YEAR**		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Child sends messages or makes video/ voice calls on other apps/ sites	72	9	6	6	9	5	6	8	7	5	5	2	2	6	45	20
	2%	3%	2%	3%	4%	2%	3%	2%	2%	1%	2%	1%	1%	2%	3%	1%
					kl										c	
Child does not send messages or make video or voice calls on ANY apps/ sites	628	138	134	97	93	61	60	19	20	2	2	1	2	121	485	18
	18%	41%	43%	42%	42%	26%	26%	5%	6%	*%	1%	*%	1%	46%	30%	1%
		efghijkl	efghijkl	efghijkl	efghijkl	ghijkl	ghijkl	ijkl	ijkl					bc	c	
Don't know	24	2	10	2	1	1	1	3	-	5	*	-	-	5	12	8
	1%	*%	3%	1%	*%	*%	*%	1%	-%	1%	*%	-%	-%	2%	1%	1%
			acdefhjkl											c		
SUMMARY																
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2754	195	170	134	125	177	171	336	325	352	336	224	210	135	1103	1455
	81%	58%	54%	58%	57%	74%	74%	94%	94%	98%	99%	100%	99%	52%	69%	98%
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh		a	ab
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 16)	2.7	1.4	1.2	1.4	1.4	1.8	2.0	2.8	3.0	3.7	4.1	4.2	4.6	1.1	1.8	3.8
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefghij		a	ab
Standard deviation	2.44	2.14	1.71	2.00	2.20	2.07	2.29	2.05	2.05	2.28	2.37	2.37	2.39	1.56	2.20	2.29
Standard error	.04	.13	.10	.12	.13	.12	.14	.12	.12	.13	.14	.14	.15	.10	.05	.06

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
WhatsApp	2004 59% bd	1719 59%	136 53%	94 61% bd	55 53%	2004 59% bd	1763 58%	239 62%	600 62% df	534 61% d	456 60% d	412 52%	1134 61% df	868 56%	2004 59% d
Snapchat	1323 39%	1112 38%	102 40%	65 42%	44 42%	1323 39%	1176 39%	146 38%	395 41% b	310 35%	298 39%	316 40%	706 38%	614 40%	1323 39%
TikTok (Direct messaging)	982 29%	847 29%	64 25%	43 28%	28 27%	982 29%	881 29%	101 26%	345 36% bcdefg	220 25%	220 29%	196 25%	565 31% bdf	416 27%	982 29% d
(Facebook) Messenger	923 27%	791 27%	65 25%	42 28%	24 23%	923 27%	840 28% b	83 21%	321 33% bcdefg	196 22%	198 26%	204 26%	516 28% b	403 26%	923 27% b
Instagram (Direct)	872 26%	752 26%	54 21%	40 26%	26 25%	872 26%	782 26%	90 23%	344 36% bcdefg	214 24% d	193 26% df	121 15%	558 30% bcdfg	314 20% d	872 26% df
FaceTime	814 24%	701 24%	56 22%	37 24%	21 20%	814 24%	721 24%	93 24%	256 27% df	217 25%	177 23%	164 21%	473 26% df	341 22%	814 24%
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685 20%	592 20%	44 17%	32 21%	17 16%	685 20%	612 20%	73 19%	195 20%	179 20%	160 21%	149 19%	374 20%	309 20%	685 20%
Zoom	266 8% d	240 8%	14 6%	9 6%	3 3%	266 8% d	247 8%	19 5%	140 15% bcdefg	52 6%	44 6%	29 4%	192 10% bcdfg	74 5%	266 8% df
Microsoft Teams	264 8%	223 8%	21 8%	12 8%	7 7%	264 8%	233 8%	31 8%	97 10% dfg	79 9% df	55 7% d	33 4%	176 10% df	88 6%	264 8% df

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Discord	251	213	15	16	8	251	230	21	93	49	54	55	142	109	251
	7%	7%	6%	10%	7%	7%	8%	5%	10%	6%	7%	7%	8%	7%	7%
				abe					bfg						
Telegram	210	187	11	7	5	210	206	4	137	23	33	17	159	50	210
	6%	6%	4%	5%	4%	6%	7%	1%	14%	3%	4%	2%	9%	3%	6%
							b		bcdefg		d		bcdfg		bdf
Skype	203	186	9	6	3	203	191	12	111	39	33	20	150	54	203
	6%	6%	4%	4%	2%	6%	6%	3%	11%	4%	4%	3%	8%	3%	6%
		bcd				d	b		bcdefg				bcdfg		df
Viber	83	78	2	1	2	83	79	4	44	11	15	14	55	28	83
	2%	3%	1%	1%	2%	2%	3%	1%	5%	1%	2%	2%	3%	2%	2%
		bc					bc		bcdefg				b		
Kik	59	51	3	3	1	59	55	4	31	8	13	6	39	20	59
	2%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg				d		
Signal	58	52	4	1	1	58	55	3	28	7	15	7	35	23	58
	2%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg						
Child sends messages or makes video/ voice calls on other apps/ sites	72	58	9	3	2	72	61	11	31	17	7	17	48	24	72
	2%	2%	4%	2%	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	2%
									cf				c		
Child does not send messages or make video or voice calls on ANY apps/ sites	628	525	50	29	24	628	542	86	113	189	115	204	302	319	628
	18%	18%	20%	19%	23%	18%	18%	22%	12%	21%	15%	26%	16%	21%	18%
										ace		acefg	a	ace	a

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Don't know	24	22	-	1	1	24	21	3	5	2	5	12	6	17	24
	1%	1%	-%	*%	1%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
					b							abeg		be	

SUMMARY

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2754	2345	205	124	80	2754	2454	299	846	691	637	575	1536	1212	2754
	81%	81%	80%	81%	76%	81%	81%	77%	88%	78%	84%	73%	83%	78%	81%
									bcdefg	d	bdf		bdf	d	d
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 16)	2.7	2.7	2.4	2.7	2.3	2.7	2.7	2.4	3.3	2.4	2.6	2.2	2.9	2.4	2.7
		bd		d		bd	b		bcdefg		d		bcdfg		bdf
Standard deviation	2.44	2.48	2.12	2.42	2.13	2.44	2.47	2.24	2.82	2.25	2.23	2.20	2.60	2.22	2.44
Standard error	.04	.05	.10	.12	.12	.04	.04	.12	.08	.08	.08	.08	.06	.06	.04

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
WhatsApp	2004	413	1522	451	846	577	419	1023	544
	59%	57%	60%	57%	61%	60%	56%	61%	57%
Snapchat	1323	297	972	323	532	381	320	623	372
	39%	41%	38%	41%	38%	40%	43%	37%	39%
							b		
TikTok (Direct messaging)	982	222	707	255	372	306	258	465	251
	29%	31%	28%	32%	27%	32%	35%	28%	26%
				b		b	bc		
(Facebook) Messenger	923	197	682	237	351	275	246	431	241
	27%	27%	27%	30%	25%	29%	33%	26%	25%
				b			bc		
Instagram (Direct)	872	182	654	186	338	305	277	402	186
	26%	25%	26%	24%	24%	32%	37%	24%	20%
						ab	bc	c	
FaceTime	814	178	603	165	326	265	193	404	216
	24%	25%	24%	21%	24%	28%	26%	24%	23%
						ab			
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	151	513	149	299	197	161	335	185
	20%	21%	20%	19%	22%	21%	22%	20%	19%
Zoom	266	45	212	52	87	109	103	123	38
	8%	6%	8%	7%	6%	11%	14%	7%	4%
						ab	bc	c	
Microsoft Teams	264	51	197	70	101	72	55	163	43
	8%	7%	8%	9%	7%	8%	7%	10%	5%
							c	c	

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Discord	251	61	181	70	89	79	66	131	53
	7%	8%	7%	9%	6%	8%	9%	8%	6%
							c		
Telegram	210	39	163	43	57	103	121	68	18
	6%	5%	6%	5%	4%	11%	16%	4%	2%
						ab	bc	c	
Skype	203	42	149	31	79	85	94	83	26
	6%	6%	6%	4%	6%	9%	13%	5%	3%
						ab	bc	c	
Viber	83	26	54	23	24	32	32	39	11
	2%	4%	2%	3%	2%	3%	4%	2%	1%
		b				b	bc		
Kik	59	15	40	15	22	19	24	26	7
	2%	2%	2%	2%	2%	2%	3%	2%	1%
							bc		
Signal	58	11	43	10	25	17	27	23	7
	2%	1%	2%	1%	2%	2%	4%	1%	1%
							bc		
Child sends messages or makes video/ voice calls on other apps/ sites	72	21	44	22	16	29	16	35	20
	2%	3%	2%	3%	1%	3%	2%	2%	2%
				b		b			

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

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

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Child does not send messages or make video or voice calls on ANY apps/ sites	628	141	457	155	231	153	113	297	209
	18%	20%	18%	20%	17%	16%	15%	18%	22% ab
Don't know	24	7	13	6	10	3	3	14	6
	1%	1%	1%	1%	1%	*%	*%	1%	1%
SUMMARY									
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2754	571	2072	631	1144	801	628	1369	735
	81%	79%	82%	80%	83%	84%	84% c	81% c	77%
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 16)	2.7	2.7	2.6	2.7	2.6	3.0 ab	3.2 bc	2.6 c	2.3
Standard deviation	2.44	2.45	2.43	2.46	2.30	2.65	2.90	2.36	2.08
Standard error	.04	.09	.05	.09	.06	.08	.10	.06	.07

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube/ YouTube Kids	2855	526	401	420	588	570	350	1935	920	1486	1369
	84%	81%	89%	89%	84%	82%	80%	85%	81%	85%	83%
			adef	adef				b			
TikTok	1495	89	102	149	382	464	308	723	772	737	758
	44%	14%	23%	32%	54%	67%	71%	32%	68%	42%	46%
			a	ab	abc	abcd	abcd		a		
Instagram	874	100	60	62	155	265	231	377	496	430	444
	26%	15%	13%	13%	22%	38%	53%	17%	44%	25%	27%
					abc	abcd	abcde		a		
Snapchat	778	70	45	62	161	264	175	338	439	386	392
	23%	11%	10%	13%	23%	38%	40%	15%	39%	22%	24%
					abc	abcd	abcd		a		
Facebook (inc. Facebook Gaming)	650	64	64	72	120	197	134	319	330	336	314
	19%	10%	14%	15%	17%	28%	31%	14%	29%	19%	19%
			a	a	a	abcd	abcd		a		
Pinterest	229	24	20	27	49	74	36	120	109	83	146
	7%	4%	4%	6%	7%	11%	8%	5%	10%	5%	9%
					a	abc	ab		a		a
Twitch	203	19	12	18	42	75	37	91	112	124	79
	6%	3%	3%	4%	6%	11%	9%	4%	10%	7%	5%
					ab	abcd	abc		a	b	
Vimeo	90	11	10	7	21	24	17	49	41	52	38
	3%	2%	2%	2%	3%	3%	4%	2%	4%	3%	2%
							ac		a		
GoNoodle	71	23	13	10	14	8	3	59	11	38	32
	2%	4%	3%	2%	2%	1%	1%	3%	1%	2%	2%
		ef	f					b			
Triller	68	14	7	6	13	21	8	40	29	35	33
	2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	2%

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Dailymotion	53	11	4	2	15	12	9	32	21	29	24
	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%
					c		c				
Fruitlab	39	15	9	3	3	5	4	30	9	22	17
	1%	2%	2%	1%	*%	1%	1%	1%	1%	1%	1%
		cd	d								
GROM social	37	10	8	6	6	6	2	29	8	22	15
	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%
Imgur	28	3	4	6	6	7	2	19	9	13	15
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Child watches videos on other apps/sites	112	29	8	19	23	22	11	79	33	53	58
	3%	4%	2%	4%	3%	3%	3%	3%	3%	3%	4%
		b									
Child does not watch videos on ANY apps/ sites	130	57	23	17	11	16	6	108	22	56	74
	4%	9%	5%	4%	1%	2%	1%	5%	2%	3%	4%
		bcdef	def	df				b			
Don't know	9	5	2	-	*	2	-	7	2	3	6
	*%	1%	*%	-%	*%	*%	-%	*%	*%	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO WATCH VIDEOS	3267	587	426	454	692	677	431	2159	1108	1689	1578
	96%	91%	94%	96%	98%	97%	99%	95%	98%	97%	95%
			a	a	abc	ab	abc		a		
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 15)	2.2	1.6	1.7	1.8	2.3	2.9	3.0	1.9	2.9	2.2	2.3
				a	abc	abcd	abcd		a		
Standard deviation	1.70	1.50	1.48	1.54	1.49	1.85	1.68	1.53	1.79	1.68	1.72

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	**6-7**	**8-9**	**10-12**	**13-15**	**16-17**	**3-12**	**13-17**	**MALE**	**FEMALE**
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Standard error	.03	.06	.06	.07	.06	.08	.07	.03	.05	.04	.04
Columns Tested: a,b,c,d,e,f - a,b - a,b											

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube/ YouTube Kids	2855	275	251	209	192	213	207	312	276	281	288	196	155	206	1385	1217
	84%	82%	80%	90%	88%	89%	89%	87%	80%	78%	85%	87%	73%	79%	87%	82%
			l	abhil	bhil	abhil	abhil	bhil			l	bil			ac	ac
TikTok	1495	42	47	50	52	72	77	182	200	229	235	162	146	27	455	962
	44%	12%	15%	22%	24%	30%	33%	51%	58%	64%	70%	72%	69%	10%	28%	65%
				a	ab	abc	abcd	abcdef	abcdef	abcdefg	abcdefgh	abcdefgh	abcdefgh		a	ab
Instagram	874	64	36	32	29	30	33	84	71	115	150	106	125	39	240	563
	26%	19%	11%	14%	13%	12%	14%	23%	21%	32%	44%	47%	59%	15%	15%	38%
		b						bcdef	bcde	abcdefgh	abcdefghi	abcdefghi	abcdefghijk			ab
Snapchat	778	42	28	22	23	32	30	69	92	135	130	86	89	22	201	529
	23%	13%	9%	10%	11%	13%	13%	19%	27%	38%	38%	38%	42%	8%	13%	36%
								abcd	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh			ab
Facebook (inc. Facebook Gaming)	650	41	23	30	34	38	33	64	56	99	98	64	70	24	229	380
	19%	12%	7%	13%	15%	16%	14%	18%	16%	28%	29%	28%	33%	9%	14%	26%
				b	b	b	b	b	b	abcdefgh	abcdefgh	abcdefgh	abcdefgh			ab
Pinterest	229	8	16	10	9	11	16	16	33	26	48	12	24	11	75	142
	7%	2%	5%	4%	4%	4%	7%	5%	10%	7%	14%	5%	11%	4%	5%	10%
							a		acdeg	a	abcdefgik		abcdegk			ab
Twitch	203	12	7	6	5	11	7	26	16	44	31	25	12	6	53	140
	6%	4%	2%	3%	2%	5%	3%	7%	5%	12%	9%	11%	6%	2%	3%	9%
								bcdf		abcdefhl	abcdf	abcdefhl				ab
Vimeo	90	9	2	7	3	2	6	8	13	15	9	12	5	3	29	56
	3%	3%	1%	3%	1%	1%	2%	2%	4%	4%	3%	5%	3%	1%	2%	4%
									be	be		bde				b
GoNoodle	71	12	11	4	9	4	5	9	4	6	3	3	*	8	44	19
	2%	4%	3%	2%	4%	2%	2%	3%	1%	2%	1%	1%	*%	3%	3%	1%
		jl	l		jl		l	l								c

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Triller	68	7	6	2	6	2	4	8	5	10	11	6	2	7	30	31
	2%	2%	2%	1%	3%	1%	2%	2%	1%	3%	3%	3%	1%	3%	2%	2%
Dailymotion	53	5	5	1	3	-	2	10	5	9	4	5	4	2	20	30
	2%	2%	2%	*%	1%	-%	1%	3%	1%	2%	1%	2%	2%	1%	1%	2%
			e					ce		e		e	e			
Fruitlab	39	9	6	5	4	*	3	3	1	2	4	4	-	10	20	9
	1%	3%	2%	2%	2%	*%	1%	1%	*%	*%	1%	2%	-%	4%	1%	1%
		ehl	el	ehl	l									bc		
GROM social	37	9	1	3	4	1	4	4	3	3	3	2	-	3	22	11
	1%	3%	*%	2%	2%	1%	2%	1%	1%	1%	1%	1%	-%	1%	1%	1%
		bl			l		l									
Imgur	28	1	2	2	2	1	5	4	2	2	5	2	-	-	14	14
	1%	*%	*%	1%	1%	*%	2%	1%	*%	*%	2%	1%	-%	-%	1%	1%
							l									
Child watches videos on other apps/ sites	112	13	15	4	4	6	12	14	9	12	10	4	7	11	56	43
	3%	4%	5%	2%	2%	3%	5%	4%	3%	3%	3%	2%	3%	4%	3%	3%
							c									
Child does not watch videos on ANY apps/ sites	130	24	33	10	14	8	9	1	9	9	8	4	2	28	73	27
	4%	7%	10%	4%	6%	3%	4%	*%	3%	2%	2%	2%	1%	11%	5%	2%
		ghijkl	cefghijkl	gl	gijkl	g	gl		g					bc	c	
Don't know	9	2	3	-	2	-	-	-	*	1	1	-	-	-	6	3
	*%	1%	1%	-%	1%	-%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
SUMMARY																
ANY APPS/ SITES USED TO WATCH VIDEOS	3267	309	278	222	203	231	223	357	335	348	329	222	209	233	1519	1451
	96%	92%	89%	96%	93%	97%	96%	100%	97%	97%	97%	98%	99%	89%	95%	98%
				b		b	b	abcdefhij	abd	abd	abd	abd	abcdf		a	ab
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 15)	2.2	1.6	1.5	1.7	1.7	1.8	1.9	2.3	2.3	2.7	3.0	3.1	3.0	1.5	1.8	2.8
				b	b	b	b	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefgh		a	ab
Standard deviation	1.70	1.63	1.35	1.26	1.68	1.28	1.76	1.58	1.40	1.82	1.88	1.79	1.55	1.34	1.52	1.75
Standard error	.03	.10	.08	.07	.10	.08	.11	.09	.08	.11	.11	.11	.09	.09	.04	.05

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube/ YouTube Kids	2855	2426	216	130	83	2855	2540	315	801	758	620	665	1559	1285	2855
	84%	84%	85%	85%	79%	84%	84%	81%	83%	86%	82%	84%	85%	83%	84%
		d		d		d									
TikTok	1495	1278	108	62	47	1495	1326	168	457	369	345	323	826	669	1495
	44%	44%	42%	40%	45%	44%	44%	43%	47%	42%	46%	41%	45%	43%	44%
									bd						
Instagram	874	749	60	38	27	874	779	93	346	203	203	121	549	324	874
	26%	26%	24%	25%	25%	26%	26%	24%	36%	23%	27%	15%	30%	21%	26%
									bcdefg	d	df		bdfg	d	df
Snapchat	778	660	56	33	28	778	689	88	268	190	167	152	458	319	778
	23%	23%	22%	21%	27%	23%	23%	23%	28%	22%	22%	19%	25%	21%	23%
									bcdfg				df		d
Facebook (inc. Facebook Gaming)	650	563	42	27	18	650	606	44	263	142	133	111	406	244	650
	19%	19%	17%	17%	17%	19%	20%	11%	27%	16%	18%	14%	22%	16%	19%
							b		bcdefg				bcdfg		df
Pinterest	229	197	17	7	8	229	215	14	102	52	48	27	154	75	229
	7%	7%	7%	5%	8%	7%	7%	4%	11%	6%	6%	3%	8%	5%	7%
							b		bcdfg	d	d		df		df
Twitch	203	174	17	7	6	203	193	10	87	44	32	41	130	73	203
	6%	6%	7%	4%	6%	6%	6%	3%	9%	5%	4%	5%	7%	5%	6%
							b		bcdfg				cf		
Vimeo	90	82	4	2	2	90	87	3	57	10	19	4	67	23	90
	3%	3%	2%	2%	2%	3%	3%	1%	6%	1%	3%	1%	4%	2%	3%
							b		bcdefg		d		bdf		bdf
GoNoodle	71	63	5	1	2	71	67	3	43	11	10	6	54	17	71
	2%	2%	2%	*%	2%	2%	2%	1%	5%	1%	1%	1%	3%	1%	2%
		c			c	c			bcdefg				bcdf		df

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Triller	68	62	3	2	1	68	68	-	53	6	8	2	59	10	68
	2%	2%	1%	1%	1%	2%	2%	-%	5%	1%	1%	*%	3%	1%	2%
							b		bcdefg				bcdfg		bdf
Dailymotion	53	51	2	1	-	53	53	-	33	8	11	1	41	12	53
	2%	2%	1%	*%	-%	2%	2%	-%	3%	1%	1%	*%	2%	1%	2%
		cd				d	b		bcdfg		d		df		df
Fruitlab	39	33	5	1	1	39	38	2	28	6	6	-	34	6	39
	1%	1%	2%	1%	1%	1%	1%	*%	3%	1%	1%	-%	2%	*%	1%
									bcdfg	d	d		df		df
GROM social	37	34	2	1	*	37	37	-	29	3	4	2	32	5	37
	1%	1%	1%	*%	*%	1%	1%	-%	3%	*%	*%	*%	2%	*%	1%
									bcdefg				bcdf		df
Imgur	28	26	1	-	1	28	28	-	16	3	8	2	19	9	28
	1%	1%	*%	-%	1%	1%	1%	-%	2%	*%	1%	*%	1%	1%	1%
					c				bdfg				d		
Child watches videos on other apps/sites	112	96	9	5	1	112	94	18	30	33	20	29	63	49	112
	3%	3%	4%	3%	1%	3%	3%	5%	3%	4%	3%	4%	3%	3%	3%
		d	d			d									
Child does not watch videos on ANY apps/ sites	130	115	7	5	2	130	110	20	30	33	26	39	63	65	130
	4%	4%	3%	3%	2%	4%	4%	5%	3%	4%	3%	5%	3%	4%	4%
Don't know	9	9	-	*	-	9	9	*	*	3	4	1	4	5	9
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
											a				

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
SUMMARY															
ANY APPS/ SITES USED TO WATCH VIDEOS	3267	2768	248	148	104	3267	2898	368	933	845	726	751	1778	1478	3267
	96%	96%	97%	97%	98%	96%	96%	95%	97%	96%	96%	95%	96%	95%	96%
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 15)	2.2	2.2	2.1	2.1	2.1	2.2	2.3	2.0	2.7	2.1	2.2	1.9	2.4	2.0	2.2
		c					b		bcdefg	d	df		bcdfg	d	bdf
Standard deviation	1.70	1.73	1.51	1.50	1.37	1.70	1.73	1.37	2.13	1.49	1.55	1.29	1.88	1.43	1.70
Standard error	.03	.04	.07	.07	.08	.03	.03	.07	.06	.06	.06	.05	.04	.04	.03

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube/ YouTube Kids	2855	613	2133	656	1152	821	607	1421	803
	84%	85%	84%	83%	83%	86%	82%	85%	85%
TikTok	1495	316	1121	352	620	430	340	724	422
	44%	44%	44%	45%	45%	45%	46%	43%	44%
Instagram	874	191	648	168	344	313	281	399	188
	26%	27%	25%	21%	25%	33%	38%	24%	20%
						ab	bc	c	
Snapchat	778	175	568	182	295	257	206	381	187
	23%	24%	22%	23%	21%	27%	28%	23%	20%
						b	bc		
Facebook (inc. Facebook Gaming)	650	125	497	166	236	225	214	276	156
	19%	17%	20%	21%	17%	24%	29%	16%	16%
				b		b	bc		
Pinterest	229	57	168	52	72	87	89	105	35
	7%	8%	7%	7%	5%	9%	12%	6%	4%
						b	bc	c	
Twitch	203	48	151	52	60	81	75	96	32
	6%	7%	6%	7%	4%	8%	10%	6%	3%
				b		b	bc	c	
Vimeo	90	26	61	17	29	40	44	37	9
	3%	4%	2%	2%	2%	4%	6%	2%	1%
						ab	bc	c	
GoNoodle	71	22	48	11	21	36	38	28	4
	2%	3%	2%	1%	2%	4%	5%	2%	*%
						ab	bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Triller	68	12	54	8	16	42	43	25	*
	2%	2%	2%	1%	1%	4%	6%	1%	*%
						ab	bc	c	
Dailymotion	53	13	40	7	23	20	32	19	3
	2%	2%	2%	1%	2%	2%	4%	1%	*%
							bc	c	
Fruitlab	39	7	29	4	14	22	20	18	1
	1%	1%	1%	*%	1%	2%	3%	1%	*%
						ab	bc	c	
GROM social	37	11	24	6	11	19	24	11	2
	1%	2%	1%	1%	1%	2%	3%	1%	*%
						ab	bc		
Imgur	28	8	17	6	10	11	14	12	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		
Child watches videos on other apps/sites	112	26	82	27	39	29	24	55	31
	3%	4%	3%	3%	3%	3%	3%	3%	3%
Child does not watch videos on ANY apps/ sites	130	14	106	33	45	36	37	56	36
	4%	2%	4%	4%	3%	4%	5%	3%	4%
			a						
Don't know	9	1	3	4	3	-	2	3	3
	*%	*%	*%	1%	*%	-%	*%	*%	*%
				c					

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

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

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
SUMMARY									
ANY APPS/ SITES USED TO WATCH VIDEOS	3267	704	2433	754	1336	921	705	1621	911
	96%	98%	96%	95%	96%	96%	95%	96%	96%
		b							
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 15)	2.2	2.3	2.2	2.2	2.1	2.5	2.8	2.1	2.0
						ab	bc	c	
Standard deviation	1.70	1.70	1.69	1.63	1.55	1.95	2.18	1.61	1.31
Standard error	.03	.06	.03	.06	.04	.06	.08	.04	.04

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

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

QP6/ QC5. Does your child upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Yes	1106	103	78	102	299	336	188	582	524	544	562
	32%	16%	17%	22%	42%	48%	43%	26%	46%	31%	34%
				a	abc	abc	abc		a		
No	2278	538	372	367	399	355	247	1676	603	1189	1090
	67%	83%	83%	78%	57%	51%	57%	74%	53%	68%	66%
		def	def	def				b			
Don't know	22	8	1	1	5	5	2	15	7	15	6
	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%

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

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

QP6/ QC5. Does your child upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Yes	1106	58	45	44	34	49	54	162	137	138	198	93	95	32	362	683
	32%	17%	14%	19%	16%	20%	23%	45%	40%	39%	59%	41%	45%	12%	23%	46%
							bd	abcdef	abcdef	abcdef	abcdefghikl	abcdef	abcdef		a	ab
No	2278	268	269	188	184	189	179	195	204	218	137	131	116	223	1233	787
	67%	80%	86%	81%	84%	79%	77%	54%	59%	61%	41%	58%	55%	86%	77%	53%
		ghijkl	fghijkl	ghijkl	ghijkl	ghijkl	ghijkl	j	j	j		j	j	bc	c	
Don't know	22	8	-	-	1	1	-	2	4	3	2	2	-	6	4	11
	1%	2%	-%	-%	*%	*%	-%	*%	1%	1%	1%	1%	-%	2%	*%	1%
		bcfl												bc		

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

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

QP6/ QC5. Does your child upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Yes	1106	949	76	46	35	1106	992	114	389	269	234	213	658	447	1106
	32%	33%	30%	30%	33%	32%	33%	29%	40%	31%	31%	27%	36%	29%	32%
									bcdefg				bcdfg		df
No	2278	1923	179	106	70	2278	2005	273	571	612	513	572	1183	1085	2278
	67%	66%	70%	69%	66%	67%	66%	70%	59%	69%	68%	72%	64%	70%	67%
									ae	a	aeg	a		aeg	a
Don't know	22	20	1	*	*	22	20	2	3	-	10	6	3	16	22
	1%	1%	*%	*%	*%	1%	1%	*%	*%	-%	1%	1%	*%	1%	1%
											abe	be		be	e

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

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

QP6/ QC5. Does your child upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Yes	1106	262	799	255	457	341	306	522	277
	32%	36%	31%	32%	33%	36%	41%	31%	29%
		b					bc		
No	2278	450	1735	530	918	610	434	1153	665
	67%	63%	68%	67%	66%	64%	58%	69%	70%
			a					a	a
Don't know	22	7	9	5	10	5	4	6	7
	1%	1%	*%	1%	1%	1%	1%	*%	1%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	1106	100	108	125	246	287	240	579	527	548	558
Effective Weighted Sample	853	78	85	103	197	229	198	445	408	418	435
Total	1106	103	78	102	299	336	188	582	524	544	562
TikTok	670	34	37	49	189	235	126	310	361	304	366
	61%	33%	48%	48%	63%	70%	67%	53%	69%	56%	65%
					abc	abc	abc		a		a
YouTube/ YouTube Kids	514	67	43	69	140	129	66	319	195	283	230
	46%	65%	55%	67%	47%	38%	35%	55%	37%	52%	41%
		def	ef	def	f			b		b	
Snapchat	423	31	31	30	95	147	89	188	236	190	233
	38%	30%	39%	30%	32%	44%	47%	32%	45%	35%	42%
						acd	acd		a		a
Instagram	398	43	27	24	72	139	94	165	233	174	224
	36%	41%	34%	24%	24%	41%	50%	28%	44%	32%	40%
		cd				cd	bcd		a		a
Facebook (inc. Facebook Gaming)	333	36	23	30	68	112	63	158	175	173	160
	30%	35%	29%	30%	23%	33%	33%	27%	33%	32%	28%
		d				d	d		a		
Pinterest	89	14	7	9	21	25	12	52	37	39	49
	8%	14%	9%	9%	7%	7%	6%	9%	7%	7%	9%
		f									
Twitch	63	5	2	6	16	21	13	29	34	34	30
	6%	5%	2%	6%	5%	6%	7%	5%	6%	6%	5%
Vimeo	37	8	2	4	6	13	3	21	16	19	18
	3%	8%	3%	4%	2%	4%	1%	4%	3%	3%	3%
		df									
Triller	33	8	4	5	3	9	3	21	12	11	22
	3%	8%	6%	5%	1%	3%	2%	4%	2%	2%	4%
		def	d	d							
Imgur	26	3	3	3	9	7	2	18	9	13	13
	2%	3%	4%	3%	3%	2%	1%	3%	2%	2%	2%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	1106	100	108	125	246	287	240	579	527	548	558
Effective Weighted Sample	853	78	85	103	197	229	198	445	408	418	435
Total	1106	103	78	102	299	336	188	582	524	544	562
GoNoodle	26	8	5	2	7	3	1	22	4	13	13
	2%	7%	6%	2%	2%	1%	*%	4%	1%	2%	2%
		def	ef					b			
Fruitlab	25	5	3	2	6	7	2	15	9	13	12
	2%	5%	3%	2%	2%	2%	1%	3%	2%	2%	2%
Dailymotion	20	1	2	1	7	8	1	11	9	5	15
	2%	1%	2%	1%	2%	2%	*%	2%	2%	1%	3%
GROM social	19	3	4	4	2	4	2	13	6	9	11
	2%	3%	5%	3%	1%	1%	1%	2%	1%	2%	2%
			def								
Child uploads videos to other apps/ sites	27	7	3	2	4	7	4	17	11	13	15
	2%	7%	4%	2%	1%	2%	2%	3%	2%	2%	3%
		df									
Don't know	5	2	1	-	-	2	*	3	2	2	3
	*%	2%	2%	-%	-%	1%	*%	1%	*%	*%	1%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	101	77	102	299	335	187	579	522	542	560
	100%	98%	98%	100%	100%	99%	100%	99%	100%	100%	99%
Base for stats	1106	103	78	102	299	336	188	582	524	544	562
Mean number of apps/ sites (out of 15)	2.4	2.7	2.5	2.4	2.2	2.6	2.6	2.3	2.6	2.4	2.5
		d				d	d		a		
Standard deviation	1.78	2.18	2.27	2.08	1.49	1.74	1.55	1.86	1.68	1.72	1.83
Standard error	.05	.22	.22	.19	.09	.10	.10	.08	.07	.07	.08

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
															CHILD'S AGE AND GENDER													SCHOOL YEAR		
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l	~a	b	c
Unweighted total	1106	58	42	58	50	62	63	131	115	118	169	121	119	34	394	639
Effective Weighted Sample	853	45	32	46	39	46	57	105	92	94	134	99	99	25	305	498
Total	1106	58	45	44	34	49	54	162	137	138	198	93	95	32	362	683
TikTok	670	**	**	**	**	**	**	99	91	90	145	58	67	**	173	469
	61%	**	**	**	**	**	**	61%	66%	65%	73% g	63%	71%	**	48%	69% b
YouTube/ YouTube Kids	514	**	**	**	**	**	**	91	49	50	79	51	15	**	208	275
	46%	**	**	**	**	**	**	56% hijl	36% l	36% l	40% l	55% hijl	16%	**	58% c	40%
Snapchat	423	**	**	**	**	**	**	47	48	57	90	38	51	**	114	288
	38%	**	**	**	**	**	**	29%	35%	41%	46% g	41%	54% gh	**	32%	42% b
Instagram	398	**	**	**	**	**	**	41	31	46	93	40	53	**	114	264
	36%	**	**	**	**	**	**	25%	23%	34%	47% ghi	43% gh	56% ghi	**	32%	39% b
Facebook (inc. Facebook Gaming)	333	**	**	**	**	**	**	42	26	53	59	37	25	**	112	203
	30%	**	**	**	**	**	**	26%	19%	38% h	30%	40% ghl	27%	**	31%	30%
Pinterest	89	**	**	**	**	**	**	14	7	8	17	8	4	**	37	50
	8%	**	**	**	**	**	**	8%	5%	6%	9%	9%	4%	**	10%	7%
Twitch	63	**	**	**	**	**	**	10	6	8	13	11	2	**	19	40
	6%	**	**	**	**	**	**	6%	5%	5%	7%	12% l	2%	**	5%	6%
Vimeo	37	**	**	**	**	**	**	6	-	6	7	2	1	**	16	20
	3%	**	**	**	**	**	**	4%	-%	4% h	4%	2%	1%	**	4%	3%
Triller	33	**	**	**	**	**	**	2	1	2	7	2	1	**	18	13
	3%	**	**	**	**	**	**	1%	1%	1%	4%	3%	1%	**	5% c	2%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER										SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	i	j	k	l		~a	b	c
Unweighted total	1106	58	42	58	50	62	63	131	115	118	169	121	119		34	394	639
Effective Weighted Sample	853	45	32	46	39	46	57	105	92	94	134	99	99		25	305	498
Total	1106	58	45	44	34	49	54	162	137	138	198	93	95		32	362	683
Imgur	26	**	**	**	**	**	**	8	1	-	7	2	-		**	14	12
	2%	**	**	**	**	**	**	5%	1%	-%	3%	2%	-%		**	4%	2%
								il									
GoNoodle	26	**	**	**	**	**	**	4	3	2	1	1	-		**	16	9
	2%	**	**	**	**	**	**	2%	2%	1%	1%	1%	-%		**	4%	1%
																c	
Fruitlab	25	**	**	**	**	**	**	3	3	3	5	2	-		**	12	13
	2%	**	**	**	**	**	**	2%	2%	2%	2%	2%	-%		**	3%	2%
Dailymotion	20	**	**	**	**	**	**	3	5	-	8	1	-		**	8	12
	2%	**	**	**	**	**	**	2%	3%	-%	4%	1%	-%		**	2%	2%
											l						
GROM social	19	**	**	**	**	**	**	2	-	-	4	2	-		**	11	9
	2%	**	**	**	**	**	**	1%	-%	-%	2%	2%	-%		**	3%	1%
Child uploads videos to other apps/ sites	27	**	**	**	**	**	**	-	4	5	2	2	2		**	13	12
	2%	**	**	**	**	**	**	-%	3%	4%	1%	2%	2%		**	4%	2%
Don't know	5	**	**	**	**	**	**	-	-	-	2	-	*		**	1	2
	*%	**	**	**	**	**	**	-%	-%	-%	1%	-%	*%		**	*%	*%
SUMMARY																	
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	**	**	**	**	**	**	162	137	138	197	93	95		**	360	681
	100%	**	**	**	**	**	**	100%	100%	100%	99%	100%	100%		**	100%	100%
Base for stats	1106	**	**	**	**	**	**	162	137	138	198	93	95		**	362	683
Mean number of apps/ sites (out of 15)	2.4	**	**	**	**	**	**	2.3	2.0	2.4	2.7	2.8	2.3		**	2.4	2.5
											ghl	ghl					
Standard deviation	1.78	**	**	**	**	**	**	1.57	1.38	1.56	1.86	1.87	1.13		**	2.03	1.65
Standard error	.05	**	**	**	**	**	**	.14	.13	.14	.14	.17	.10		**	.10	.07

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	1106	737	133	125	111	1106	1011	95	473	202	227	203	675	430	1106
Effective Weighted Sample	853	665	116	119	94	853	777	77	357	163	186	169	498	355	853
Total	1106	949	76	46	35	1106	992	114	389	269	234	213	658	447	1106
TikTok	670	581	40	27	22	670	586	**	255	141	133	141	396	274	670
	61%	61%	53%	58%	62%	61%	59%	**	65%	52%	57%	66%	60%	61%	61%
									bc			b			
YouTube/ YouTube Kids	514	443	37	21	12	514	473	**	191	125	122	77	315	198	514
	46%	47%	50%	44%	35%	46%	48%	**	49%	46%	52%	36%	48%	44%	46%
		d	d			d			d		d		d		d
Snapchat	423	361	27	18	17	423	376	**	158	97	75	93	255	168	423
	38%	38%	35%	40%	49%	38%	38%	**	41%	36%	32%	44%	39%	38%	38%
					abe							c			
Instagram	398	352	23	15	8	398	375	**	197	83	72	46	280	118	398
	36%	37%	31%	32%	22%	36%	38%	**	51%	31%	31%	21%	43%	26%	36%
		d				d			bcdefg	d	d		bcdfg		df
Facebook (inc. Facebook Gaming)	333	303	14	9	6	333	312	**	170	63	55	45	233	99	333
	30%	32%	18%	20%	18%	30%	31%	**	44%	23%	23%	21%	35%	22%	30%
		bcd				bcd			bcdefg				bcdfg		df
Pinterest	89	82	3	1	3	89	86	**	54	15	14	6	69	20	89
	8%	9%	4%	2%	8%	8%	9%	**	14%	5%	6%	3%	10%	4%	8%
		c			c	c			bcdfg				df		df
Twitch	63	56	3	2	1	63	59	**	25	14	10	14	38	24	63
	6%	6%	4%	5%	4%	6%	6%	**	6%	5%	4%	7%	6%	5%	6%
Vimeo	37	34	2	*	1	37	37	**	28	*	6	2	28	9	37
	3%	4%	3%	1%	2%	3%	4%	**	7%	*%	3%	1%	4%	2%	3%
									bcdfg				bd		b
Triller	33	32	1	*	*	33	33	**	24	2	5	2	27	6	33
	3%	3%	1%	1%	1%	3%	3%	**	6%	1%	2%	1%	4%	1%	3%
									bcdfg				bdf		

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	1106	737	133	125	111	1106	1011	95	473	202	227	203	675	430	1106
Effective Weighted Sample	853	665	116	119	94	853	777	77	357	163	186	169	498	355	853
Total	1106	949	76	46	35	1106	992	114	389	269	234	213	658	447	1106
Imgur	26	25	1	-	1	26	26	**	12	6	5	3	18	8	26
	2%	3%	1%	-%	2%	2%	3%	**	3%	2%	2%	1%	3%	2%	2%
GoNoodle	26	25	*	*	*	26	26	**	21	-	4	1	21	5	26
	2%	3%	*%	1%	1%	2%	3%	**	5%	-%	2%	1%	3%	1%	2%
									bcdfg				bf		b
Fruitlab	25	24	*	-	*	25	25	**	18	2	4	1	20	4	25
	2%	3%	*%	-%	1%	2%	2%	**	5%	1%	2%	*%	3%	1%	2%
									bdfg				df		
Dailymotion	20	19	1	-	*	20	20	**	13	2	5	-	15	5	20
	2%	2%	1%	-%	1%	2%	2%	**	3%	1%	2%	-%	2%	1%	2%
									d						
GROM social	19	17	*	*	1	19	19	**	9	3	7	-	12	7	19
	2%	2%	*%	1%	3%	2%	2%	**	2%	1%	3%	-%	2%	2%	2%
											d				
Child uploads videos to other apps/ sites	27	25	2	*	*	27	26	**	14	11	-	3	24	3	27
	2%	3%	3%	1%	1%	2%	3%	**	3%	4%	-%	1%	4%	1%	2%
									cf	cf			cf		cf
Don't know	5	4	*	*	-	5	5	**	1	2	2	1	2	3	5
	*%	*%	*%	1%	-%	*%	*%	**	*%	1%	1%	*%	*%	1%	*%
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	944	75	46	35	1101	987	**	388	268	232	212	656	445	1101
	100%	100%	100%	99%	100%	100%	100%	**	100%	99%	99%	100%	100%	99%	100%
Base for stats	1106	949	76	46	35	1106	992	**	389	269	234	213	658	447	1106
Mean number of apps/ sites (out of 15)	2.4	2.5	2.0	2.1	2.1	2.4	2.5	**	3.1	2.1	2.2	2.0	2.7	2.1	2.4
		bcd				bcd			bcdefg				bcdfg		bdf

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	1106	737	133	125	111	1106	1011	95	473	202	227	203	675	430	1106
Total	1106	949	76	46	35	1106	992	114	389	269	234	213	658	447	1106
Standard deviation	1.78	1.82	1.55	1.41	1.23	1.78	1.83	**	2.14	1.44	1.60	1.23	1.94	1.44	1.78
Standard error	.05	.07	.13	.13	.12	.05	.06	**	.10	.10	.11	.09	.07	.07	.05

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1106	251	812	248	425	382	332	509	262
Effective Weighted Sample	853	198	619	196	335	284	254	391	208
Total	1106	262	799	255	457	341	306	522	277
TikTok	670	151	495	163	257	211	195	299	176
	61%	58%	62%	64%	56%	62%	64%	57%	64%
YouTube/ YouTube Kids	514	116	373	113	214	172	163	247	104
	46%	44%	47%	44%	47%	50%	53%	47%	37%
							c	c	
Snapchat	423	105	308	110	147	142	129	189	106
	38%	40%	39%	43%	32%	42%	42%	36%	38%
				b		b			
Instagram	398	83	301	71	142	168	157	170	70
	36%	32%	38%	28%	31%	49%	51%	33%	25%
						ab	bc		
Facebook (inc. Facebook Gaming)	333	66	258	71	124	131	129	139	65
	30%	25%	32%	28%	27%	38%	42%	27%	23%
						ab	bc		
Pinterest	89	21	66	21	29	36	48	28	12
	8%	8%	8%	8%	6%	11%	16%	5%	5%
							bc		
Twitch	63	11	49	15	21	23	27	29	7
	6%	4%	6%	6%	5%	7%	9%	5%	3%
							c		
Vimeo	37	11	26	8	11	18	19	16	2
	3%	4%	3%	3%	2%	5%	6%	3%	1%
							c		
Triller	33	8	20	3	10	17	16	15	2
	3%	3%	3%	1%	2%	5%	5%	3%	1%
						a	c		

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1106	251	812	248	425	382	332	509	262
Effective Weighted Sample	853	198	619	196	335	284	254	391	208
Total	1106	262	799	255	457	341	306	522	277
Imgur	26	8	15	4	11	10	13	11	3
	2%	3%	2%	1%	2%	3%	4% c	2%	1%
GoNoodle	26	6	17	4	12	8	15	11	-
	2%	2%	2%	2%	3%	2%	5% c	2% c	-%
Fruitlab	25	13	10	4	12	7	9	14	2
	2%	5% b	1%	2%	3%	2%	3%	3%	1%
Dailymotion	20	6	13	1	9	10	11	7	2
	2%	2%	2%	*%	2%	3% a	4% bc	1%	1%
GROM social	19	8	9	3	7	9	8	11	-
	2%	3%	1%	1%	2%	3%	3% c	2% c	-%
Child uploads videos to other apps/ sites	27	2	25	6	13	8	7	10	10
	2%	1%	3%	2%	3%	2%	2%	2%	4%
Don't know	5	3	1	2	2	-	2	3	1
	*%	1% b	*%	1%	*%	-%	1%	1%	*%
SUMMARY									
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	259	798	254	454	341	304	519	276
	100%	99%	100% a	99%	100%	100%	99%	99%	100%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child uploads videos online that they have made themselves

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1106	251	812	248	425	382	332	509	262
Total	1106	262	799	255	457	341	306	522	277
Base for stats	1106	262	799	255	457	341	306	522	277
Mean number of apps/ sites (out of 15)	2.4	2.3	2.5	2.3	2.2	2.8	3.1	2.3	2.0
						ab	bc	c	
Standard deviation	1.78	1.81	1.76	1.66	1.66	1.97	2.04	1.77	1.18
Standard error	.05	.11	.06	.11	.08	.10	.11	.08	.07

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
TikTok	670	34	37	49	189	235	126	310	361	304	366
	20%	5%	8%	10%	27%	34%	29%	14%	32%	17%	22%
				a	abc	abcd	abc		a		a
YouTube/ YouTube Kids	514	67	43	69	140	129	66	319	195	283	230
	15%	10%	10%	15%	20%	18%	15%	14%	17%	16%	14%
				ab	abc	ab	ab		a		
Snapchat	423	31	31	30	95	147	89	188	236	190	233
	12%	5%	7%	6%	14%	21%	20%	8%	21%	11%	14%
					abc	abcd	abcd		a		a
Instagram	398	43	27	24	72	139	94	165	233	174	224
	12%	7%	6%	5%	10%	20%	21%	7%	21%	10%	14%
					abc	abcd	abcd		a		a
Facebook (inc. Facebook Gaming)	333	36	23	30	68	112	63	158	175	173	160
	10%	6%	5%	6%	10%	16%	14%	7%	15%	10%	10%
					ab	abcd	abcd		a		
Pinterest	89	14	7	9	21	25	12	52	37	39	49
	3%	2%	2%	2%	3%	4%	3%	2%	3%	2%	3%
Twitch	63	5	2	6	16	21	13	29	34	34	30
	2%	1%	*%	1%	2%	3%	3%	1%	3%	2%	2%
					ab	ab	ab		a		
Vimeo	37	8	2	4	6	13	3	21	16	19	18
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Triller	33	8	4	5	3	9	3	21	12	11	22
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Imgur	26	3	3	3	9	7	2	18	9	13	13
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
GoNoodle	26	8	5	2	7	3	1	22	4	13	13
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%
Fruitlab	25	5	3	2	6	7	2	15	9	13	12
	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
Dailymotion	20	1	2	1	7	8	1	11	9	5	15
	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%
											a
GROM social	19	3	4	4	2	4	2	13	6	9	11
	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%
Child uploads videos to other apps/ sites	27	7	3	2	4	7	4	17	11	13	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	5	2	1	-	-	2	*	3	2	2	3
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	101	77	102	299	335	187	579	522	542	560
	32%	16%	17%	22%	42%	48%	43%	25%	46%	31%	34%
				a	abc	abc	abc		a		
DO NOT UPLOAD VIDEOS ONLINE	2300	546	372	369	404	360	249	1691	609	1204	1096
	68%	84%	83%	78%	58%	52%	57%	74%	54%	69%	66%
		cdef	def	def				b			
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 15)	.8	.4	.4	.5	.9	1.2	1.1	.6	1.2	.7	.9
					abc	abcd	abc		a		a
Standard deviation	1.53	1.30	1.33	1.37	1.45	1.77	1.62	1.38	1.71	1.46	1.59
Standard error	.03	.05	.06	.06	.06	.07	.07	.03	.05	.04	.04

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
TikTok	670	17	18	19	18	21	28	99	91	90	145	58	67	9	173	469
	20%	5%	6%	8%	8%	9%	12%	28%	26%	25%	43%	26%	32%	3%	11%	32%
							ab	abcdef	abcdef	abcdef	abcdefghikl	abcdef	abcdef		a	ab
YouTube/ YouTube Kids	514	34	33	24	19	34	35	91	49	50	79	51	15	22	208	275
	15%	10%	10%	10%	9%	14%	15%	25%	14%	14%	23%	22%	7%	8%	13%	19%
						l	dl	abcdefhil	l	l	abcdefhil	abcdefhil				ab
Snapchat	423	19	12	17	13	12	18	47	48	57	90	38	51	7	114	288
	12%	6%	4%	7%	6%	5%	8%	13%	14%	16%	27%	17%	24%	3%	7%	19%
								abcde	abcdef	abcdef	abcdefghik	abcdef	abcdefghi		a	ab
Instagram	398	26	16	12	14	8	16	41	31	46	93	40	53	11	114	264
	12%	8%	5%	5%	7%	3%	7%	11%	9%	13%	28%	18%	25%	4%	7%	18%
		e						bce	e	bcdef	abcdefghik	abcdefgh	abcdefghi			ab
Facebook (inc. Facebook Gaming)	333	17	20	10	13	14	17	42	26	53	59	37	25	11	112	203
	10%	5%	6%	4%	6%	6%	7%	12%	7%	15%	18%	17%	12%	4%	7%	14%
								abcde		abcdefh	abcdefh	abcdefh	abcde			ab
Pinterest	89	5	10	1	6	4	6	14	7	8	17	8	4	2	37	50
	3%	1%	3%	1%	3%	1%	2%	4%	2%	2%	5%	4%	2%	1%	2%	3%
			c					c			ace	c				a
Twitch	63	3	2	-	2	2	4	10	6	8	13	11	2	-	19	40
	2%	1%	1%	-%	1%	1%	2%	3%	2%	2%	4%	5%	1%	-%	1%	3%
							c	c	c	c	abcdel	abcdel				ab
Vimeo	37	5	3	-	2	-	4	6	-	6	7	2	1	1	16	20
	1%	1%	1%	-%	1%	-%	2%	2%	-%	2%	2%	1%	*%	1%	1%	1%
							ceh	ceh			ceh					

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER		SCHOOL YEAR
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Triller	33	5	3	-	4	-	5	2	1	2	7	2	1	2	18	13
	1%	2%	1%	-%	2%	-%	2%	*%	*%	*%	2%	1%	*%	1%	1%	1%
					ce		ce				ce					
Imgur	26	3	-	*	3	-	3	8	1	-	7	2	-	-	14	12
	1%	1%	-%	*%	1%	-%	1%	2%	*%	-%	2%	1%	-%	-%	1%	1%
								bceil			beil					
GoNoodle	26	5	3	1	4	-	2	4	3	2	1	1	-	1	16	9
	1%	2%	1%	*%	2%	-%	1%	1%	1%	1%	*%	*%	-%	*%	1%	1%
					e											
Fruitlab	25	4	1	1	2	-	2	3	3	3	5	2	-	-	12	13
	1%	1%	*%	*%	1%	-%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%
Dailymotion	20	1	-	-	2	*	1	3	5	-	8	1	-	-	8	12
	1%	*%	-%	-%	1%	*%	*%	1%	1%	-%	2%	*%	-%	-%	*%	1%
											bceil					
GROM social	19	2	2	2	2	1	3	2	-	-	4	2	-	-	11	9
	1%	1%	*%	1%	1%	*%	1%	1%	-%	-%	1%	1%	-%	-%	1%	1%
Child uploads videos to other apps/ sites	27	4	3	1	2	1	2	-	4	5	2	2	2	1	13	12
	1%	1%	1%	*%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%
Don't know	5	2	-	*	1	-	-	-	-	-	2	-	*	-	1	2
	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%	*%	-%	*%	*%

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	57	45	43	33	49	54	162	137	138	197	93	95	32	360	681
	32%	17%	14%	19%	15%	20%	23%	45%	40%	39%	58%	41%	45%	12%	23%	46%
							bd	abcdef	abcdef	abcdef	abcdefghikl	abcdef	abcdef		a	ab

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
DO NOT UPLOAD VIDEOS ONLINE	2300	276	269	188	184	190	179	196	208	220	140	133	116	229	1237	797
	68%	83%	86%	81%	84%	80%	77%	55%	60%	61%	41%	59%	55%	88%	77%	54%
		ghijkl	fghijkl	ghijkl	fghijkl	ghijkl	ghijkl	j	j	j		j	j	bc	c	
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 15)	.8	.4	.4	.4	.5	.4	.6	1.0	.8	.9	1.6	1.1	1.0	.3	.6	1.1
							c	abcdef	abcde	abcdef	abcdefghikl	abcdefh	abcdefh		a	ab
Standard deviation	1.53	1.41	1.17	.98	1.63	1.03	1.65	1.56	1.32	1.51	1.95	1.82	1.38	.86	1.40	1.66
Standard error	.03	.08	.07	.06	.10	.06	.10	.09	.08	.09	.12	.11	.08	.06	.03	.05

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
TikTok	670	581	40	27	22	670	586	84	255	141	133	141	396	274	670
	20%	20%	16%	18%	21%	20%	19%	22%	26%	16%	18%	18%	21%	18%	20%
		b							bcdefg				bcf		b
YouTube/ YouTube Kids	514	443	37	21	12	514	473	41	191	125	122	77	315	198	514
	15%	15%	15%	13%	12%	15%	16%	10%	20%	14%	16%	10%	17%	13%	15%
							b		bdfg	d	d		df	d	d
Snapchat	423	361	27	18	17	423	376	47	158	97	75	93	255	168	423
	12%	12%	10%	12%	16%	12%	12%	12%	16%	11%	10%	12%	14%	11%	12%
					b				bcdfg				cf		
Instagram	398	352	23	15	8	398	375	23	197	83	72	46	280	118	398
	12%	12%	9%	10%	8%	12%	12%	6%	20%	9%	10%	6%	15%	8%	12%
		d				d	b		bcdefg	d	d		bcdfg		df
Facebook (inc. Facebook Gaming)	333	303	14	9	6	333	312	21	170	63	55	45	233	99	333
	10%	10%	5%	6%	6%	10%	10%	5%	18%	7%	7%	6%	13%	6%	10%
		bcd				bcd	b		bcdefg				bcdfg		df
Pinterest	89	82	3	1	3	89	86	2	54	15	14	6	69	20	89
	3%	3%	1%	*%	3%	3%	3%	1%	6%	2%	2%	1%	4%	1%	3%
		c			c	c	b		bcdefg				bcdfg		df
Twitch	63	56	3	2	1	63	59	4	25	14	10	14	38	24	63
	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%
Vimeo	37	34	2	*	1	37	37	-	28	*	6	2	28	9	37
	1%	1%	1%	*%	1%	1%	1%	-%	3%	*%	1%	*%	2%	1%	1%
									bcdefg		b		bdf		b
Triller	33	32	1	*	*	33	33	-	24	2	5	2	27	6	33
	1%	1%	*%	*%	*%	1%	1%	-%	3%	*%	1%	*%	1%	*%	1%
									bcdfg				bdf		

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Imgur	26	25	1	-	1	26	26	-	12	6	5	3	18	8	26
	1%	1%	*%	-%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
GoNoodle	26	25	*	*	*	26	26	-	21	-	4	1	21	5	26
	1%	1%	*%	*%	*%	1%	1%	-%	2%	-%	*%	*%	1%	*%	1%
									bcdefg				bdf		b
Fruitlab	25	24	*	-	*	25	25	-	18	2	4	1	20	4	25
	1%	1%	*%	-%	*%	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%
									bcdfg				df		
Dailymotion	20	19	1	-	*	20	20	-	13	2	5	-	15	5	20
	1%	1%	*%	-%	*%	1%	1%	-%	1%	*%	1%	-%	1%	*%	1%
									bdfg		d		d		
GROM social	19	17	*	*	1	19	19	-	9	3	7	-	12	7	19
	1%	1%	*%	*%	1%	1%	1%	-%	1%	*%	1%	-%	1%	*%	1%
									d		d		d		
Child uploads videos to other apps/ sites	27	25	2	*	*	27	26	2	14	11	-	3	24	3	27
	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	-%	*%	1%	*%	1%
									cdf	cf			cf		cf
Don't know	5	4	*	*	-	5	5	-	1	2	2	1	2	3	5
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	944	75	46	35	1101	987	114	388	268	232	212	656	445	1101
	32%	33%	29%	30%	33%	32%	33%	29%	40%	30%	31%	27%	36%	29%	32%
									bcdefg				bcdfg		df

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
DO NOT UPLOAD VIDEOS ONLINE	2300	1943	180	107	70	2300	2025	274	574	612	523	578	1186	1101	2300
	68%	67%	70%	70%	67%	68%	67%	71%	60%	69%	69%	73%	64%	71%	68%
										ae	ae	aeg	a	aeg	ae
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 15)	.8	.8	.6	.6	.7	.8	.8	.6	1.2	.6	.7	.5	1.0	.6	.8
		bc				bc	b		bcdefg		d		bcdfg		bdf
Standard deviation	1.53	1.57	1.26	1.22	1.21	1.53	1.57	1.09	2.02	1.25	1.35	1.11	1.72	1.23	1.53
Standard error	.03	.03	.06	.06	.07	.03	.03	.06	.06	.05	.05	.04	.04	.03	.03

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
TikTok	670	151	495	163	257	211	195	299	176
	20%	21%	19%	21%	19%	22%	26% bc	18%	19%
YouTube/ YouTube Kids	514	116	373	113	214	172	163	247	104
	15%	16%	15%	14%	15%	18%	22% bc	15% c	11%
Snapchat	423	105	308	110	147	142	129	189	106
	12%	15%	12%	14% b	11%	15% b	17% bc	11%	11%
Instagram	398	83	301	71	142	168	157	170	70
	12%	12%	12%	9%	10%	18% ab	21% bc	10% c	7%
Facebook (inc. Facebook Gaming)	333	66	258	71	124	131	129	139	65
	10%	9%	10%	9%	9%	14% ab	17% bc	8%	7%
Pinterest	89	21	66	21	29	36	48	28	12
	3%	3%	3%	3%	2%	4% b	6% bc	2%	1%
Twitch	63	11	49	15	21	23	27	29	7
	2%	2%	2%	2%	1%	2%	4% bc	2%	1%
Vimeo	37	11	26	8	11	18	19	16	2
	1%	2%	1%	1%	1%	2% b	2% bc	1% c	*%
Triller	33	8	20	3	10	17	16	15	2
	1%	1%	1%	*%	1%	2% ab	2% bc	1%	*%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Imgur	26	8	15	4	11	10	13	11	3
	1%	1%	1%	*%	1%	1%	2% bc	1%	*%
GoNoodle	26	6	17	4	12	8	15	11	-
	1%	1%	1%	1%	1%	1%	2% bc	1% c	-%
Fruitlab	25	13	10	4	12	7	9	14	2
	1%	2% b	*%	1%	1%	1%	1% c	1%	*%
Dailymotion	20	6	13	1	9	10	11	7	2
	1%	1%	*%	*%	1%	1% a	2% bc	*%	*%
GROM social	19	8	9	3	7	9	8	11	-
	1%	1% b	*%	*%	1%	1%	1% c	1% c	-%
Child uploads videos to other apps/ sites	27	2	25	6	13	8	7	10	10
	1%	*%	1%	1%	1%	1%	1%	1%	1%
Don't know	5	3	1	2	2	-	2	3	1
	*%	*% b	*%	*%	*%	-%	*%	*%	*%

SUMMARY

ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1101	259	798	254	454	341	304	519	276
	32%	36% b	31%	32%	33%	36%	41% bc	31%	29%

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

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

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
DO NOT UPLOAD VIDEOS ONLINE	2300	457	1743	535	928	616	439	1159	673
	68%	64%	69%	68%	67%	64%	59%	69%	71%
			a					a	a
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 15)	.8	.9	.8	.8	.7	1.0	1.3	.7	.6
						ab	bc	c	
Standard deviation	1.53	1.57	1.52	1.44	1.42	1.80	2.01	1.45	1.12
Standard error	.03	.06	.03	.05	.04	.06	.07	.04	.04

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3274	527	539	535	565	566	542	2166	1108	1671	1603
Effective Weighted Sample	2539	415	429	436	461	451	440	1685	853	1284	1256
Total	3267	587	426	454	692	677	431	2159	1108	1689	1578
Funny videos/ jokes/ pranks/ challenges	2223	292	262	330	511	497	332	1394	829	1157	1066
	68%	50%	62%	73%	74%	73%	77%	65%	75%	69%	68%
			a	ab	ab	ab	ab		a		
Cartoons/ animations/ mini-movies or songs	1835	441	317	295	367	270	146	1420	415	938	897
	56%	75%	75%	65%	53%	40%	34%	66%	37%	56%	57%
		cdef	cdef	def	ef			b			
Music videos	1645	181	182	217	376	405	284	956	689	726	919
	50%	31%	43%	48%	54%	60%	66%	44%	62%	43%	58%
			a	a	ab	abc	abcd		a		a
Videos that help them to learn new things or help with their schoolwork or homework	1572	281	217	199	325	330	220	1022	550	745	828
	48%	48%	51%	44%	47%	49%	51%	47%	50%	44%	52%
			c				c				a
Game tutorials/ walk-throughs/ watching other people play games	1424	146	190	231	317	335	204	885	539	910	514
	44%	25%	45%	51%	46%	50%	47%	41%	49%	54%	33%
			a	a	a	a	a		a	b	
'How-to' videos or tutorials about hobbies/ things they are interested in	1275	130	182	172	306	295	191	789	487	578	697
	39%	22%	43%	38%	44%	44%	44%	37%	44%	34%	44%
			a	a	a	a	ac		a		a

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3274	527	539	535	565	566	542	2166	1108	1671	1603
Effective Weighted Sample	2539	415	429	436	461	451	440	1685	853	1284	1256
Total	3267	587	426	454	692	677	431	2159	1108	1689	1578
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238	75	113	159	309	360	221	656	582	568	670
	38%	13%	27%	35%	45%	53%	51%	30%	52%	34%	42%
			a	ab	abc	abcd	abcd		a		a
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092	88	102	142	236	289	234	568	524	583	509
	33%	15%	24%	31%	34%	43%	54%	26%	47%	35%	32%
			a	ab	ab	abcd	abcde		a		
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051	149	162	171	220	216	133	702	349	491	559
	32%	25%	38%	38%	32%	32%	31%	33%	31%	29%	35%
			adf	af	a	a					a
Whole programmes or films	983	128	138	136	182	224	174	584	399	498	485
	30%	22%	32%	30%	26%	33%	40%	27%	36%	29%	31%
			ad	a		ad	abcde		a		
Sports/ football clips or interviews	818	64	80	112	163	244	155	419	399	613	206
	25%	11%	19%	25%	24%	36%	36%	19%	36%	36%	13%
			a	ab	a	abcd	abcd		a	b	
Other types of video	51	12	6	4	16	7	7	37	14	24	27
	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%
Don't know	20	3	4	8	2	2	1	17	3	6	14
	1%	1%	1%	2%	*%	*%	*%	1%	*%	*%	1%
				def							

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3274	527	539	535	565	566	542	2166	1108	1671	1603
Total	3267	587	426	454	692	677	431	2159	1108	1689	1578
Base for stats	3267	587	426	454	692	677	431	2159	1108	1689	1578
Mean number of types of video watched (out of 12)	4.7	3.4	4.6	4.8	4.8	5.1	5.3	4.4	5.2	4.6	4.7
			a	a	a	abcd	abcd		a		
Standard deviation	2.35	1.99	2.27	2.28	2.21	2.51	2.29	2.26	2.43	2.36	2.34
Standard error	.04	.09	.10	.10	.09	.11	.10	.05	.07	.06	.06

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3274	269	258	274	265	279	256	288	277	286	280	275	267	215	1635	1333
Effective Weighted Sample	2539	211	205	216	213	220	216	233	228	228	223	221	219	164	1283	1042
Total	3267	309	278	222	203	231	223	357	335	348	329	222	209	233	1519	1451
Funny videos/ jokes/ pranks/ challenges	2223	155	137	137	125	164	166	265	246	263	234	174	158	108	986	1076
	68%	50%	49%	62%	61%	71%	75%	74%	73%	75%	71%	78%	75%	46%	65%	74%
				ab	ab	abcd	abcd	abcd	abcd	abcd	abcd	abcd	abcd		a	ab
Cartoons/ animations/ mini-movies or songs	1835	223	218	168	149	148	147	189	178	137	133	74	72	173	1037	604
	56%	72%	78%	75%	74%	64%	66%	53%	53%	39%	40%	33%	34%	74%	68%	42%
		ghijkl	efghijkl	efghijkl	eghijkl	ghijkl	ghijkl	ijkl	ijkl					c	c	
Music videos	1645	84	97	86	96	87	130	159	217	182	223	128	156	72	655	881
	50%	27%	35%	39%	47%	38%	58%	45%	65%	52%	68%	58%	75%	31%	43%	61%
				a	abe	a	abcdeg	ab	abcdegi	abce	abcdefgik	abcdeg	abcdefghik		a	ab
Videos that help them to learn new things or help with their schoolwork or homework	1572	140	141	116	102	86	113	141	184	157	173	104	116	103	716	729
	48%	45%	51%	52%	50%	37%	50%	39%	55%	45%	53%	47%	55%	44%	47%	50%
			eg	eg	eg		eg		aegi		eg	e	aegi			
Game tutorials/ walk-throughs/ watching other people play games	1424	74	72	124	66	145	87	205	112	225	111	138	66	44	670	683
	44%	24%	26%	56%	32%	63%	39%	57%	34%	65%	34%	62%	31%	19%	44%	47%
				abdfhjl		abdfhjl	ab	abdfhjl	a	abdfhjl	a	abdfhjl			a	a
'How-to' videos or tutorials about hobbies/ things they are interested in	1275	64	66	90	91	64	107	144	162	128	167	88	103	47	562	643
	39%	21%	24%	41%	45%	28%	48%	40%	48%	37%	51%	40%	49%	20%	37%	44%
				abe	abe		abei	abe	abei	abe	abcegik	abe	abeik		a	ab

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3274	269	258	274	265	279	256	288	277	286	280	275	267	215	1635	1333
Effective Weighted Sample	2539	211	205	216	213	220	216	233	228	228	223	221	219	164	1283	1042
Total	3267	309	278	222	203	231	223	357	335	348	329	222	209	233	1519	1451
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238	33	42	66	47	70	89	145	164	154	206	100	122	17	452	739
	38%	11%	15%	30%	23%	30%	40%	41%	49%	44%	63%	45%	58%	7%	30%	51%
				ab	ab	ab	abcde	abcde	abcde	abcde	abcdefghik	abcde	abcdefgik		a	ab
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092	58	30	56	46	77	65	128	108	144	146	121	114	28	398	631
	33%	19%	11%	25%	23%	34%	29%	36%	32%	41%	44%	54%	54%	12%	26%	43%
		b		b	b	abd	ab	abcd	abd	abcdfh	abcdefh	abcdefghij	abcdefghij		a	ab
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051	81	67	78	84	73	98	102	118	98	117	58	75	55	508	470
	32%	26%	24%	35%	41%	32%	44%	29%	35%	28%	36%	26%	36%	24%	33%	32%
				abk	abegik		abegik		abk		abk		abk		a	a
Whole programmes or films	983	71	57	72	66	66	71	101	81	109	116	80	94	44	434	480
	30%	23%	21%	32%	32%	29%	32%	28%	24%	31%	35%	36%	45%	19%	29%	33%
				ab	ab		ab			b	abh	abh	abcdefghij		a	ab
Sports/ football clips or interviews	818	40	24	63	18	89	23	130	33	169	75	123	32	12	307	476
	25%	13%	9%	28%	9%	38%	10%	36%	10%	48%	23%	55%	15%	5%	20%	33%
				abdfhl		abcdfhjl		abdfhjl		abcdefghjl	abdfhl	abcdefghjl	bd		a	ab

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3274	269	258	274	265	279	256	288	277	286	280	275	267	215	1635	1333
Effective Weighted Sample	2539	211	205	216	213	220	216	233	228	228	223	221	219	164	1283	1042
Total	3267	309	278	222	203	231	223	357	335	348	329	222	209	233	1519	1451
Other types of video	51	10	2	2	4	-	4	6	10	4	3	2	4	10	15	25
	2%	3%	1%	1%	2%	-%	2%	2%	3%	1%	1%	1%	2%	4%	1%	2%
		e			e			e	e				e	bc		
Don't know	20	-	3	3	2	3	5	-	2	-	2	*	1	2	15	4
	1%	-%	1%	1%	1%	1%	2%	-%	*%	-%	1%	*%	*%	1%	1%	*%
							agi									c
Base for stats	3267	309	278	222	203	231	223	357	335	348	329	222	209	233	1519	1451
Mean number of types of video watched (out of 12)	4.7	3.3	3.4	4.8	4.4	4.6	4.9	4.8	4.8	5.1	5.2	5.4	5.3	3.1	4.4	5.1
				ab	ab	ab	abd	abd	abd	abde	abcde	abcdefgh	abcdegh		a	ab
Standard deviation	2.35	2.06	1.90	2.30	2.23	2.17	2.39	2.23	2.19	2.50	2.52	2.35	2.24	1.84	2.25	2.39
Standard error	.04	.13	.12	.14	.14	.13	.15	.13	.13	.15	.15	.14	.14	.13	.06	.07

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3274	2154	405	400	315	3274	2945	328	1122	704	706	732	1826	1438	3274
Effective Weighted Sample	2539	1948	351	382	272	2539	2285	257	845	541	586	603	1345	1189	2539
Total	3267	2768	248	148	104	3267	2898	368	933	845	726	751	1778	1478	3267
Funny videos/ jokes/ pranks/ challenges	2223	1864	182	107	70	2223	1967	255	602	565	527	524	1167	1050	2223
	68%	67%	73%	72%	68%	68%	68%	69%	65%	67%	72%	70%	66%	71%	68%
			a								abeg	a		ae	
Cartoons/ animations/ mini-movies or songs	1835	1548	143	90	53	1835	1644	190	561	461	413	390	1022	803	1835
	56%	56%	58%	61%	51%	56%	57%	52%	60%	55%	57%	52%	57%	54%	56%
				d					bdfg				d		
Music videos	1645	1402	117	77	48	1645	1460	184	475	423	373	370	898	743	1645
	50%	51%	47%	52%	47%	50%	50%	50%	51%	50%	51%	49%	51%	50%	50%
Videos that help them to learn new things or help with their schoolwork or homework	1572	1338	123	67	44	1572	1391	181	513	415	319	318	928	637	1572
	48%	48%	50%	46%	43%	48%	48%	49%	55%	49%	44%	42%	52%	43%	48%
									bcdfg	df			cdfg		df
Game tutorials/ walk-throughs/ watching other people play games	1424	1194	115	73	42	1424	1273	151	403	385	334	299	789	633	1424
	44%	43%	46%	50%	40%	44%	44%	41%	43%	46%	46%	40%	44%	43%	44%
				ade						d	d				
'How-to' videos or tutorials about hobbies/ things they are interested in	1275	1071	103	62	40	1275	1126	149	401	342	278	253	743	531	1275
	39%	39%	42%	42%	39%	39%	39%	40%	43%	40%	38%	34%	42%	36%	39%
									dfg	d			df		d

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3274	2154	405	400	315	3274	2945	328	1122	704	706	732	1826	1438	3274
Effective Weighted Sample	2539	1948	351	382	272	2539	2285	257	845	541	586	603	1345	1189	2539
Total	3267	2768	248	148	104	3267	2898	368	933	845	726	751	1778	1478	3267
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238	1037	102	58	40	1238	1076	162	318	335	306	276	653	582	1238
	38%	37%	41%	39%	38%	38%	37%	44%	34%	40%	42%	37%	37%	39%	38%
								a		a	ae			a	a
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092	904	98	57	34	1092	975	117	320	301	254	216	621	470	1092
	33%	33%	39%	38%	32%	33%	34%	32%	34%	36%	35%	29%	35%	32%	33%
			ae	a					d	d	d		d		d
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051	871	87	56	36	1051	933	118	292	280	246	230	572	477	1051
	32%	31%	35%	38%	35%	32%	32%	32%	31%	33%	34%	31%	32%	32%	32%
				ae											
Whole programmes or films	983	823	82	47	30	983	873	109	282	273	212	214	555	426	983
	30%	30%	33%	32%	29%	30%	30%	30%	30%	32%	29%	29%	31%	29%	30%
Sports/ football clips or interviews	818	694	65	33	26	818	736	82	290	217	172	139	507	311	818
	25%	25%	26%	23%	25%	25%	25%	22%	31%	26%	24%	19%	29%	21%	25%
									bcdfg	df	d		cdfg		df
Other types of video	51	42	6	4	*	51	44	7	13	18	4	15	32	19	51
	2%	2%	2%	2%	*%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%
			d	d						c		c	c		
Don't know	20	16	2	2	1	20	18	2	4	8	1	6	12	8	20
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3274	2154	405	400	315	3274	2945	328	1122	704	706	732	1826	1438	3274
Total	3267	2768	248	148	104	3267	2898	368	933	845	726	751	1778	1478	3267
Base for stats	3267	2768	248	148	104	3267	2898	368	933	845	726	751	1778	1478	3267
Mean number of types of video watched (out of 12)	4.7	4.6	4.9	5.0	4.5	4.7	4.7	4.6	4.8	4.8	4.7	4.3	4.8	4.5	4.7
			ade	ade					df	df	df		df		d
Standard deviation	2.35	2.35	2.38	2.37	2.29	2.35	2.35	2.36	2.46	2.31	2.33	2.26	2.39	2.30	2.35
Standard error	.04	.05	.12	.12	.13	.04	.04	.13	.07	.09	.09	.08	.06	.06	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 12

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3274	682	2471	747	1269	1008	764	1603	881
Effective Weighted Sample	2539	533	1909	588	1004	752	585	1239	698
Total	3267	704	2433	754	1336	921	705	1621	911
Funny videos/ jokes/ pranks/ challenges	2223	481	1665	509	923	650	453	1101	650
	68%	68%	68%	68%	69%	71%	64%	68%	71%
									a
Cartoons/ animations/ mini-movies or songs	1835	391	1384	426	715	553	433	905	480
	56%	56%	57%	57%	54%	60%	61%	56%	53%
						b	bc		
Music videos	1645	332	1264	386	689	458	333	822	477
	50%	47%	52%	51%	52%	50%	47%	51%	52%
Videos that help them to learn new things or help with their schoolwork or homework	1572	315	1205	321	629	516	391	766	407
	48%	45%	50%	43%	47%	56%	55%	47%	45%
			a			ab	bc		
Game tutorials/ walk-throughs/ watching other people play games	1424	330	1047	319	587	437	301	718	396
	44%	47%	43%	42%	44%	47%	43%	44%	44%
'How-to' videos or tutorials about hobbies/ things they are interested in	1275	280	962	271	510	417	283	624	361
	39%	40%	40%	36%	38%	45%	40%	39%	40%
						ab			

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

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3274	682	2471	747	1269	1008	764	1603	881
Effective Weighted Sample	2539	533	1909	588	1004	752	585	1239	698
Total	3267	704	2433	754	1336	921	705	1621	911
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1238	300	894	268	541	350	239	623	370
	38%	43%	37%	35%	40%	38%	34%	38%	41%
		b			a				a
Film trailers, clips of programmes, 'best-bits' or programme highlights	1092	222	835	207	448	358	227	551	311
	33%	32%	34%	28%	34%	39%	32%	34%	34%
					a	ab			
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1051	261	765	222	448	303	221	525	299
	32%	37%	31%	29%	34%	33%	31%	32%	33%
		b							
Whole programmes or films	983	228	731	197	435	284	221	496	258
	30%	32%	30%	26%	33%	31%	31%	31%	28%
					a				
Sports/ football clips or interviews	818	123	662	163	319	291	210	417	189
	25%	18%	27%	22%	24%	32%	30%	26%	21%
			a			ab	c	c	
Other types of video	51	15	37	5	20	21	10	26	13
	2%	2%	2%	1%	1%	2%	1%	2%	1%
						a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 12

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

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	**NONE**	**MOST**	**POTEN-TIALLY**	**LEAST**	**DOING WELL**	**GETTING BY**	**STRUGGLING**
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3274	682	2471	747	1269	1008	764	1603	881
Effective Weighted Sample	2539	533	1909	588	1004	752	585	1239	698
Total	3267	704	2433	754	1336	921	705	1621	911
Don't know	20	3	13	2	4	4	4	6	7
	1%	*%	1%	*%	*%	*%	1%	*%	1%
Base for stats	3267	704	2433	754	1336	921	705	1621	911
Mean number of types of video watched (out of 12)	4.7	4.7	4.7	4.4	4.7	5.0	4.7	4.7	4.6
					a	ab			
Standard deviation	2.35	2.38	2.35	2.24	2.29	2.45	2.54	2.34	2.21
Standard error	.04	.09	.05	.08	.06	.08	.09	.06	.07

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

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	526	401	420	588	570	350	1935	920	1486	1369
	84%	81%	89%	89%	84%	82%	80%	85%	81%	85%	83%
			adef	adef				b			
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	67	43	69	140	129	66	319	195	283	230
	15%	10%	10%	15%	20%	18%	15%	14%	17%	16%	14%
				ab	abc	ab	ab		a		
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	533	405	424	599	581	352	1960	934	1506	1388
	85%	82%	90%	90%	85%	84%	81%	86%	82%	86%	84%
			adef	adef				b			
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	115	46	47	104	115	84	313	199	241	271
	15%	18%	10%	10%	15%	16%	19%	14%	18%	14%	16%
		bc			bc	bc	bc		a		

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

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	275	251	209	192	213	207	312	276	281	288	196	155	206	1385	1217
	84%	82%	80%	90%	88%	89%	89%	87%	80%	78%	85%	87%	73%	79%	87%	82%
		l		abhil	bhil	abhil	abhil	bhil			l	bil			ac	
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	34	33	24	19	34	35	91	49	50	79	51	15	22	208	275
	15%	10%	10%	10%	9%	14%	15%	25%	14%	14%	23%	22%	7%	8%	13%	19%
							l	dl	abcdefhil	l	l	abcdefhil	abcdefhil			ab
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	278	255	212	193	214	209	317	281	288	293	196	156	208	1400	1238
	85%	83%	81%	91%	88%	90%	90%	89%	82%	80%	87%	87%	74%	80%	88%	84%
		l		abhil	bhil	abhil	abhil	bhil	l		l	l			ac	
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	56	59	20	25	25	23	41	63	70	45	29	56	53	199	242
	15%	17%	19%	9%	12%	10%	10%	11%	18%	20%	13%	13%	26%	20%	12%	16%
		cef	cdefg						cdefg	cdefg			acdefghjk	b		b

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

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	2426	216	130	83	2855	2540	315	801	758	620	665	1559	1285	2855
	84%	84%	85%	85%	79%	84%	84%	81%	83%	86%	82%	84%	85%	83%	84%
		d		d		d									
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	443	37	21	12	514	473	41	191	125	122	77	315	198	514
	15%	15%	15%	13%	12%	15%	16%	10%	20%	14%	16%	10%	17%	13%	15%
							b		bdfg	d	d		df	d	d
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	2457	218	132	86	2894	2576	317	818	762	632	671	1580	1303	2894
	85%	85%	86%	86%	82%	85%	85%	82%	85%	86%	84%	85%	86%	84%	85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	434	37	22	19	512	441	72	145	120	125	120	265	245	512
	15%	15%	14%	14%	18%	15%	15%	18%	15%	14%	16%	15%	14%	16%	15%

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

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

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE/ YOUTUBE KIDS IS USED BY THE CHILD FOR WATCHING/ UPLOADING VIDEOS

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
CHILD USES YOUTUBE/ YOUTUBE KIDS TO WATCH VIDEOS	2855	613	2133	656	1152	821	607	1421	803
	84%	85%	84%	83%	83%	86%	82%	85%	85%
CHILD USES YOUTUBE/ YOUTUBE KIDS TO UPLOAD THEIR OWN VIDEOS	514	116	373	113	214	172	163	247	104
	15%	16%	15%	14%	15%	18%	22%	15%	11%
							bc	c	
CHILD USES YOUTUBE/ YOUTUBE KIDS FOR EITHER OF THESE	2894	628	2154	665	1170	833	624	1435	810
	85%	87%	85%	84%	84%	87%	84%	85%	85%
CHILD DOES NOT USE YOUTUBE/ YOUTUBE KIDS TO WATCH OR UPLOAD THEIR OWN VIDEOS	512	92	388	126	215	124	120	245	139
	15%	13%	15%	16%	16%	13%	16%	15%	15%

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube (Live)	1631	266	193	232	370	357	213	1061	570	919	713
	48%	41%	43%	49%	53%	51%	49%	47%	50%	53%	43%
				a	ab	ab	a			b	
TikTok (Live)	1049	75	64	100	228	345	237	467	582	506	543
	31%	12%	14%	21%	32%	50%	54%	21%	51%	29%	33%
				ab	abc	abcd	abcd		a		a
Instagram (Live)	625	72	48	51	107	186	161	278	347	307	317
	18%	11%	11%	11%	15%	27%	37%	12%	31%	18%	19%
					bc	abcd	abcde		a		
Facebook (Live)	554	72	42	67	101	174	98	282	272	291	262
	16%	11%	9%	14%	14%	25%	22%	12%	24%	17%	16%
				b	b	abcd	abcd		a		
Snapchat (Live)	474	52	24	44	100	151	103	220	254	225	250
	14%	8%	5%	9%	14%	22%	24%	10%	22%	13%	15%
				b	abc	abcd	abcd		a		
Twitch	188	14	15	23	40	60	36	92	96	113	76
	6%	2%	3%	5%	6%	9%	8%	4%	8%	6%	5%
				a	a	abc	abc		a	b	
Telegram (Live)	109	18	15	14	16	30	15	63	45	60	49
	3%	3%	3%	3%	2%	4%	4%	3%	4%	3%	3%
Yubo	52	13	7	4	16	9	4	39	13	24	28
	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%
YouNow	30	8	7	3	5	5	2	23	8	16	14
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Child watches live streamed videos on other apps/ sites	47	15	4	7	6	6	9	32	15	24	23
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Child does not watch live streamed videos on ANY apps/ sites	1101	329	227	170	182	120	72	908	192	548	553
	32%	51%	50%	36%	26%	17%	17%	40%	17%	31%	33%
		cdef	cdef	def	ef			b			
Don't know	56	3	11	15	14	8	5	43	12	17	38
	2%	*%	2%	3%	2%	1%	1%	2%	1%	1%	2%
			a	aef	a						a
SUMMARY											
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	317	212	285	507	569	360	1321	928	1182	1067
	66%	49%	47%	61%	72%	82%	82%	58%	82%	68%	64%
				ab	abc	abcd	abcd		a		
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 10)	1.4	.9	.9	1.2	1.4	1.9	2.0	1.1	1.9	1.4	1.4
				ab	abc	abcd	abcd		a		
Standard deviation	1.51	1.42	1.42	1.39	1.34	1.60	1.54	1.40	1.58	1.50	1.53
Standard error	.03	.06	.06	.06	.06	.07	.07	.03	.05	.04	.04

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube (Live)	1631	135	131	107	86	126	107	215	155	203	153	132	81	102	734	768
	48%	40%	42%	46%	39%	53% abdl	46%	60% abcdfhjl	45%	57% abcdfhjl	45%	59% abcdfhjl	38%	39%	46%	52% ab
TikTok (Live)	1049	40	35	32	32	45	56	113	115	164	181	112	125	24	308	681
	31%	12%	11%	14%	14%	19% b	24% abcd	31% abcde	34% abcdef	46% abcdefgh	53% abcdefgh	50% abcdefgh	59% abcdefghik	9%	19% a	46% ab
Instagram (Live)	625	45	27	24	24	22	29	56	51	84	102	77	84	31	181	389
	18%	14%	9%	10%	11%	9%	12%	16% be	15% b	23% abcdefgh	30% abcdefgh	34% abcdefghi	40% abcdefghij	12%	11%	26% ab
Facebook (Live)	554	42	30	23	19	29	37	58	43	88	86	51	47	25	209	309
	16%	12%	10%	10%	9%	12%	16% bd	16% bd	13%	25% abcdefgh	25% abcdefgh	23% abcdeh	22% abcdeh	10%	13%	21% ab
Snapchat (Live)	474	30	22	11	13	19	25	46	54	68	83	51	52	16	129	310
	14%	9%	7%	5%	6%	8%	11% c	13% bcd	16% abcde	19% abcdef	25% abcdefgh	23% abcdefg	25% abcdefgh	6%	8%	21% ab
Twitch	188	9	5	7	8	14	9	26	14	33	27	23	13	4	61	118
	6%	3%	1%	3%	4%	6% b	4%	7% abc	4%	9% abcdfh	8% abc	10% abcdfh	6% b	2%	4%	8% ab
Telegram (Live)	109	9	9	7	9	5	9	10	6	17	13	12	4	7	51	48
	3%	3%	3%	3%	4%	2%	4%	3%	2%	5%	4%	5% h	2%	3%	3%	3%
Yubo	52	8	4	1	6	*	4	9	6	4	5	2	2	5	27	19
	2%	2% e	1%	*%	3% e	*%	2%	3% e	2%	1%	2%	1%	1%	2%	2%	1%
YouNow	30	7	1	3	4	*	3	2	3	2	3	2	-	3	18	9
	1%	2% el	*%	1%	2% el	*%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER → / SCHOOL YEAR →		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Child watches live streamed videos on other apps/ sites	47	5	10	1	3	3	4	3	3	6	-	6	3	6	21	18
	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	-%	2%	1%	2%	1%	1%
			cj					j			j		j			
Child does not watch live streamed videos on ANY apps/ sites	1101	167	161	113	115	81	89	83	98	65	55	38	34	133	680	274
	32%	50%	51%	49%	53%	34%	38%	23%	29%	18%	16%	17%	16%	51%	43%	18%
		efghijkl	efghijkl	efghijkl	efghijkl	gijkl	ghijkl		ijkl					bc	c	
Don't know	56	2	1	2	9	8	8	3	11	-	8	3	2	-	33	21
	2%	1%	*%	1%	4%	3%	3%	1%	3%	-%	2%	1%	1%	-%	2%	1%
					abcgil	abi	abi		abi		i				a	
SUMMARY																
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	165	151	118	95	150	135	272	235	293	276	185	175	127	885	1186
	66%	49%	48%	51%	43%	63%	58%	76%	68%	82%	82%	82%	83%	49%	55%	80%
						abcd	bd	abcdef	abcdf	abcdefh	abcdefh	abcdefh	abcdefh			ab
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 10)	1.4	1.0	.9	.9	.9	1.1	1.2	1.5	1.3	1.9	1.9	2.1	1.9	.9	1.1	1.8
						b	bcd	abcdef	abcde	abcdefgh	abcdefgh	abcdefgh	abcdefgh		a	ab
Standard deviation	1.51	1.52	1.31	1.28	1.55	1.20	1.56	1.39	1.27	1.54	1.67	1.60	1.48	1.30	1.43	1.52
Standard error	.03	.09	.08	.08	.09	.07	.10	.08	.08	.09	.10	.10	.09	.08	.03	.04

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube (Live)	1631	1413	110	65	43	1631	1472	158	558	368	366	334	926	700	1631
	48%	49%	43%	42%	41%	48%	49%	41%	58%	42%	48%	42%	50%	45%	48%
		bcd				cd	b		bcdefg		bd		bdf		bd
TikTok (Live)	1049	912	68	41	28	1049	935	113	367	235	236	209	602	446	1049
	31%	32%	27%	27%	27%	31%	31%	29%	38%	27%	31%	26%	33%	29%	31%
									bcdefg				bdf		d
Instagram (Live)	625	543	39	24	19	625	579	45	296	139	115	75	435	190	625
	18%	19%	15%	16%	18%	18%	19%	11%	31%	16%	15%	9%	24%	12%	18%
							b		bcdefg	df	d		bcdfg		df
Facebook (Live)	554	493	29	19	13	554	517	36	274	97	103	79	371	182	554
	16%	17%	11%	12%	12%	16%	17%	9%	28%	11%	14%	10%	20%	12%	16%
		bcd				bc	b		bcdefg		d		bcdfg		bdf
Snapchat (Live)	474	405	35	16	18	474	426	47	184	84	115	91	268	206	474
	14%	14%	14%	11%	17%	14%	14%	12%	19%	10%	15%	12%	15%	13%	14%
					c				bdefg		b		b	b	b
Twitch	188	163	14	6	6	188	180	9	75	41	42	30	116	72	188
	6%	6%	5%	4%	6%	6%	6%	2%	8%	5%	6%	4%	6%	5%	6%
							b		bdfg				d		
Telegram (Live)	109	101	4	2	3	109	107	2	74	11	19	5	84	24	109
	3%	3%	1%	1%	3%	3%	4%	1%	8%	1%	3%	1%	5%	2%	3%
		bc				c	b		bcdefg		d		bcdfg		bdf
Yubo	52	46	2	1	2	52	52	-	31	10	9	2	41	11	52
	2%	2%	1%	1%	2%	2%	2%	-%	3%	1%	1%	*%	2%	1%	2%
							b		bcdfg				df		df
YouNow	30	28	2	-	1	30	30	-	19	4	6	2	23	7	30
	1%	1%	1%	-%	1%	1%	1%	-%	2%	*%	1%	*%	1%	*%	1%
									bdfg				df		

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Child watches live streamed videos on other apps/ sites	47	39	4	2	2	47	35	11	19	9	5	15	27	19	47
	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	1%
								a	c			c			
Child does not watch live streamed videos on ANY apps/ sites	1101	911	95	58	36	1101	961	140	212	346	238	297	558	535	1101
	32%	32%	37%	38%	34%	32%	32%	36%	22%	39%	31%	38%	30%	35%	32%
			a	ae						aceg	a	aceg	a	ae	a
Don't know	56	48	2	3	3	56	48	8	10	19	9	18	29	27	56
	2%	2%	1%	2%	3%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%
					b										
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	1933	158	92	67	2250	2009	240	742	516	510	476	1258	986	2250
	66%	67%	62%	60%	63%	66%	67%	62%	77%	59%	67%	60%	68%	64%	66%
		c				c			bcdefg		bd		bdf	b	bd
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 10)	1.4	1.4	1.2	1.1	1.3	1.4	1.4	1.1	2.0	1.1	1.3	1.1	1.6	1.2	1.4
		bc				bc	b		bcdefg		bdf		bcdfg	d	bdf
Standard deviation	1.51	1.54	1.36	1.32	1.34	1.51	1.54	1.21	1.80	1.35	1.39	1.20	1.65	1.31	1.51
Standard error	.03	.03	.07	.07	.07	.03	.03	.07	.05	.05	.05	.04	.04	.03	.03

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube (Live)	1631	325	1241	406	629	501	447	789	385
	48%	45%	49%	51%	45%	52%	60%	47%	40%
				b		b	bc	c	
TikTok (Live)	1049	227	771	247	414	324	278	499	264
	31%	31%	30%	31%	30%	34%	37%	30%	28%
							bc		
Instagram (Live)	625	116	481	122	222	245	222	282	115
	18%	16%	19%	15%	16%	26%	30%	17%	12%
						ab	bc	c	
Facebook (Live)	554	107	422	118	195	216	206	237	108
	16%	15%	17%	15%	14%	23%	28%	14%	11%
						ab	bc		
Snapchat (Live)	474	111	349	118	184	153	132	222	119
	14%	15%	14%	15%	13%	16%	18%	13%	13%
							bc		
Twitch	188	47	134	48	63	68	69	93	26
	6%	7%	5%	6%	5%	7%	9%	6%	3%
						b	bc	c	
Telegram (Live)	109	22	83	28	27	53	57	38	13
	3%	3%	3%	3%	2%	5%	8%	2%	1%
						b	bc		
Yubo	52	12	34	14	13	20	30	16	6
	2%	2%	1%	2%	1%	2%	4%	1%	1%
						b	bc		
YouNow	30	9	16	6	10	12	16	12	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		

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

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

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Child watches live streamed videos on other apps/ sites	47	9	35	12	13	16	9	23	15
	1%	1%	1%	2%	1%	2%	1%	1%	2%
Child does not watch live streamed videos on ANY apps/ sites	1101	241	817	215	465	294	182	548	358
	32%	33%	32%	27%	34%	31%	25%	33%	38%
					a			a	ab
Don't know	56	12	39	10	21	14	3	31	22
	2%	2%	2%	1%	2%	1%	*%	2%	2%
								a	a
SUMMARY									
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	2250	466	1686	565	898	648	559	1101	570
	66%	65%	66%	71%	65%	68%	75%	66%	60%
				b			bc	c	
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 10)	1.4	1.4	1.4	1.4	1.3	1.7	2.0	1.3	1.1
				b		ab	bc	c	
Standard deviation	1.51	1.51	1.51	1.38	1.39	1.76	1.84	1.42	1.27
Standard error	.03	.06	.03	.05	.04	.05	.06	.03	.04

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Yes	545	75	46	46	135	156	86	303	242	292	253
	16%	12%	10%	10%	19%	22%	20%	13%	21%	17%	15%
					abc	abc	abc		a		
No	2835	566	402	420	563	537	348	1951	884	1442	1393
	83%	87%	89%	89%	80%	77%	80%	86%	78%	83%	84%
		def	def	def				b			
Don't know	26	8	2	5	5	4	3	19	7	13	12
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Yes	545	42	33	26	20	19	27	83	52	73	83	49	37	24	200	308
	16%	13%	11%	11%	9%	8%	12%	23%	15%	20%	24%	22%	18%	9%	13%	21%
								abcdefh	de	abcdef	abcdefh	abcdef	bde			ab
No	2835	287	278	205	197	218	202	273	291	285	251	174	174	233	1389	1163
	83%	86%	89%	88%	90%	91%	87%	76%	84%	80%	74%	77%	82%	89%	87%	79%
		gjk	gijk	gijk	gijkl	ghijkl	gijk		gj				j	c	c	
Don't know	26	5	3	*	1	2	3	3	2	-	4	3	-	5	10	10
	1%	2%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	-%	2%	1%	1%

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Yes	545	478	30	22	15	545	510	35	254	93	127	71	347	198	545
	16%	17%	12%	14%	15%	16%	17%	9%	26%	11%	17%	9%	19%	13%	16%
		b				b	b		bcdefg		bdf		bdfg	d	bdf
No	2835	2390	224	131	90	2835	2483	352	704	786	621	713	1490	1335	2835
	83%	83%	88%	86%	85%	83%	82%	91%	73%	89%	82%	90%	81%	86%	83%
			ae					a		aceg	a	acefg	a	aceg	a
Don't know	26	24	1	*	-	26	24	1	5	3	9	7	8	16	26
	1%	1%	1%	*%	-%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%

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

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

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Yes	545	129	385	129	202	185	215	233	98
	16%	18%	15%	16%	15%	19%	29%	14%	10%
						b	bc	c	
No	2835	586	2142	656	1173	765	523	1439	847
	83%	81%	84%	83%	85%	80%	70%	86%	89%
					c			a	ab
Don't know	26	4	15	6	10	6	6	9	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
TikTok	1496	89	88	164	371	472	313	711	785	744	752
	44%	14%	19%	35%	53%	68%	72%	31%	69%	43%	45%
				a	ab	abc	abcd	abcd		a	
Snapchat	1307	98	60	104	315	428	302	577	730	645	662
	38%	15%	13%	22%	45%	62%	69%	25%	64%	37%	40%
				ab	abc	abcd	abcde		a		
Instagram	1164	102	53	103	214	363	331	471	693	565	599
	34%	16%	12%	22%	30%	52%	76%	21%	61%	32%	36%
				ab	abc	abcd	abcde		a		a
Facebook	1038	82	59	120	202	330	245	463	575	519	518
	30%	13%	13%	26%	29%	47%	56%	20%	51%	30%	31%
				ab	ab	abcd	abcde		a		
Pinterest	329	32	18	30	73	103	72	154	175	131	198
	10%	5%	4%	6%	10%	15%	17%	7%	15%	7%	12%
					abc	abcd	abcd		a		a
X/ Twitter	203	8	11	21	22	76	65	62	141	125	78
	6%	1%	3%	4%	3%	11%	15%	3%	12%	7%	5%
				a	a	abcd	abcd		a	b	
Reddit	146	10	9	16	30	46	35	66	80	71	75
	4%	2%	2%	3%	4%	7%	8%	3%	7%	4%	4%
					ab	abc	abcd		a		
BeReal	123	9	6	9	19	48	33	42	81	35	88
	4%	1%	1%	2%	3%	7%	7%	2%	7%	2%	5%
						abcd	abcd		a		a
Threads	107	6	10	8	18	37	29	42	65	55	52
	3%	1%	2%	2%	2%	5%	7%	2%	6%	3%	3%
						abcd	abcd		a		
Wink	72	19	9	16	7	13	8	52	21	35	37
	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%
		d		d							

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Tumblr	69	5	8	5	19	24	10	36	33	28	41
	2%	1%	2%	1%	3%	3%	2%	2%	3%	2%	2%
					a	ac			a		
HiPal	40	12	7	6	6	6	2	31	8	19	20
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Amino	28	5	4	2	7	7	4	17	11	11	17
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
YuBo	28	10	3	4	5	3	4	21	6	11	17
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
Child uses other social media apps/ sites	118	23	14	23	30	20	9	90	28	56	62
	3%	4%	3%	5%	4%	3%	2%	4%	2%	3%	4%
				f	f						
Child does not use ANY social media apps/ sites	1050	398	285	192	129	35	11	1004	45	559	491
	31%	61%	63%	41%	18%	5%	2%	44%	4%	32%	30%
		cdef	cdef	def	ef	f		b			
Don't know	26	11	3	8	2	2	-	25	2	18	8
	1%	2%	1%	2%	*%	*%	-%	1%	*%	1%	*%
		def		def				b			
SUMMARY											
ANY SOCIAL MEDIA APPS/ SITES USED	2330	240	162	271	572	660	426	1244	1086	1170	1160
	68%	37%	36%	57%	81%	95%	98%	55%	96%	67%	70%
				ab	abc	abcd	abcde		a		
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 16)	1.8	.8	.8	1.3	1.9	2.8	3.3	1.2	3.0	1.7	1.9
				ab	abc	abcd	abcde		a		a

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Standard deviation	1.87	1.46	1.58	1.72	1.49	1.81	1.62	1.62	1.75	1.81	1.92
Standard error	.03	.06	.07	.07	.06	.08	.07	.03	.05	.04	.05

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER → / SCHOOL YEAR →		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
TikTok	1496	47	41	45	43	80	84	187	184	232	240	153	159	27	463	958
	44%	14%	13%	19%	20%	33%	36%	52%	53%	65%	71%	68%	75%	10%	29%	65%
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Snapchat	1307	54	44	34	25	48	56	146	169	212	216	151	151	33	321	907
	38%	16%	14%	15%	12%	20%	24%	41%	49%	59%	64%	67%	71%	13%	20%	61%
						d	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Instagram	1164	58	43	27	26	45	57	113	101	158	205	164	167	35	304	779
	34%	17%	14%	12%	12%	19%	25%	32%	29%	44%	61%	73%	79%	13%	19%	53%
						cd	bcd	abcde	abcde	abcdefgh	abcdefghi	abcdefghij	abcdefghij			ab
Facebook	1038	42	40	31	28	54	66	107	95	162	168	123	122	24	323	659
	30%	12%	13%	13%	13%	23%	28%	30%	28%	45%	50%	55%	58%	9%	20%	44%
						abcd	abcd	abcd	abcd	abcdefgh	abcdefgh	abcdefghi	abcdefghi		a	ab
Pinterest	329	16	15	11	8	10	21	30	44	36	67	29	43	12	94	217
	10%	5%	5%	5%	3%	4%	9%	8%	13%	10%	20%	13%	20%	5%	6%	15%
							de	d	abcde	abcde	abcdefghik	abcde	abcdefghik			ab
X/ Twitter	203	4	4	5	6	8	13	18	5	45	31	45	20	4	41	149
	6%	1%	1%	2%	3%	3%	6%	5%	1%	13%	9%	20%	9%	2%	3%	10%
							abh	abh		abcdefgh	abcdeh	abcdefghijl	abcdeh			ab
Reddit	146	5	5	4	6	7	9	17	14	17	29	22	13	4	44	94
	4%	1%	2%	2%	3%	3%	4%	5%	4%	5%	9%	10%	6%	1%	3%	6%
								a		a	abcdefh	abcdefghi	abc			ab
BeReal	123	6	4	1	4	3	6	4	15	11	37	10	22	5	25	91
	4%	2%	1%	1%	2%	1%	3%	1%	4%	3%	11%	4%	11%	2%	2%	6%
									bceg	c	abcdefghik	bceg	abcdefghik			ab

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Threads	107	5	1	6	4	5	3	9	9	14	23	17	12	4	26	73
	3%	1%	*%	2%	2%	2%	1%	2%	3%	4%	7%	8%	5%	1%	2%	5%
										b	abcdefgh	abcdefgh	abf			ab
Wink	72	9	10	5	5	6	10	6	1	3	10	7	1	7	42	22
	2%	3%	3%	2%	2%	3%	4%	2%	*%	1%	3%	3%	1%	3%	3%	1%
		h	hl				hil				h	h			c	
Tumblr	69	2	3	2	6	1	3	8	10	9	14	6	4	-	26	42
	2%	1%	1%	1%	3%	1%	1%	2%	3%	3%	4%	3%	2%	-%	2%	3%
									ae		abce					ab
HiPal	40	7	5	4	4	1	5	3	3	2	4	2	-	5	26	8
	1%	2%	2%	2%	2%	*%	2%	1%	1%	*%	1%	1%	-%	2%	2%	1%
		l					l							c	c	
Amino	28	3	2	*	3	-	2	4	3	2	6	3	1	2	14	12
	1%	1%	1%	*%	2%	-%	1%	1%	1%	*%	2%	1%	*%	1%	1%	1%
YuBo	28	5	5	*	3	*	3	2	3	*	2	3	1	3	16	7
	1%	1%	2%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%
Child uses other social media apps/ sites	118	6	17	7	6	12	11	15	15	9	11	7	2	10	65	40
	3%	2%	5%	3%	3%	5%	5%	4%	4%	3%	3%	3%	1%	4%	4%	3%
			al				l	l	l	l						
Child does not use ANY social media apps/ sites	1050	205	193	142	144	99	93	84	46	22	13	8	3	161	777	108
	31%	61%	61%	61%	66%	41%	40%	23%	13%	6%	4%	4%	1%	62%	49%	7%
		efghijkl	efghijkl	efghijkl	efghijkl	ghijkl	ghijkl	hijkl	ijkl	l				bc	c	
Don't know	26	7	4	1	2	6	2	2	-	2	-	-	-	7	16	4
	1%	2%	1%	*%	1%	3%	1%	1%	-%	*%	-%	-%	-%	3%	1%	*%
		hjkl				hjkl								c	c	

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
SUMMARY																
ANY SOCIAL MEDIA APPS/ SITES USED	2330	122	117	89	73	134	137	273	299	335	325	217	209	93	806	1369
	68%	37%	37%	39%	33%	56%	59%	76%	87%	93%	96%	96%	99%	36%	50%	92%
						abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 16)	1.8	.8	.8	.8	.8	1.2	1.5	1.9	1.9	2.5	3.1	3.3	3.4	.7	1.1	2.7
						abcd	abcde	abcdef	abcdef	abcdefgh	abcdefghi	abcdefghi	abcdefghi		a	ab
Standard deviation	1.87	1.56	1.34	1.38	1.78	1.45	1.94	1.56	1.41	1.68	1.89	1.79	1.40	1.23	1.65	1.74
Standard error	.03	.09	.08	.08	.11	.09	.12	.09	.08	.10	.11	.11	.09	.08	.04	.05

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
TikTok	1496	1277	108	66	45	1496	1319	176	470	380	329	316	850	645	1496
	44%	44%	42%	43%	42%	44%	44%	45%	49% bcdfg	43%	43%	40%	46% df	42%	44%
Snapchat	1307	1093	103	65	46	1307	1157	149	401	321	285	301	721	585	1307
	38%	38%	40%	43%	43%	38%	38%	38%	42% b	36%	38%	38%	39%	38%	38%
Instagram	1164	998	78	55	34	1164	1039	125	428	277	274	186	705	460	1164
	34%	35%	30%	36%	32%	34%	34%	32%	44% bcdefg	31% d	36% df	24%	38% bdfg	30% d	34% df
Facebook	1038	899	71	41	27	1038	940	97	405	232	220	181	637	400	1038
	30%	31%	28%	27%	26%	30%	31% b	25%	42% bcdefg	26%	29% d	23%	35% bcdfg	26%	30% df
Pinterest	329	282	25	14	8	329	307	21	140	88	61	39	229	100	329
	10%	10%	10%	9%	7%	10%	10% b	6%	15% bcdfg	10% df	8% d	5%	12% cdfg	6%	10% df
X/ Twitter	203	171	18	8	5	203	185	18	104	39	41	20	142	61	203
	6%	6%	7%	5%	5%	6%	6%	5%	11% bcdefg	4%	5% d	3%	8% bdfg	4%	6% df
Reddit	146	128	7	5	6	146	135	11	66	38	29	13	104	42	146
	4%	4%	3%	3%	6%	4%	4%	3%	7% cdfg	4% d	4% d	2%	6% df	3%	4% df
BeReal	123	105	8	4	6	123	113	10	38	44	22	18	83	40	123
	4%	4%	3%	3%	6%	4%	4%	3%	4%	5% df	3%	2%	4% df	3%	4%
Threads	107	90	7	6	4	107	102	5	51	25	19	12	77	30	107
	3%	3%	3%	4%	4%	3%	3%	1%	5% bcdfg	3%	2%	1%	4% df	2%	3% df
Wink	72	63	5	2	2	72	71	1	35	17	11	9	52	20	72
	2%	2%	2%	2%	2%	2%	2% b	*%	4% cdfg	2%	1%	1%	3% df	1%	2%

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Tumblr	69	60	5	2	2	69	66	3	33	16	11	8	50	20	69
	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	1%	3%	1%	2%
									cdfg				df		
HiPal	40	34	3	1	2	40	40	-	27	2	9	2	29	11	40
	1%	1%	1%	1%	2%	1%	1%	-%	3%	*%	1%	*%	2%	1%	1%
									bcdefg		bd		bdf		bd
Amino	28	24	3	1	*	28	28	-	19	4	3	2	23	5	28
	1%	1%	1%	*%	*%	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%
									bcdfg				df		
YuBo	28	24	1	1	2	28	28	-	17	5	1	5	22	6	28
	1%	1%	1%	1%	2%	1%	1%	-%	2%	1%	*%	1%	1%	*%	1%
									bcfg				cf		
Child uses other social media apps/ sites	118	105	8	3	2	118	100	18	27	29	33	29	56	62	118
	3%	4%	3%	2%	2%	3%	3%	5%	3%	3%	4%	4%	3%	4%	3%
Child does not use ANY social media apps/ sites	1050	883	81	51	35	1050	920	130	220	320	206	295	540	501	1050
	31%	31%	32%	33%	33%	31%	30%	33%	23%	36%	27%	37%	29%	32%	31%
										aceg		acefg	a	ac	a
Don't know	26	23	1	2	*	26	22	4	4	6	4	10	10	14	26
	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
												a			

SUMMARY

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
ANY SOCIAL MEDIA APPS/ SITES USED	2330	1985	174	101	70	2330	2075	254	739	556	547	486	1295	1033	2330
	68%	69%	68%	66%	66%	68%	69%	65%	77%	63%	72%	61%	70%	67%	68%
									bcdefg		bdf		bd	d	bd
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 16)	1.8	1.9	1.8	1.8	1.8	1.8	1.9	1.6	2.3	1.7	1.8	1.4	2.0	1.6	1.8
							b		bcdefg	d	df		bcdfg	d	df
Standard deviation	1.87	1.87	1.85	1.94	1.80	1.87	1.89	1.65	2.17	1.82	1.66	1.55	2.03	1.62	1.87
Standard error	.03	.04	.09	.10	.10	.03	.03	.09	.06	.07	.06	.06	.05	.04	.03

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
TikTok	1496	311	1131	354	614	446	348	734	404
	44%	43%	44%	45%	44%	47%	47%	44%	43%
Snapchat	1307	281	984	318	517	387	304	637	361
	38%	39%	39%	40%	37%	40%	41%	38%	38%
Instagram	1164	243	882	245	463	387	337	552	271
	34%	34%	35%	31%	33%	40%	45%	33%	29%
						ab	bc	c	
Facebook	1038	214	789	232	403	355	303	483	247
	30%	30%	31%	29%	29%	37%	41%	29%	26%
						ab	bc		
Pinterest	329	71	250	74	119	113	110	154	65
	10%	10%	10%	9%	9%	12%	15%	9%	7%
						b	bc		
X/ Twitter	203	37	159	37	70	88	78	88	36
	6%	5%	6%	5%	5%	9%	11%	5%	4%
						ab	bc		
Reddit	146	25	115	27	49	61	56	70	20
	4%	3%	5%	3%	4%	6%	8%	4%	2%
						ab	bc	c	
BeReal	123	35	83	32	44	36	26	68	29
	4%	5%	3%	4%	3%	4%	3%	4%	3%
Threads	107	15	89	11	39	53	47	43	17
	3%	2%	3%	1%	3%	6%	6%	3%	2%
						ab	bc		
Wink	72	14	55	18	22	31	28	35	9
	2%	2%	2%	2%	2%	3%	4%	2%	1%
						b	bc		

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Tumblr	69	13	53	12	22	33	27	35	8
	2%	2%	2%	2%	2%	3%	4%	2%	1%
						ab	c	c	
HiPal	40	10	27	3	15	17	20	18	2
	1%	1%	1%	*%	1%	2%	3%	1%	*%
						a	bc	c	
Amino	28	8	15	5	10	10	12	14	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							c		
YuBo	28	7	20	5	11	11	12	12	4
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							c		
Child uses other social media apps/ sites	118	29	87	26	56	30	28	46	44
	3%	4%	3%	3%	4%	3%	4%	3%	5%
									b
Child does not use ANY social media apps/ sites	1050	218	786	233	418	272	168	533	335
	31%	30%	31%	29%	30%	28%	23%	32%	35%
								a	a
Don't know	26	5	17	9	8	5	5	6	11
	1%	1%	1%	1%	1%	1%	1%	*%	1%
									b

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

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

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
SUMMARY									
ANY SOCIAL MEDIA APPS/ SITES USED	2330	496	1739	549	959	679	571	1141	604
	68%	69%	68%	69%	69%	71%	77%	68%	64%
							bc	c	
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 16)	1.8	1.8	1.9	1.8	1.8	2.1	2.3	1.8	1.6
						ab	bc	c	
Standard deviation	1.87	1.82	1.88	1.73	1.77	2.10	2.11	1.83	1.65
Standard error	.03	.07	.04	.06	.05	.06	.07	.04	.05

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

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

QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	~c	~d	~e	~f	a	~b	a	b
Unweighted total	441	222	219	-	-	-	-	441	-	230	211
Effective Weighted Sample	344	179	177	-	-	-	-	344	-	179	165
Total	402	240	162	-	-	-	-	402	-	212	190
My child uses these social media apps/ sites independently	101	47	54	**	**	**	**	101	**	56	45
	25%	19%	33%	**	**	**	**	25%	**	26%	23%
			a								
I use these social media apps/ sites on behalf of my child	120	86	33	**	**	**	**	120	**	69	51
	30%	36%	20%	**	**	**	**	30%	**	33%	27%
		b									
We use these social media apps/ sites together	174	100	74	**	**	**	**	174	**	84	90
	43%	42%	46%	**	**	**	**	43%	**	40%	48%
Don't know	7	6	1	**	**	**	**	7	**	3	4
	2%	3%	1%	**	**	**	**	2%	**	1%	2%

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

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

QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER → SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	~e	~f	~g	~h	~i	~j	~k	~l	~a	b	~c
Unweighted total	441	112	110	118	101	-	-	-	-	-	-	-	-	95	345	-
Effective Weighted Sample	344	91	88	93	85	-	-	-	-	-	-	-	-	73	271	-
Total	402	122	117	89	73	-	-	-	-	-	-	-	-	93	308	-
My child uses these social media apps/ sites independently	101	22	25	34	20	**	**	**	**	**	**	**	**	**	87	**
	25%	18%	21%	38% ab	27%	**	**	**	**	**	**	**	**	**	28%	**
I use these social media apps/ sites on behalf of my child	120	50	37	19	14	**	**	**	**	**	**	**	**	**	82	**
	30%	41% cd	31%	22%	19%	**	**	**	**	**	**	**	**	**	27%	**
We use these social media apps/ sites together	174	49	51	35	39	**	**	**	**	**	**	**	**	**	134	**
	43%	40%	44%	39%	54%	**	**	**	**	**	**	**	**	**	43%	**
Don't know	7	2	4	1	-	**	**	**	**	**	**	**	**	**	6	**
	2%	1%	4%	1%	-%	**	**	**	**	**	**	**	**	**	2%	**

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

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

QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	~b	c	~d	e	f	g
Unweighted total	441	294	62	43	42	441	421	19	224	58	105	53	282	158	441
Effective Weighted Sample	344	264	56	41	39	344	328	15	179	44	81	43	219	124	344
Total	402	341	33	16	12	402	380	21	189	63	98	51	252	149	402
My child uses these social media apps/ sites independently	101	88	**	**	**	101	94	**	48	**	23	**	69	32	101
	25%	26%	**	**	**	25%	25%	**	25%	**	23%	**	27%	21%	25%
I use these social media apps/ sites on behalf of my child	120	99	**	**	**	120	108	**	44	**	46	**	61	59	120
	30%	29%	**	**	**	30%	28%	**	23%	**	47%	**	24%	39%	30%
											aeg			ae	
We use these social media apps/ sites together	174	147	**	**	**	174	171	**	97	**	27	**	118	56	174
	43%	43%	**	**	**	43%	45%	**	51%	**	28%	**	47%	38%	43%
									cf				c		c
Don't know	7	6	**	**	**	7	7	**	-	**	2	**	4	2	7
	2%	2%	**	**	**	2%	2%	**	-%	**	2%	**	2%	2%	2%

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

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

QP13A. Which of these best applies to your child and using social media apps or sites? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-7)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		~a	b	~a	b	c	a	b	~c
Unweighted total	441	79	340	99	161	163	188	186	65
Effective Weighted Sample	344	61	265	74	124	130	142	149	51
Total	402	76	303	92	145	145	160	180	59
My child uses these social media apps/ sites independently	101	**	71	**	36	44	44	44	**
	25%	**	24%	**	25%	31%	28%	24%	**
I use these social media apps/ sites on behalf of my child	120	**	87	**	51	26	51	51	**
	30%	**	29%	**	35%	18%	32%	28%	**
					c				
We use these social media apps/ sites together	174	**	139	**	54	74	64	79	**
	43%	**	46%	**	37%	51%	40%	44%	**
						b			
Don't know	7	**	6	**	3	-	-	7	**
	2%	**	2%	**	2%	-%	-%	4%	**
								a	

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

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754	365	258	348	661	688	434	1632	1122	1418	1336
	81%	56%	57%	74%	94%	99%	99%	72%	99%	81%	81%
				ab	abc	abcd	abcd		a		
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270	587	426	454	693	679	432	2159	1111	1690	1579
	96%	91%	94%	96%	99%	98%	99%	95%	98%	97%	95%
			a	a	abc	ab	abc		a	b	
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260	318	215	287	512	569	360	1332	928	1188	1072
	66%	49%	48%	61%	73%	82%	82%	59%	82%	68%	65%
				ab	abc	abcd	abcd		a		
USE SOCIAL MEDIA APPS/ SITES	2330	240	162	271	572	660	426	1244	1086	1170	1160
	68%	37%	36%	57%	81%	95%	98%	55%	96%	67%	70%
				ab	abc	abcd	abcde		a		
ANY OF THESE	3321	605	428	460	697	696	436	2189	1132	1716	1605
	98%	93%	95%	98%	99%	100%	100%	96%	100%	98%	97%
				ab	ab	abcd	abc		a	b	
NONE OF THESE	85	44	23	11	6	-	1	84	1	31	53
	2%	7%	5%	2%	1%	-%	*%	4%	*%	2%	3%
		cdef	cdef	ef	e			b			a
ALL OF THESE	1869	177	130	206	457	546	353	970	899	959	910
	55%	27%	29%	44%	65%	78%	81%	43%	79%	55%	55%
				ab	abc	abcd	abcd		a		

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

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754	195	170	134	125	177	171	336	325	352	336	224	210	135	1103	1455
	81%	58%	54%	58%	57%	74%	74%	94%	94%	98%	99%	100%	99%	52%	69%	98%
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh		a	ab
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270	309	278	222	203	231	223	357	336	350	329	222	210	233	1519	1454
	96%	92%	89%	96%	93%	97%	96%	100%	97%	98%	97%	98%	99%	89%	95%	98%
				b		b	b	abcdefhj	abd	abd	abd	abd	abcdef		a	ab
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260	167	151	119	96	151	136	274	238	293	276	185	175	129	889	1190
	66%	50%	48%	51%	44%	63%	59%	76%	69%	82%	82%	82%	83%	50%	56%	80%
						abcd	bd	abcdef	abcdf	abcdefh	abcdefh	abcdefh	abcdefh			ab
USE SOCIAL MEDIA APPS/ SITES	2330	122	117	89	73	134	137	273	299	335	325	217	209	93	806	1369
	68%	37%	37%	39%	33%	56%	59%	76%	87%	93%	96%	96%	99%	36%	50%	92%
						abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
ANY OF THESE	3321	316	289	224	204	236	225	358	338	358	338	224	212	238	1542	1478
	98%	94%	92%	96%	93%	99%	97%	100%	98%	100%	100%	100%	100%	91%	96%	100%
				b		abd	b	abcdfh	abd	abcdfh	abcdfh	abcdf	abcdfh		a	ab
NONE OF THESE	85	19	25	8	14	3	7	-	6	-	-	1	-	22	57	3
	2%	6%	8%	4%	7%	1%	3%	-%	2%	-%	-%	*%	-%	9%	4%	*%
		eghijkl	cefghijkl	gijkl	eghijkl		gijkl		gijl					bc	c	
ALL OF THESE	1869	95	82	73	57	103	103	231	226	278	268	178	174	67	620	1131
	55%	29%	26%	31%	26%	43%	44%	64%	66%	78%	79%	79%	82%	26%	39%	76%
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefgh		a	ab

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

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Significance Level: 95%															
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754	2345	205	124	80	2754	2454	299	846	691	637	575	1536	1212	2754
	81%	81%	80%	81%	76%	81%	81%	77%	88%	78%	84%	73%	83%	78%	81%
									bcdefg	d	bdf		bdf	d	d
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270	2770	248	148	104	3270	2901	368	933	847	726	752	1780	1478	3270
	96%	96%	97%	97%	98%	96%	96%	95%	97%	96%	96%	95%	96%	95%	96%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260	1941	159	94	67	2260	2019	240	744	517	515	478	1261	993	2260
	66%	67%	62%	61%	63%	66%	67%	62%	77%	59%	68%	60%	68%	64%	66%
		c				c			bcdefg		bd		bdf	b	bd
USE SOCIAL MEDIA APPS/ SITES	2330	1985	174	101	70	2330	2075	254	739	556	547	486	1295	1033	2330
	68%	69%	68%	66%	66%	68%	69%	65%	77%	63%	72%	61%	70%	67%	68%
									bcdefg		bdf		bd	d	bd
ANY OF THESE	3321	2816	251	150	104	3321	2948	373	947	861	739	763	1808	1502	3321
	98%	97%	98%	98%	99%	98%	98%	96%	98%	98%	98%	96%	98%	97%	98%
									df				d		
NONE OF THESE	85	76	5	3	1	85	69	15	16	20	18	28	36	47	85
	2%	3%	2%	2%	1%	2%	2%	4%	2%	2%	2%	4%	2%	3%	2%
												ae		a	
ALL OF THESE	1869	1609	131	76	52	1869	1672	196	659	409	435	364	1068	799	1869
	55%	56%	51%	50%	50%	55%	55%	50%	68%	46%	57%	46%	58%	52%	55%
		c							bcdefg		bdf		bdf	bd	bd

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

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

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVITIES

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2754 81%	571 79%	2072 82%	631 80%	1144 83%	801 84%	628 84% c	1369 81% c	735 77%
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3270 96%	704 98% b	2436 96%	754 95%	1338 97%	921 96%	705 95%	1624 97%	911 96%
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	2260 66%	469 65%	1693 67%	568 72% b	905 65%	648 68%	560 75% bc	1108 66% c	573 60%
USE SOCIAL MEDIA APPS/ SITES	2330 68%	496 69%	1739 68%	549 69%	959 69%	679 71%	571 77% bc	1141 68% c	604 64%
ANY OF THESE	3321 98%	709 99%	2478 97%	770 97%	1354 98%	939 98%	721 97%	1646 98%	924 97%
NONE OF THESE	85 2%	10 1%	64 3%	21 3%	31 2%	17 2%	23 3%	35 2%	25 3%
ALL OF THESE	1869 55%	397 55%	1394 55%	453 57%	749 54%	562 59% b	487 65% bc	910 54% c	461 49%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 19

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
Yes	1907	183	133	253	492	522	323	1061	846	947	960
	79%	76%	82%	81%	83% f	79%	75%	81%	77%	78%	81%
No	482	56	26	56	102	139	103	241	241	260	222
	20%	24%	16%	18%	17%	21%	24% bd	18%	22% a	21%	19%
Don't know	11	-	3	2	1	3	2	7	5	7	4
	*%	-%	2% d	1%	*%	*%	1%	*%	*%	1%	*%

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

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		CHILD'S AGE AND GENDER												SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
Yes	1907	95	88	71	62	121	132	249	243	253	269	158	165	**	696	1096
	79%	78%	75%	79%	85%	80%	82%	84%	81%	75%	83%	72%	79%	**	81%	79%
					k		k	ik	k		k					
No	482	27	29	16	10	30	26	46	56	82	57	59	44	**	159	285
	20%	22%	25%	18%	14%	20%	16%	16%	19%	24%	17%	27%	21%	**	18%	21%
										dg		dfghj				
Don't know	11	-	-	2	1	-	2	-	1	3	-	2	-	**	5	5
	*%	-%	-%	3%	1%	-%	1%	-%	*%	1%	-%	1%	-%	**	1%	*%
				egjl												

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

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
Yes	1907	1626	138	82	60	1907	1720	186	649	440	431	384	1090	815	1907
	79%	80%	76%	80%	83%	79%	80%	71%	86%	76%	78%	75%	82%	76%	79%
							b		bcdefg				bcdf		d
No	482	408	42	20	12	482	409	73	103	134	122	123	237	245	482
	20%	20%	23%	20%	17%	20%	19%	28%	14%	23%	22%	24%	18%	23%	20%
								a		ae	a	ae	a	ae	a
Don't know	11	10	1	*	*	11	10	1	-	3	3	6	3	9	11
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	1%	*%	1%	*%
												ae		ae	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 19

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

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
Yes	1907	417	1407	464	760	565	499	921	477
	79%	82%	78%	81%	76%	83%	87%	77%	76%
				b		b	bc		
No	482	87	381	102	229	116	71	264	141
	20%	17%	21%	18%	23%	17%	13%	22%	23%
					ac			a	a
Don't know	11	3	6	5	5	1	-	6	5
	*%	1%	*%	1%	1%	*%	-%	*%	1%
									a

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
Strongly disagree	160	23	13	32	53	21	18	121	39	80	80
	7%	10%	8%	10%	9%	3%	4%	9%	4%	7%	7%
		ef	ef	ef	ef			b			
Slightly disagree	339	21	18	53	98	92	58	190	149	141	198
	14%	9%	11%	17%	16%	14%	13%	15%	14%	12%	17%
				a	a						a
Neither agree nor disagree	650	43	44	72	184	179	128	343	307	333	317
	27%	18%	27%	23%	31%	27%	30%	26%	28%	27%	27%
			a		ac	a	ac				
Slightly agree	782	100	43	97	169	222	152	409	374	426	357
	33%	42%	26%	31%	28%	33%	35%	31%	34%	35%	30%
		bcd					bd			b	
Strongly agree	442	51	41	54	86	140	71	232	210	220	221
	18%	21%	25%	17%	14%	21%	17%	18%	19%	18%	19%
		d	cdf			d					
Don't know	26	2	3	3	6	10	2	14	12	13	13
	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%
			f								
SUMMARY CODES											
TOTAL DISAGREE	500	44	32	86	150	113	75	311	189	221	278
	21%	18%	20%	28%	25%	17%	18%	24%	17%	18%	23%
				aef	ef			b			a
TOTAL AGREE	1224	151	83	151	255	361	223	640	584	646	578
	51%	63%	51%	48%	43%	54%	52%	49%	54%	53%	49%
		bcdf				d	d		a		
TOTAL NEITHER/ DON'T KNOW	676	45	47	75	190	189	130	357	319	347	329
	28%	19%	29%	24%	32%	28%	30%	27%	29%	29%	28%
			a		ac	a	a				

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
Strongly disagree	160	9	14	9	4	12	21	38	15	6	15	7	11	**	84	57
	7%	8%	12%	10%	6%	8%	13%	13%	5%	2%	5%	3%	5%	**	10%	4%
		i	hijk	ik		ik	hijkl	hijkl					i		c	
Slightly disagree	339	10	11	7	11	24	29	35	63	40	52	26	32	**	139	187
	14%	8%	9%	8%	15%	16%	18%	12%	21%	12%	16%	12%	15%	**	16%	13%
							ac		abcgik							
Neither agree nor disagree	650	22	21	25	18	35	36	97	87	92	87	62	67	**	204	409
	27%	18%	18%	28%	25%	23%	23%	33%	29%	27%	27%	28%	32%	**	24%	29%
								abf	b				ab			b
Slightly agree	782	63	37	24	19	51	46	84	86	122	100	83	69	**	265	459
	33%	51%	31%	27%	26%	34%	29%	28%	29%	36%	31%	38%	33%	**	31%	33%
		bcdefghijkl										dgh				
Strongly agree	442	17	34	21	19	26	28	40	46	74	65	42	29	**	159	257
	18%	14%	29%	24%	26%	17%	17%	14%	15%	22%	20%	19%	14%	**	18%	19%
			aefghl	gl	aghl					gl						
Don't know	26	1	1	2	1	3	-	3	3	4	5	-	2	**	10	16
	1%	1%	1%	3%	2%	2%	-%	1%	1%	1%	2%	-%	1%	**	1%	1%
				fk		k										
SUMMARY CODES																
TOTAL DISAGREE	500	19	25	16	15	36	50	72	78	46	67	33	43	**	223	244
	21%	15%	21%	18%	21%	24%	31%	24%	26%	14%	21%	15%	20%	**	26%	18%
						ik	acijkl	ik	aik		i				c	
TOTAL AGREE	1224	80	71	45	38	77	74	124	132	196	166	125	98	**	424	716
	51%	65%	60%	51%	52%	51%	46%	42%	44%	58%	51%	57%	47%	**	49%	52%
		cefghjl	fghl							fghl		fghl				

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
TOTAL NEITHER/ DON'T KNOW	676	24	22	28	20	38	36	99	91	96	93	62	69	**	213	425
	28%	19%	19%	31%	27%	25%	23%	34%	30%	28%	28%	28%	33%	**	25%	31%
								abf	b				abf			b

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
Strongly disagree	160	140	12	5	4	160	142	18	53	45	29	33	98	62	160
	7%	7%	6%	5%	5%	7%	7%	7%	7%	8%	5%	7%	7%	6%	7%
Slightly disagree	339	294	21	14	10	339	290	48	88	98	87	67	186	154	339
	14%	14%	12%	14%	14%	14%	14%	18%	12%	17%	16%	13%	14%	14%	14%
										a					
Neither agree nor disagree	650	552	47	31	20	650	568	82	148	165	150	185	314	335	650
	27%	27%	26%	30%	27%	27%	27%	32%	20%	29%	27%	36%	24%	31%	27%
										a	a	abceg		aeg	ae
Slightly agree	782	647	72	37	27	782	704	78	251	181	202	148	432	350	782
	33%	32%	40%	35%	37%	33%	33%	30%	33%	31%	36%	29%	33%	33%	33%
			ae								d				
Strongly agree	442	391	25	14	11	442	412	30	207	78	84	73	285	156	442
	18%	19%	14%	14%	16%	18%	19%	12%	28%	14%	15%	14%	21%	15%	18%
		bc					b		bcdefg				bcdfg		bdf
Don't know	26	20	4	2	1	26	22	4	6	9	4	7	15	11	26
	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
SUMMARY CODES															
TOTAL DISAGREE	500	434	33	19	14	500	432	66	141	143	116	100	284	216	500
	21%	21%	18%	19%	19%	21%	20%	25%	19%	25%	21%	20%	21%	20%	21%
										a					
TOTAL AGREE	1224	1038	97	51	38	1224	1116	108	458	259	286	221	717	506	1224
	51%	51%	54%	49%	52%	51%	52%	41%	61%	45%	51%	43%	54%	47%	51%
							b		bcdefg			d	bdf		bd
TOTAL NEITHER/ DON'T KNOW	676	572	51	33	21	676	590	86	154	174	154	193	329	346	676
	28%	28%	28%	32%	29%	28%	28%	33%	20%	30%	28%	38%	25%	32%	28%
										ae	a	abceg	a	aeg	ae

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 20

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
Strongly disagree	160	55	97	45	62	36	46	68	42
	7%	11%	5%	8%	6%	5%	8%	6%	7%
		b							
Slightly disagree	339	85	242	90	151	84	57	168	113
	14%	17%	13%	16%	15%	12%	10%	14%	18%
								a	a
Neither agree nor disagree	650	147	477	170	274	145	134	343	168
	27%	29%	27%	30%	28%	21%	24%	29%	27%
				c	c			a	
Slightly agree	782	127	626	170	322	252	171	411	199
	33%	25%	35%	30%	32%	37%	30%	34%	32%
			a			a			
Strongly agree	442	80	340	93	173	160	160	189	91
	18%	16%	19%	16%	17%	23%	28%	16%	15%
						ab	bc		
Don't know	26	13	12	4	12	6	3	13	10
	1%	2%	1%	1%	1%	1%	1%	1%	2%
		b							
SUMMARY CODES									
TOTAL DISAGREE	500	140	339	135	213	120	102	236	155
	21%	28%	19%	24%	21%	18%	18%	20%	25%
		b		c					ab
TOTAL AGREE	1224	208	966	263	495	412	330	600	290
	51%	41%	54%	46%	50%	60%	58%	50%	47%
			a			ab	bc		

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

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

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
TOTAL NEITHER/ DON'T KNOW	676	160	489	173	286	151	137	355	178
	28%	31%	27%	30%	29%	22%	24%	30%	29%
				c	c			a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 21

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Yes – there is a minimum age requirement	2812	530	380	386	580	557	380	1876	937	1413	1399
	83%	82%	84%	82%	83%	80%	87%	83%	83%	81%	84%
							ace				a
No – there is not a minimum age requirement	269	62	31	34	50	70	23	177	92	154	115
	8%	10%	7%	7%	7%	10%	5%	8%	8%	9%	7%
		f				f					
Don't know	324	57	40	52	72	70	34	220	104	180	144
	10%	9%	9%	11%	10%	10%	8%	10%	9%	10%	9%

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Yes – there is a minimum age requirement	2812	265	265	197	183	187	198	290	290	283	274	191	189	212	1333	1215
	83%	79%	85%	85%	84%	78%	85%	81%	84%	79%	81%	85%	89% aegij	81%	83%	82%
No – there is not a minimum age requirement	269	39	23	18	13	21	12	25	25	39	31	12	10	29	114	122
	8%	12% dfkl	7%	8%	6%	9%	5%	7%	7%	11% fkl	9%	5%	5%	11%	7%	8%
Don't know	324	31	26	17	23	30	21	43	29	37	33	22	13	20	152	144
	10%	9%	8%	7%	10%	13% l	9%	12% l	8%	10%	10%	10%	6%	8%	9%	10%

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Yes – there is a minimum age requirement	2812	2390	205	127	90	2812	2472	339	824	740	610	628	1564	1239	2812
	83%	83%	80%	83%	85%	83%	82%	87%	86%	84%	81%	79%	85%	80%	83%
								a	cdfg	df			cdf		
No – there is not a minimum age requirement	269	228	23	11	7	269	252	17	90	58	67	52	148	119	269
	8%	8%	9%	7%	7%	8%	8%	4%	9%	7%	9%	7%	8%	8%	8%
							b		d						
Don't know	324	273	27	16	8	324	293	31	49	83	79	112	132	191	324
	10%	9%	11%	10%	8%	10%	10%	8%	5%	9%	10%	14%	7%	12%	10%
									a	ae	abeg			aeg	ae

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 21

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Yes – there is a minimum age requirement	2812	620	2083	646	1146	802	615	1402	778
	83%	86%	82%	82%	83%	84%	83%	83%	82%
		b							
No – there is not a minimum age requirement	269	42	215	60	102	92	85	129	50
	8%	6%	8%	8%	7%	10%	11%	8%	5%
			a				bc	c	
Don't know	324	58	244	85	136	62	44	150	122
	10%	8%	10%	11%	10%	6%	6%	9%	13%
				c	c			a	ab

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

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

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

								CHILD'S AGE								
	Total	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3406	182	210	186	282	287	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	2645	145	163	153	226	226	225	226	164	149	155	156	155	152	225	222
Total	3406	212	212	225	225	225	235	235	235	235	232	232	232	232	218	218
Yes – there is a minimum age requirement	2812	171	174	185	192	187	190	196	200	202	178	171	196	190	194	186
	83%	81%	82%	82%	85%	83%	81%	83%	85%	86%	77%	74%	84%	82%	89%	85%
					jk	k		k	k	k			k		afjkm	jk
No – there is not a minimum age requirement	269	25	17	20	17	14	19	15	16	10	24	23	18	29	7	16
	8%	12%	8%	9%	7%	6%	8%	6%	7%	4%	10%	10%	8%	12%	3%	7%
		in	n	n	n		n				in	n	n	egin		n
Don't know	324	15	21	20	16	24	27	25	19	24	29	38	18	14	18	17
	10%	7%	10%	9%	7%	10%	11%	11%	8%	10%	13%	16%	8%	6%	8%	8%
											m	adhlmno				

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2825	471	476	452	483	471	472	1882	943	1414	1411
Effective Weighted Sample	2191	374	378	368	389	372	385	1465	726	1080	1113
Total	2812	530	380	386	580	557	380	1876	937	1413	1399
Age under 10	104	29	18	34	16	5	1	98	6	53	51
	4%	6%	5%	9%	3%	1%	*%	5%	1%	4%	4%
		ef	ef	bdef	f			b			
Aged 10	59	10	6	7	22	13	1	45	14	34	25
	2%	2%	1%	2%	4%	2%	*%	2%	2%	2%	2%
		f		f	bf	f					
Aged 11	29	2	2	5	13	4	3	22	7	9	20
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%
					ab						
Aged 12	212	38	29	42	56	39	9	164	48	101	111
	8%	7%	8%	11%	10%	7%	2%	9%	5%	7%	8%
		f	f	f	f	f		b			
Aged 13	1130	173	135	145	246	274	157	699	431	594	537
	40%	33%	36%	38%	42%	49%	41%	37%	46%	42%	38%
					a	abcf	a		a		
Aged 14	252	32	49	31	36	62	42	148	104	123	128
	9%	6%	13%	8%	6%	11%	11%	8%	11%	9%	9%
			acd			ad	ad		a		
Aged 15	88	20	12	8	12	17	19	52	36	42	46
	3%	4%	3%	2%	2%	3%	5%	3%	4%	3%	3%
							cd				
Aged 16	443	104	56	45	82	57	99	287	156	239	204
	16%	20%	15%	12%	14%	10%	26%	15%	17%	17%	15%
		cde					abcde				
Aged 17	11	-	-	3	5	-	3	8	3	4	7
	*%	-%	-%	1%	1%	-%	1%	*%	*%	*%	*%
Aged 18 or over	208	72	33	30	35	23	14	171	37	101	107
	7%	14%	9%	8%	6%	4%	4%	9%	4%	7%	8%
		bcdef	ef	ef				b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2825	471	476	452	483	471	472	1882	943	1414	1411
Effective Weighted Sample	2191	374	378	368	389	372	385	1465	726	1080	1113
Total	2812	530	380	386	580	557	380	1876	937	1413	1399
Don't know	277	49	40	36	57	63	32	182	95	114	163
	10%	9%	11%	9%	10%	11%	8%	10%	10%	8%	12%
											a
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2812	530	380	386	580	557	380	1876	937	1413	1399
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	173	135	145	246	274	157	699	431	594	537
	40%	33%	36%	38%	42%	49%	41%	37%	46%	42%	38%
					a	abcf	a		a		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	79	54	88	107	61	14	328	75	196	207
	14%	15%	14%	23%	18%	11%	4%	18%	8%	14%	15%
		f	f	abef	ef	f		b			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	229	150	117	170	159	177	665	336	509	492
	36%	43%	39%	30%	29%	29%	47%	35%	36%	36%	35%
		cde	cde				bcde				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	357	245	240	334	283	223	1176	506	819	863
	60%	67%	64%	62%	58%	51%	59%	63%	54%	58%	62%
		def	e	e			e	b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	2825	230	241	239	237	229	223	241	242	237	234	238	234	199	1423	1129
Effective Weighted Sample	2191	180	195	188	191	180	188	192	198	187	185	191	194	151	1119	879
Total	2812	265	265	197	183	187	198	290	290	283	274	191	189	212	1333	1215
Age under 10	104	12	17	9	9	19	15	6	10	5	-	1	-	10	87	7
	4%	5%	6%	5%	5%	10%	8%	2%	3%	2%	-%	*%	-%	4%	7%	1%
		jkl	gijkl	jkl	jkl	acghijkl	gijkl	jl	jkl					c	c	
Aged 10	59	6	5	3	3	4	3	13	10	8	5	1	-	7	26	25
	2%	2%	2%	1%	2%	2%	1%	4%	3%	3%	2%	1%	-%	4%	2%	2%
		l					l	kl	kl	l						
Aged 11	29	*	1	2	-	2	3	2	11	2	2	-	3	*	15	13
	1%	*%	1%	1%	-%	1%	2%	1%	4%	1%	1%	-%	2%	*%	1%	1%
									abdgjk							
Aged 12	212	18	19	16	13	16	26	26	29	22	17	3	6	15	103	92
	8%	7%	7%	8%	7%	8%	13%	9%	10%	8%	6%	1%	3%	7%	8%	8%
		k	k	k	k	kl	djkl	kl	kl	k	k					
Aged 13	1130	98	75	76	59	77	69	132	115	132	142	79	78	73	491	549
	40%	37%	28%	39%	32%	41%	35%	45%	40%	47%	52%	41%	41%	34%	37%	45%
				b		b		bdf	b	bdf	abcdefhkl	b	b			ab
Aged 14	252	17	15	22	26	12	18	16	20	38	24	18	24	15	116	117
	9%	6%	6%	11%	14%	7%	9%	5%	7%	13%	9%	9%	13%	7%	9%	10%
				g	abegh					abegh			abegh			
Aged 15	88	6	14	3	8	4	4	4	8	10	7	14	4	3	42	40
	3%	2%	5%	2%	5%	2%	2%	1%	3%	4%	3%	8%	2%	1%	3%	3%
			g									acefghjl				
Aged 16	443	53	51	30	27	29	16	48	34	29	28	50	49	33	203	192
	16%	20%	19%	15%	15%	15%	8%	17%	12%	10%	10%	26%	26%	16%	15%	16%
		fhij	fhij	f		f		f				cdefghij	cdefghij			
Aged 17	11	-	-	-	-	1	1	2	3	-	-	1	2	-	4	6
	*%	-%	-%	-%	-%	1%	1%	1%	1%	-%	-%	*%	1%	-%	*%	1%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	2825	230	241	239	237	229	223	241	242	237	234	238	234	199	1423	1129
Effective Weighted Sample	2191	180	195	188	191	180	188	192	198	187	185	191	194	151	1119	879
Total	2812	265	265	197	183	187	198	290	290	283	274	191	189	212	1333	1215
Aged 18 or over	208	36	36	19	15	8	22	19	16	10	13	9	5	38	115	51
	7%	14%	14%	9%	8%	4%	11%	7%	6%	4%	5%	5%	2%	18%	9%	4%
		eghijkl	eghijkl	il	l		ehijkl							bc	c	
Don't know	277	17	32	18	22	15	21	22	35	27	36	15	17	17	131	122
	10%	7%	12%	9%	12%	8%	11%	8%	12%	9%	13%	8%	9%	8%	10%	10%
											a					
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	2812	265	265	197	183	187	198	290	290	283	274	191	189	212	1333	1215
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	98	75	76	59	77	69	132	115	132	142	79	78	73	491	549
	40%	37%	28%	39%	32%	41%	35%	45%	40%	47%	52%	41%	41%	34%	37%	45%
				b		b		bdf	b	bdf	abcdefhkl	b	b			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	37	43	29	25	41	47	48	59	37	24	5	10	33	231	137
	14%	14%	16%	15%	14%	22%	24%	16%	20%	13%	9%	3%	5%	15%	17%	11%
		kl	jkl	kl	kl	adijkl	acdijkl	jkl	jkl	kl	k				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	113	117	74	76	55	62	89	81	87	72	92	85	90	480	406
	36%	43%	44%	37%	42%	29%	31%	31%	28%	31%	26%	48%	45%	42%	36%	33%
		efghij	efghij	hj	efghij							cefghij	efghij	c		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	167	191	121	124	111	130	159	175	151	132	112	111	140	842	665
	60%	63%	72%	61%	68%	59%	65%	55%	60%	53%	48%	59%	59%	66%	63%	55%
		j	ceghijkl	j	gij	j	gij		j			j	j	c	c	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2825	1870	338	345	272	2825	2526	298	986	620	595	616	1606	1211	2825
Effective Weighted Sample	2191	1689	292	330	236	2191	1960	235	745	475	494	509	1185	1004	2191
Total	2812	2390	205	127	90	2812	2472	339	824	740	610	628	1564	1239	2812
Age under 10	104	96	4	3	1	104	101	3	64	16	14	9	81	23	104
	4%	4%	2%	2%	1%	4%	4%	1%	8%	2%	2%	1%	5%	2%	4%
		d				d	b		bcdefg				bcdfg		df
Aged 10	59	53	3	2	1	59	58	2	28	8	16	8	36	24	59
	2%	2%	2%	2%	1%	2%	2%	*%	3%	1%	3%	1%	2%	2%	2%
									bd						
Aged 11	29	25	2	1	*	29	24	5	11	6	5	7	16	12	29
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aged 12	212	171	20	14	7	212	195	16	68	55	44	44	123	89	212
	8%	7%	10%	11%	8%	8%	8%	5%	8%	7%	7%	7%	8%	7%	8%
				ae											
Aged 13	1130	951	84	55	40	1130	963	167	280	319	269	256	599	526	1130
	40%	40%	41%	43%	44%	40%	39%	49%	34%	43%	44%	41%	38%	42%	40%
								a		a	ae	a		ae	a
Aged 14	252	208	23	12	8	252	217	34	52	79	51	70	131	121	252
	9%	9%	11%	10%	9%	9%	9%	10%	6%	11%	8%	11%	8%	10%	9%
										a		a		a	a
Aged 15	88	80	3	3	2	88	86	2	34	12	19	23	46	41	88
	3%	3%	1%	2%	2%	3%	3%	1%	4%	2%	3%	4%	3%	3%	3%
							b		b						
Aged 16	443	373	33	20	16	443	380	63	109	126	102	105	235	206	443
	16%	16%	16%	16%	18%	16%	15%	19%	13%	17%	17%	17%	15%	17%	16%
Aged 17	11	9	1	1	-	11	11	-	4	1	3	3	4	6	11
	*%	*%	1%	1%	-%	*%	*%	-%	*%	*%	1%	*%	*%	1%	*%
Aged 18 or over	208	186	10	6	6	208	189	19	99	47	30	33	146	63	208
	7%	8%	5%	5%	6%	7%	8%	6%	12%	6%	5%	5%	9%	5%	7%
									bcdfg				cdf		f

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 23

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2825	1870	338	345	272	2825	2526	298	986	620	595	616	1606	1211	2825
Effective Weighted Sample	2191	1689	292	330	236	2191	1960	235	745	475	494	509	1185	1004	2191
Total	2812	2390	205	127	90	2812	2472	339	824	740	610	628	1564	1239	2812
Don't know	277	238	22	10	9	277	249	28	76	72	57	72	147	128	277
	10%	10%	11%	8%	10%	10%	10%	8%	9%	10%	9%	11%	9%	10%	10%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	2812	2390	205	127	90	2812	2472	339	824	740	610	628	1564	1239	2812
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	951	84	55	40	1130	963	167	280	319	269	256	599	526	1130
	40%	40%	41%	43%	44%	40%	39%	49%	34%	43%	44%	41%	38%	42%	40%
								a		a	ae	a		ae	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	345	29	20	9	403	378	26	170	86	80	68	255	148	403
	14%	14%	14%	16%	10%	14%	15%	8%	21%	12%	13%	11%	16%	12%	14%
							b		bcdefg				bdf		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	856	70	42	32	1001	882	118	299	264	205	232	563	437	1001
	36%	36%	34%	33%	36%	36%	36%	35%	36%	36%	34%	37%	36%	35%	36%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	1439	121	72	50	1682	1509	173	544	421	341	372	966	713	1682
	60%	60%	59%	57%	56%	60%	61%	51%	66%	57%	56%	59%	62%	58%	60%
							b		bcdfg				cf		

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2825	606	2116	645	1091	876	669	1391	747
Effective Weighted Sample	2191	470	1637	508	862	654	514	1074	594
Total	2812	620	2083	646	1146	802	615	1402	778
Age under 10	104	21	75	17	36	43	51	43	9
	4%	3%	4%	3%	3%	5%	8%	3%	1%
						ab	bc	c	
Aged 10	59	5	54	14	19	23	27	23	10
	2%	1%	3%	2%	2%	3%	4%	2%	1%
			a				bc		
Aged 11	29	4	25	8	10	11	9	11	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aged 12	212	50	157	40	93	60	41	114	55
	8%	8%	8%	6%	8%	7%	7%	8%	7%
Aged 13	1130	264	838	258	494	316	209	597	322
	40%	43%	40%	40%	43%	39%	34%	43%	41%
								a	a
Aged 14	252	57	187	65	100	68	41	120	89
	9%	9%	9%	10%	9%	9%	7%	9%	11%
									a
Aged 15	88	21	63	24	32	23	32	37	18
	3%	3%	3%	4%	3%	3%	5%	3%	2%
							bc		
Aged 16	443	98	325	122	167	117	69	237	134
	16%	16%	16%	19%	15%	15%	11%	17%	17%
				b				a	a
Aged 17	11	-	10	3	2	4	6	3	1
	*%	-%	*%	1%	*%	*%	1%	*%	*%
							b		

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2825	606	2116	645	1091	876	669	1391	747
Effective Weighted Sample	2191	470	1637	508	862	654	514	1074	594
Total	2812	620	2083	646	1146	802	615	1402	778
Aged 18 or over	208	36	160	32	87	72	79	86	41
	7%	6%	8%	5%	8%	9% a	13% bc	6%	5%
Don't know	277	63	189	64	106	65	52	131	90
	10%	10%	9%	10%	9%	8%	8%	9%	12%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	2812	620	2083	646	1146	802	615	1402	778
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1130	264	838	258	494	316	209	597	322
	40%	43%	40%	40%	43%	39%	34%	43% a	41% a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	80	311	79	158	137	128	191	83
	14%	13%	15%	12%	14%	17% a	21% bc	14%	11%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	213	745	246	388	284	227	483	284
	36%	34%	36%	38%	34%	35%	37%	34%	37%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	356	1246	388	652	486	406	805	456
	60%	57%	60%	60%	57%	61%	66% bc	57%	59%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Age under 10	104	29	18	34	16	5	1	98	6	53	51
	3%	5%	4%	7%	2%	1%	*%	4%	1%	3%	3%
		ef	ef	bdef	f			b			
Aged 10	59	10	6	7	22	13	1	45	14	34	25
	2%	2%	1%	1%	3%	2%	*%	2%	1%	2%	2%
		f			bf	f					
Aged 11	29	2	2	5	13	4	3	22	7	9	20
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%
					ab						
Aged 12	212	38	29	42	56	39	9	164	48	101	111
	6%	6%	6%	9%	8%	6%	2%	7%	4%	6%	7%
		f	f	f	f	f		b			
Aged 13	1130	173	135	145	246	274	157	699	431	594	537
	33%	27%	30%	31%	35%	39%	36%	31%	38%	34%	32%
					a	abc	a		a		
Aged 14	252	32	49	31	36	62	42	148	104	123	128
	7%	5%	11%	7%	5%	9%	10%	6%	9%	7%	8%
			acd			ad	ad		a		
Aged 15	88	20	12	8	12	17	19	52	36	42	46
	3%	3%	3%	2%	2%	2%	4%	2%	3%	2%	3%
							cd				
Aged 16	443	104	56	45	82	57	99	287	156	239	204
	13%	16%	12%	10%	12%	8%	23%	13%	14%	14%	12%
		cde	e				abcde				
Aged 17	11	-	-	3	5	-	3	8	3	4	7
	*%	-%	-%	1%	1%	-%	1%	*%	*%	*%	*%
Aged 18 or over	208	72	33	30	35	23	14	171	37	101	107
	6%	11%	7%	6%	5%	3%	3%	8%	3%	6%	6%
		cdef	ef	ef				b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
		a	b	c	d	e	f	a	b	a	b
Significance Level: 95%											
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Don't know	277	49	40	36	57	63	32	182	95	114	163
	8%	8%	9%	8%	8%	9%	7%	8%	8%	7%	10%
											a
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2812	530	380	386	580	557	380	1876	937	1413	1399
	83%	82%	84%	82%	83%	80%	87%	83%	83%	81%	84%
							ace				a
AWARE AND GIVES THE CORRECT AGE (13)	1130	173	135	145	246	274	157	699	431	594	537
	33%	27%	30%	31%	35%	39%	36%	31%	38%	34%	32%
					a	abc	a		a		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	79	54	88	107	61	14	328	75	196	207
	12%	12%	12%	19%	15%	9%	3%	14%	7%	11%	13%
		f	f	abef	ef	f		b			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	229	150	117	170	159	177	665	336	509	492
	29%	35%	33%	25%	24%	23%	40%	29%	30%	29%	30%
		cde	cde				bcde				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	357	245	240	334	283	223	1176	506	819	863
	49%	55%	54%	51%	48%	41%	51%	52%	45%	47%	52%
		de	de	e	e		e	b			a
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	62	31	34	50	70	23	177	92	154	115
	8%	10%	7%	7%	7%	10%	5%	8%	8%	9%	7%
		f					f				

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE 3-5	6-7	8-9	10-12	13-15	16-17	CHILD'S AGE 3-12	13-17	CHILD'S GENDER MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324 10%	57 9%	40 9%	52 11%	72 10%	70 10%	34 8%	220 10%	104 9%	180 10%	144 9%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
			CHILD'S AGE AND GENDER												SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Age under 10	104	12	17	9	9	19	15	6	10	5	-	1	-	10	87	7
	3%	4%	5%	4%	4%	8%	6%	2%	3%	1%	-%	*%	-%	4%	5%	*%
		jkl	gijkl	jkl	jkl	aghijkl	gijkl	jl	jkl					c	c	
Aged 10	59	6	5	3	3	4	3	13	10	8	5	1	-	7	26	25
	2%	2%	1%	1%	1%	2%	1%	4%	3%	2%	2%	*%	-%	3%	2%	2%
								kl	kl	l						
Aged 11	29	*	1	2	-	2	3	2	11	2	2	-	3	*	15	13
	1%	*%	*%	1%	-%	1%	1%	1%	3%	1%	*%	-%	1%	*%	1%	1%
									abdgijk							
Aged 12	212	18	19	16	13	16	26	26	29	22	17	3	6	15	103	92
	6%	6%	6%	7%	6%	7%	11%	7%	9%	6%	5%	1%	3%	6%	6%	6%
		k	k	k	k	k	adjkl	kl	kl	k	k					
Aged 13	1130	98	75	76	59	77	69	132	115	132	142	79	78	73	491	549
	33%	29%	24%	33%	27%	32%	30%	37%	33%	37%	42%	35%	37%	28%	31%	37%
				b		b		bd	b	bd	abcdef	b	bd			ab
Aged 14	252	17	15	22	26	12	18	16	20	38	24	18	24	15	116	117
	7%	5%	5%	10%	12%	5%	8%	4%	6%	11%	7%	8%	12%	6%	7%	8%
				g	abegh					abeg			abegh			
Aged 15	88	6	14	3	8	4	4	4	8	10	7	14	4	3	42	40
	3%	2%	4%	1%	4%	2%	2%	1%	2%	3%	2%	6%	2%	1%	3%	3%
			g									acefghjl				
Aged 16	443	53	51	30	27	29	16	48	34	29	28	50	49	33	203	192
	13%	16%	16%	13%	12%	12%	7%	13%	10%	8%	8%	22%	23%	13%	13%	13%
		fhij	fhij	f				f				cdefghij	cdefghij			
Aged 17	11	-	-	-	-	1	1	2	3	-	-	1	2	-	4	6
	*%	-%	-%	-%	-%	1%	*%	1%	1%	-%	-%	*%	1%	-%	*%	*%
Aged 18 or over	208	36	36	19	15	8	22	19	16	10	13	9	5	38	115	51
	6%	11%	12%	8%	7%	3%	10%	5%	5%	3%	4%	4%	2%	15%	7%	3%
		eghijkl	eghijkl	eil	il		ehijkl							bc	c	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total						CHILD'S AGE AND GENDER								SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Don't know	277	17	32	18	22	15	21	22	35	27	36	15	17	17	131	122
	8%	5%	10%	8%	10%	6%	9%	6%	10%	7%	11%	7%	8%	7%	8%	8%
					a				a		a					

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
AWARE OF MINIMUM AGE REQUIREMENT	2812	265	265	197	183	187	198	290	290	283	274	191	189	212	1333	1215
	83%	79%	85%	85%	84%	78%	85%	81%	84%	79%	81%	85%	89%	81%	83%	82%
													aegij			
AWARE AND GIVES THE CORRECT AGE (13)	1130	98	75	76	59	77	69	132	115	132	142	79	78	73	491	549
	33%	29%	24%	33%	27%	32%	30%	37%	33%	37%	42%	35%	37%	28%	31%	37%
				b		b		bd	b	bd	abcdef	b	bd			ab
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	37	43	29	25	41	47	48	59	37	24	5	10	33	231	137
	12%	11%	14%	13%	12%	17%	20%	13%	17%	10%	7%	2%	5%	12%	14%	9%
		kl	jkl	jkl	kl	ijkl	acdgijkl	jkl	ijkl	kl	k					c
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	113	117	74	76	55	62	89	81	87	72	92	85	90	480	406
	29%	34%	37%	32%	35%	23%	27%	25%	23%	24%	21%	41%	40%	34%	30%	27%
		eghij	efghij	ehj	eghij							cefghij	efghij			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	167	191	121	124	111	130	159	175	151	132	112	111	140	842	665
	49%	50%	61%	52%	57%	46%	56%	44%	51%	42%	39%	50%	52%	54%	53%	45%
		j	aeghijk	ij	egij		egij		j			j	ij	c	c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	39	23	18	13	21	12	25	25	39	31	12	10	29	114	122
	8%	12%	7%	8%	6%	9%	5%	7%	7%	11%	9%	5%	5%	11%	7%	8%
		dfkl								fkl						

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	31	26	17	23	30	21	43	29	37	33	22	13	20	152	144
	10%	9%	8%	7%	10%	13%	9%	12%	8%	10%	10%	10%	6%	8%	9%	10%
						l		l								

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Age under 10	104	96	4	3	1	104	101	3	64	16	14	9	81	23	104
	3%	3%	2%	2%	1%	3%	3%	1%	7%	2%	2%	1%	4%	1%	3%
		d				d	b		bcdefg				bcdfg		df
Aged 10	59	53	3	2	1	59	58	2	28	8	16	8	36	24	59
	2%	2%	1%	1%	1%	2%	2%	*%	3%	1%	2%	1%	2%	2%	2%
									bdfg						
Aged 11	29	25	2	1	*	29	24	5	11	6	5	7	16	12	29
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aged 12	212	171	20	14	7	212	195	16	68	55	44	44	123	89	212
	6%	6%	8%	9%	7%	6%	6%	4%	7%	6%	6%	6%	7%	6%	6%
				ae											
Aged 13	1130	951	84	55	40	1130	963	167	280	319	269	256	599	526	1130
	33%	33%	33%	36%	38%	33%	32%	43%	29%	36%	36%	32%	32%	34%	33%
								a		a	a			a	a
Aged 14	252	208	23	12	8	252	217	34	52	79	51	70	131	121	252
	7%	7%	9%	8%	7%	7%	7%	9%	5%	9%	7%	9%	7%	8%	7%
										a		a		a	a
Aged 15	88	80	3	3	2	88	86	2	34	12	19	23	46	41	88
	3%	3%	1%	2%	2%	3%	3%	1%	4%	1%	2%	3%	3%	3%	3%
							b		b						
Aged 16	443	373	33	20	16	443	380	63	109	126	102	105	235	206	443
	13%	13%	13%	13%	16%	13%	13%	16%	11%	14%	13%	13%	13%	13%	13%
Aged 17	11	9	1	1	-	11	11	-	4	1	3	3	4	6	11
	*%	*%	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
Aged 18 or over	208	186	10	6	6	208	189	19	99	47	30	33	146	63	208
	6%	6%	4%	4%	6%	6%	6%	5%	10%	5%	4%	4%	8%	4%	6%
									bcdfg				bcdfg		cf

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Don't know	277	238	22	10	9	277	249	28	76	72	57	72	147	128	277
	8%	8%	8%	6%	8%	8%	8%	7%	8%	8%	7%	9%	8%	8%	8%

SUMMARY

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
AWARE OF MINIMUM AGE REQUIREMENT	2812	2390	205	127	90	2812	2472	339	824	740	610	628	1564	1239	2812
	83%	83%	80%	83%	85%	83%	82%	87%	86%	84%	81%	79%	85%	80%	83%
								a	cdfg	df			cdf		
AWARE AND GIVES THE CORRECT AGE (13)	1130	951	84	55	40	1130	963	167	280	319	269	256	599	526	1130
	33%	33%	33%	36%	38%	33%	32%	43%	29%	36%	36%	32%	32%	34%	33%
								a		a	a			a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	345	29	20	9	403	378	26	170	86	80	68	255	148	403
	12%	12%	11%	13%	9%	12%	13%	7%	18%	10%	11%	9%	14%	10%	12%
							b		bcdefg				bcdf		df
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	856	70	42	32	1001	882	118	299	264	205	232	563	437	1001
	29%	30%	28%	28%	31%	29%	29%	30%	31%	30%	27%	29%	30%	28%	29%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	1439	121	72	50	1682	1509	173	544	421	341	372	966	713	1682
	49%	50%	47%	47%	48%	49%	50%	44%	56%	48%	45%	47%	52%	46%	49%
									bcdfg				cdf		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	228	23	11	7	269	252	17	90	58	67	52	148	119	269
	8%	8%	9%	7%	7%	8%	8%	4%	9%	7%	9%	7%	8%	8%	8%
								b	d						

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	273	27	16	8	324	293	31	49	83	79	112	132	191	324
	10%	9%	11%	10%	8%	10%	10%	8%	5%	9%	10%	14%	7%	12%	10%
										a	ae	abeg		aeg	ae

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Age under 10	104	21	75	17	36	43	51	43	9
	3%	3%	3%	2%	3%	4%	7%	3%	1%
						ab	bc	c	
Aged 10	59	5	54	14	19	23	27	23	10
	2%	1%	2%	2%	1%	2%	4%	1%	1%
			a				bc		
Aged 11	29	4	25	8	10	11	9	11	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aged 12	212	50	157	40	93	60	41	114	55
	6%	7%	6%	5%	7%	6%	6%	7%	6%
Aged 13	1130	264	838	258	494	316	209	597	322
	33%	37%	33%	33%	36%	33%	28%	36%	34%
								a	a
Aged 14	252	57	187	65	100	68	41	120	89
	7%	8%	7%	8%	7%	7%	6%	7%	9%
									a
Aged 15	88	21	63	24	32	23	32	37	18
	3%	3%	2%	3%	2%	2%	4%	2%	2%
							bc		
Aged 16	443	98	325	122	167	117	69	237	134
	13%	14%	13%	15%	12%	12%	9%	14%	14%
								a	a
Aged 17	11	-	10	3	2	4	6	3	1
	*%	-%	*%	*%	*%	*%	1%	*%	*%
							b		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 24

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Aged 18 or over	208	36	160	32	87	72	79	86	41
	6%	5%	6%	4%	6%	8% a	11% bc	5%	4%
Don't know	277	63	189	64	106	65	52	131	90
	8%	9%	7%	8%	8%	7%	7%	8%	9%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	2812	620	2083	646	1146	802	615	1402	778
	83%	86% b	82%	82%	83%	84%	83%	83%	82%
AWARE AND GIVES THE CORRECT AGE (13)	1130	264	838	258	494	316	209	597	322
	33%	37%	33%	33%	36%	33%	28%	36% a	34% a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	403	80	311	79	158	137	128	191	83
	12%	11%	12%	10%	11%	14% a	17% bc	11%	9%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	1001	213	745	246	388	284	227	483	284
	29%	30%	29%	31%	28%	30%	30%	29%	30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1682	356	1246	388	652	486	406	805	456
	49%	49%	49%	49%	47%	51%	55% bc	48%	48%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
SAY THERE IS NO MINIMUM AGE REQUIREMENT	269	42	215	60	102	92	85	129	50
	8%	6%	8%	8%	7%	10%	11%	8%	5%
			a				bc	c	
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	324	58	244	85	136	62	44	150	122
	10%	8%	10%	11%	10%	6%	6%	9%	13%
				c	c			a	ab

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3406	182	210	186	282	287	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	2645	145	163	153	226	226	225	226	164	149	155	156	155	152	225	222
Total	3406	212	212	225	225	225	235	235	235	235	232	232	232	232	218	218
Age under 10	104	6	15	9	9	10	17	18	12	3	1	5	-	-	1	-
	3%	3%	7%	4%	4%	4%	7%	8%	5%	1%	1%	2%	-%	-%	*%	-%
		lmo	ijklmno	lmno	lmno	jlmno	ijklmno	aijklmno	ijlmno			o				
Aged 10	59	4	6	1	3	3	4	3	10	5	8	5	3	5	1	-
	2%	2%	3%	*%	1%	1%	2%	1%	4%	2%	3%	2%	1%	2%	*%	-%
		o	o						cgno	o	cno	o		o		
Aged 11	29	*	1	-	2	-	2	4	2	7	3	1	1	2	3	-
	1%	*%	1%	-%	1%	-%	1%	2%	1%	3%	1%	*%	1%	1%	1%	-%
										aceo						
Aged 12	212	11	18	9	14	14	19	23	11	13	31	13	19	7	9	*
	6%	5%	8%	4%	6%	6%	8%	10%	5%	6%	14%	6%	8%	3%	4%	*%
		o	mo	o	o	o	mo	cmno	o	o	acdehikmno	o	mo	o	o	
Aged 13	1130	61	44	68	69	66	66	79	83	102	62	105	87	82	77	79
	33%	29%	21%	30%	31%	29%	28%	34%	35%	43%	27%	45%	37%	36%	35%	36%
				b	b	b		b	b	abcdef		abcdefgj	bj	b	b	bj
Aged 14	252	11	11	10	17	31	20	10	15	13	8	5	29	27	23	19
	7%	5%	5%	5%	8%	14%	9%	4%	6%	6%	3%	2%	13%	12%	10%	9%
					k	abcdghijk	jk						abcgijk	abcgjk	cgjk	jk
Aged 15	88	3	5	12	8	3	2	6	4	7	2	4	2	11	9	10
	3%	1%	2%	5%	4%	2%	1%	2%	2%	3%	1%	2%	1%	5%	4%	5%
				efjl										fjl	f	fjl
Aged 16	443	27	39	39	33	23	21	24	26	29	27	13	25	20	51	48
	13%	13%	18%	17%	15%	10%	9%	10%	11%	12%	12%	5%	11%	8%	23%	22%
		k	efgkm	efkm	k					k	k				adefghijklm	adefghijklm
Aged 17	11	-	-	-	-	-	1	2	1	2	2	-	-	-	-	3
	*%	-%	-%	-%	-%	-%	*%	1%	1%	1%	1%	-%	-%	-%	-%	1%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	3406	182	210	186	282	287	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	2645	145	163	153	226	226	225	226	164	149	155	156	155	152	225	222
Total	3406	212	212	225	225	225	235	235	235	235	232	232	232	232	218	218
Aged 18 or over	208	36	19	18	18	16	18	12	15	6	15	3	7	13	4	10
	6%	17%	9%	8%	8%	7%	8%	5%	6%	2%	6%	1%	3%	6%	2%	5%
		bcdefghijklmno	ikln	ikln	ikln	ikn	ikln		kn		kn			kn		
Don't know	277	13	17	19	20	21	20	16	21	16	20	17	24	23	17	15
	8%	6%	8%	8%	9%	9%	8%	7%	9%	7%	9%	7%	10%	10%	8%	7%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
Age under 10	96	24	17	33	16	5	1	90	6	50	46
	4%	10%	11%	11%	3%	1%	*%	7%	1%	4%	4%
		def	def	def	ef			b			
Aged 10	53	7	3	6	22	13	1	39	14	31	22
	2%	3%	2%	2%	4%	2%	*%	3%	1%	3%	2%
		f	f	f	f	f		b			
Aged 11	26	*	1	5	13	4	3	19	7	8	19
	1%	*%	1%	2%	2%	1%	1%	1%	1%	1%	2%
					e						
Aged 12	148	15	10	31	49	35	9	104	44	65	83
	6%	6%	6%	10%	8%	5%	2%	8%	4%	5%	7%
		f	f	ef	f	f		b			
Aged 13	798	50	43	83	201	267	154	377	421	399	399
	33%	21%	26%	27%	34%	40%	36%	29%	39%	33%	34%
				ac	abc	abc	abc		a		
Aged 14	162	8	9	17	25	62	42	58	104	82	80
	7%	3%	6%	5%	4%	9%	10%	4%	10%	7%	7%
						acd	acd		a		
Aged 15	64	8	7	5	10	15	19	30	34	33	31
	3%	4%	4%	1%	2%	2%	4%	2%	3%	3%	3%
							cd				
Aged 16	268	21	15	20	61	54	97	118	151	145	123
	11%	9%	9%	6%	10%	8%	23%	9%	14%	12%	10%
							abcde		a		
Aged 17	9	-	-	1	5	-	3	6	3	4	5
	*%	-%	-%	*%	1%	-%	1%	*%	*%	*%	*%
Aged 18 or over	134	34	14	19	31	22	14	98	36	66	68
	6%	14%	8%	6%	5%	3%	3%	7%	3%	5%	6%
		cdef	ef					b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
Don't know	200	25	15	25	51	55	29	116	84	80	119
	8%	10%	9%	8%	8%	8%	7%	9%	8%	7%	10%
											a
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1959	193	133	245	483	531	373	1054	905	962	996
	82%	81%	82%	79%	81%	80%	87%	81%	83%	79%	84%
							acde				a
AWARE AND GIVES THE CORRECT AGE (13)	798	50	43	83	201	267	154	377	421	399	399
	33%	21%	26%	27%	34%	40%	36%	29%	39%	33%	34%
					ac	abc	abc		a		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	46	31	75	100	57	14	252	71	153	170
	13%	19%	19%	24%	17%	9%	3%	19%	7%	13%	14%
		ef	ef	def	ef	f		b			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	72	45	61	132	153	175	309	328	330	307
	27%	30%	28%	20%	22%	23%	41%	24%	30%	27%	26%
		cd	c				abcde		a		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	143	90	161	283	265	219	677	484	563	597
	48%	60%	55%	52%	47%	40%	51%	52%	44%	46%	50%
		de	e	e	e		e	b			
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	34	17	25	49	70	23	125	92	125	92
	9%	14%	11%	8%	8%	11%	5%	10%	8%	10%	8%
		cdf	f				f				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024. **Table 26**

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	12	12	42	63	62	33	130	95	127	98
	9%	5%	7%	13%	11%	9%	8%	10%	9%	10%	8%
				abf	a						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 26

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER												SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
Age under 10	96	11	13	9	8	18	15	6	10	5	-	1	-	**	81	7
	4%	9%	11%	10%	11%	12%	9%	2%	3%	1%	-%	*%	-%	**	9%	1%
		ghijkl	ghijkl	ghijkl	ghijkl	ghijkl	ghijkl	jl	jkl						c	
Aged 10	53	4	3	2	1	3	3	13	10	8	5	1	-	**	21	25
	2%	3%	2%	2%	2%	2%	2%	4%	3%	2%	2%	*%	-%	**	2%	2%
		kl	l			l	l	kl	kl	l						
Aged 11	26	*	-	1	-	2	3	2	11	2	2	-	3	**	13	13
	1%	*%	-%	1%	-%	2%	2%	1%	4%	1%	*%	-%	2%	**	1%	1%
							k		ijk							
Aged 12	148	7	8	5	5	9	21	23	26	18	17	3	6	**	58	83
	6%	6%	7%	5%	7%	6%	13%	8%	9%	5%	5%	1%	3%	**	7%	6%
		k	k	k	k	k	ceijkl	kl	kl	k	k					
Aged 13	798	27	24	22	21	44	39	104	97	125	142	77	77	**	248	518
	33%	22%	20%	25%	28%	29%	25%	35%	32%	37%	44%	35%	37%	**	29%	37%
								abf	b	abcf	abcdefh	abf	abcf			b
Aged 14	162	5	3	7	3	6	11	9	16	38	24	18	24	**	40	115
	7%	4%	2%	7%	3%	4%	7%	3%	5%	11%	7%	8%	12%	**	5%	8%
										abdegh		g	abdegh			b
Aged 15	64	2	6	2	4	2	3	4	7	9	7	14	4	**	23	37
	3%	2%	5%	2%	6%	1%	2%	1%	2%	3%	2%	7%	2%	**	3%	3%
			g		eg							efghijl				
Aged 16	268	12	9	9	6	10	10	38	24	28	26	48	49	**	75	173
	11%	10%	8%	10%	9%	7%	6%	13%	8%	8%	8%	22%	23%	**	9%	13%
								f				abcdefghij	abcdefghij			b
Aged 17	9	-	-	-	-	1	-	2	3	-	-	1	2	**	2	6
	*%	-%	-%	-%	-%	1%	-%	1%	1%	-%	-%	*%	1%	**	*%	*%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
Aged 18 or over	134	17	17	10	4	4	15	16	14	10	12	9	5	**	64	48
	6%	14%	15%	11%	5%	2%	10%	6%	5%	3%	4%	4%	2%	**	7%	3%
		eghijkl	deghijkl	ehijkl			eijkl								c	
Don't know	200	7	18	5	10	13	12	20	31	22	33	14	16	**	78	111
	8%	6%	15%	6%	13%	9%	8%	7%	10%	6%	10%	6%	8%	**	9%	8%
			cgikl		ik											

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
AWARE OF MINIMUM AGE REQUIREMENT	1959	93	101	71	62	112	132	236	247	264	267	186	187	**	703	1136
	82%	76%	86%	79%	85%	74%	82%	80%	82%	78%	82%	85%	89%	**	82%	82%
			e									e	aceghij			
AWARE AND GIVES THE CORRECT AGE (13)	798	27	24	22	21	44	39	104	97	125	142	77	77	**	248	518
	33%	22%	20%	25%	28%	29%	25%	35%	32%	37%	44%	35%	37%	**	29%	37%
								abf	b	abcf	abcdefh	abf	abcf			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	22	24	16	15	33	42	44	56	33	24	5	10	**	172	129
	13%	18%	20%	18%	20%	22%	26%	15%	19%	10%	7%	2%	5%	**	20%	9%
		ijkl	ijkl	ijkl	ijkl	ijkl	gijkl	jkl	ijkl	kl	k				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	36	35	28	17	23	38	69	63	85	68	90	85	**	205	379
	27%	30%	30%	31%	24%	15%	24%	23%	21%	25%	21%	41%	40%	**	24%	27%
		e	e	e						e		defghij	defghij			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	66	77	48	41	68	93	132	150	139	125	109	110	**	455	619
	48%	54%	66%	54%	57%	45%	58%	45%	50%	41%	38%	50%	53%	**	53%	45%
		ij	eghijkl	ij	ij		egij		j				ij		c	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE AND GENDER												SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	23	11	13	4	15	10	23	25	39	31	12	10	**	73	122
	9%	18%	10%	15%	6%	10%	6%	8%	8%	11%	10%	6%	5%	**	8%	9%
		dfghjkl		dfkl						kl						
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	7	5	5	6	23	19	36	28	35	28	21	12	**	85	127
	9%	6%	5%	6%	9%	15%	12%	12%	9%	10%	8%	9%	6%	**	10%	9%
						abcjl	l	bl								

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
Age under 10	96	89	4	2	1	96	93	3	61	14	12	9	75	21	96
	4%	4%	2%	2%	1%	4%	4%	1%	8%	2%	2%	2%	6%	2%	4%
		d					d		bcdefg				bcdfg		df
							b								
Aged 10	53	47	3	2	1	53	51	2	25	8	14	5	33	20	53
	2%	2%	2%	2%	1%	2%	2%	1%	3%	1%	3%	1%	2%	2%	2%
									d						
Aged 11	26	23	2	1	*	26	21	5	9	6	4	7	15	11	26
	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Aged 12	148	120	15	9	4	148	139	10	51	39	33	25	90	58	148
	6%	6%	8%	9%	6%	6%	6%	4%	7%	7%	6%	5%	7%	5%	6%
Aged 13	798	673	62	35	28	798	681	117	218	213	202	164	431	367	798
	33%	33%	34%	34%	39%	33%	32%	45%	29%	37%	36%	32%	32%	34%	33%
								a		a	a			a	a
Aged 14	162	135	14	8	5	162	145	17	36	48	32	46	84	78	162
	7%	7%	8%	8%	7%	7%	7%	6%	5%	8%	6%	9%	6%	7%	7%
										a		a		a	
Aged 15	64	58	2	3	1	64	64	1	27	10	16	11	37	27	64
	3%	3%	1%	3%	2%	3%	3%	*%	4%	2%	3%	2%	3%	3%	3%
							b								
Aged 16	268	225	19	14	10	268	231	37	76	68	68	56	144	124	268
	11%	11%	11%	13%	13%	11%	11%	14%	10%	12%	12%	11%	11%	12%	11%
Aged 17	9	7	1	1	-	9	9	-	2	1	3	3	3	6	9
	*%	*%	1%	1%	-%	*%	*%	-%	*%	*%	1%	1%	*%	1%	*%
Aged 18 or over	134	124	5	3	3	134	117	16	71	23	18	21	94	40	134
	6%	6%	3%	2%	4%	6%	5%	6%	9%	4%	3%	4%	7%	4%	6%
		bc					bc		bcdfg				bcdf		f

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
Don't know	200	171	17	6	6	200	178	22	58	52	46	44	110	90	200
	8%	8%	10%	6%	8%	8%	8%	8%	8%	9%	8%	9%	8%	8%	8%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1959	1671	144	84	59	1959	1729	229	633	482	449	393	1116	842	1959
	82%	82%	80%	81%	82%	82%	81%	88%	84%	84%	81%	77%	84%	79%	82%
								a	df	d	d		df		d
AWARE AND GIVES THE CORRECT AGE (13)	798	673	62	35	28	798	681	117	218	213	202	164	431	367	798
	33%	33%	34%	34%	39%	33%	32%	45%	29%	37%	36%	32%	32%	34%	33%
								a		a	a			a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	279	24	14	6	323	304	19	146	67	63	47	213	110	323
	13%	14%	13%	14%	9%	13%	14%	7%	19%	12%	11%	9%	16%	10%	13%
							b		bcdfg				bcdf		df
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	548	42	29	19	637	566	71	211	150	138	138	362	276	637
	27%	27%	23%	28%	26%	27%	26%	27%	28%	26%	25%	27%	27%	26%	27%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	998	83	49	31	1160	1048	111	415	269	247	229	684	476	1160
	48%	49%	46%	47%	43%	48%	49%	43%	55%	47%	44%	45%	51%	45%	48%
									bcdfg				cdf		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	186	16	8	7	217	205	12	81	43	55	38	124	93	217
	9%	9%	9%	8%	9%	9%	10%	5%	11%	7%	10%	7%	9%	9%	9%
							b								

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	187	20	11	6	224	204	20	38	51	52	82	90	134	224
	9%	9%	11%	11%	9%	9%	10%	8%	5%	9%	9%	16%	7%	13%	9%
										a	a	abceg		aeg	ae

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 26

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
Age under 10	96	20	69	13	33	41	49	40	7
	4%	4%	4%	2%	3%	6% ab	9% bc	3% c	1%
Aged 10	53	5	47	11	17	23	27	20	6
	2%	1%	3%	2%	2%	3%	5% bc	2%	1%
Aged 11	26	4	23	8	10	9	6	11	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Aged 12	148	32	113	29	70	41	38	77	32
	6%	6%	6%	5%	7%	6%	7%	6%	5%
Aged 13	798	187	593	182	349	234	160	431	206
	33%	37%	33%	32%	35%	34%	28%	36% a	33%
Aged 14	162	37	119	46	68	39	27	72	60
	7%	7%	7%	8%	7%	6%	5%	6%	10% ab
Aged 15	64	14	49	18	20	20	25	24	15
	3%	3%	3%	3%	2%	3%	4% b	2%	2%
Aged 16	268	56	196	68	115	68	41	148	78
	11%	11%	11%	12%	12%	10%	7%	12% a	12% a
Aged 17	9	-	8	3	1	3	5	3	1
	*%	-%	*%	1%	*%	*%	1%	*%	*%
Aged 18 or over	134	25	100	22	51	49	53	58	22
	6%	5%	6%	4%	5%	7% a	9% bc	5%	3%

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
Don't know	200	50	132	50	81	45	38	99	59
	8%	10%	7%	9%	8%	7%	7%	8%	9%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1959	432	1450	452	815	571	469	983	494
	82%	85%	81%	79%	82%	84%	82%	83%	79%
AWARE AND GIVES THE CORRECT AGE (13)	798	187	593	182	349	234	160	431	206
	33%	37%	33%	32%	35%	34%	28%	36%	33%
								a	
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	62	252	62	129	113	120	148	54
	13%	12%	14%	11%	13%	17%	21%	12%	9%
						a	bc	c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	133	472	157	256	179	151	305	175
	27%	26%	26%	28%	26%	26%	26%	26%	28%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	245	857	269	466	337	308	552	289
	48%	48%	48%	47%	47%	49%	54%	46%	46%
							bc		
SAY THERE IS NO MINIMUM AGE REQUIREMENT	217	33	177	49	84	78	68	110	39
	9%	7%	10%	9%	8%	11%	12%	9%	6%
			a				c		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 26

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	224	42	167	70	95	34	33	98	90
	9%	8%	9%	12%	10%	5%	6%	8%	14%
				c	c				ab

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	1960	174	177	287	403	454	465	1041	919	972	988
Effective Weighted Sample	1527	143	145	238	325	357	379	821	706	746	781
Total	1959	193	133	245	483	531	373	1054	905	962	996
Age under 10	96	24	17	33	16	5	1	90	6	50	46
	5%	12%	13%	13%	3%	1%	*%	9%	1%	5%	5%
		def	def	def	ef			b			
Aged 10	53	7	3	6	22	13	1	39	14	31	22
	3%	4%	2%	3%	5%	2%	*%	4%	2%	3%	2%
		f	f	f	f	f		b			
Aged 11	26	*	1	5	13	4	3	19	7	8	19
	1%	*%	1%	2%	3%	1%	1%	2%	1%	1%	2%
					e						
Aged 12	148	15	10	31	49	35	9	104	44	65	83
	8%	8%	7%	13%	10%	7%	3%	10%	5%	7%	8%
		f	f	ef	f	f		b			
Aged 13	798	50	43	83	201	267	154	377	421	399	399
	41%	26%	32%	34%	42%	50%	41%	36%	47%	41%	40%
					a	abcdf	a		a		
Aged 14	162	8	9	17	25	62	42	58	104	82	80
	8%	4%	7%	7%	5%	12%	11%	6%	11%	9%	8%
						ad	ad		a		
Aged 15	64	8	7	5	10	15	19	30	34	33	31
	3%	4%	5%	2%	2%	3%	5%	3%	4%	3%	3%
							cd				
Aged 16	268	21	15	20	61	54	97	118	151	145	123
	14%	11%	11%	8%	13%	10%	26%	11%	17%	15%	12%
							abcde		a		
Aged 17	9	-	-	1	5	-	3	6	3	4	5
	*%	-%	-%	*%	1%	-%	1%	1%	*%	*%	1%
Aged 18 or over	134	34	14	19	31	22	14	98	36	66	68
	7%	18%	10%	8%	6%	4%	4%	9%	4%	7%	7%
		cdef	ef	f				b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	1960	174	177	287	403	454	465	1041	919	972	988
Effective Weighted Sample	1527	143	145	238	325	357	379	821	706	746	781
Total	1959	193	133	245	483	531	373	1054	905	962	996
Don't know	200	25	15	25	51	55	29	116	84	80	119
	10%	13%	11%	10%	10%	10%	8%	11%	9%	8%	12%
											a
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1959	193	133	245	483	531	373	1054	905	962	996
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	50	43	83	201	267	154	377	421	399	399
	41%	26%	32%	34%	42%	50%	41%	36%	47%	41%	40%
					a	abcdf	a		a		
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	46	31	75	100	57	14	252	71	153	170
	17%	24%	23%	31%	21%	11%	4%	24%	8%	16%	17%
		ef	ef	def	ef	f		b			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	72	45	61	132	153	175	309	328	330	307
	33%	37%	34%	25%	27%	29%	47%	29%	36%	34%	31%
		cd					abcde		a		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	143	90	161	283	265	219	677	484	563	597
	59%	74%	68%	66%	58%	50%	59%	64%	53%	59%	60%
		def	e	e	e		e	b			

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1960	86	88	92	85	140	147	196	207	225	229	233	232	74	744	1074
Effective Weighted Sample	1527	70	73	73	72	111	126	157	168	176	181	187	192	56	595	832
Total	1959	93	101	71	62	112	132	236	247	264	267	186	187	70	703	1136
Age under 10	96	**	**	**	**	18	15	6	10	5	-	1	-	**	81	7
	5%	**	**	**	**	16%	11%	3%	4%	2%	-%	1%	-%	**	11%	1%
						ghijkl	ghijkl	jl	jkl							c
Aged 10	53	**	**	**	**	3	3	13	10	8	5	1	-	**	21	25
	3%	**	**	**	**	3%	2%	5%	4%	3%	2%	1%	-%	**	3%	2%
						l	l	kl	kl	l						
Aged 11	26	**	**	**	**	2	3	2	11	2	2	-	3	**	13	13
	1%	**	**	**	**	2%	2%	1%	4%	1%	1%	-%	2%	**	2%	1%
							k		ijk							
Aged 12	148	**	**	**	**	9	21	23	26	18	17	3	6	**	58	83
	8%	**	**	**	**	8%	16%	10%	10%	7%	6%	2%	3%	**	8%	7%
						k	ijkl	kl	kl	k	k					
Aged 13	798	**	**	**	**	44	39	104	97	125	142	77	77	**	248	518
	41%	**	**	**	**	39%	30%	44%	39%	47%	53%	42%	41%	**	35%	46%
								f		f	efhkl	f	f			b
Aged 14	162	**	**	**	**	6	11	9	16	38	24	18	24	**	40	115
	8%	**	**	**	**	5%	8%	4%	6%	14%	9%	9%	13%	**	6%	10%
										egh		g	egh			b
Aged 15	64	**	**	**	**	2	3	4	7	9	7	14	4	**	23	37
	3%	**	**	**	**	2%	2%	2%	3%	3%	3%	8%	2%	**	3%	3%
												efghjl				
Aged 16	268	**	**	**	**	10	10	38	24	28	26	48	49	**	75	173
	14%	**	**	**	**	9%	7%	16%	10%	11%	10%	26%	26%	**	11%	15%
								f				efghij	efghij			b
Aged 17	9	**	**	**	**	1	-	2	3	-	-	1	2	**	2	6
	*%	**	**	**	**	1%	-%	1%	1%	-%	-%	*%	1%	**	*%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER ← / **SCHOOL YEAR**		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1960	86	88	92	85	140	147	196	207	225	229	233	232	74	744	1074
Effective Weighted Sample	1527	70	73	73	72	111	126	157	168	176	181	187	192	56	595	832
Total	1959	93	101	71	62	112	132	236	247	264	267	186	187	70	703	1136
Aged 18 or over	134	**	**	**	**	4	15	16	14	10	12	9	5	**	64	48
	7%	**	**	**	**	3%	12%	7%	6%	4%	4%	5%	2%	**	9%	4%
							eijkl	l							c	
Don't know	200	**	**	**	**	13	12	20	31	22	33	14	16	**	78	111
	10%	**	**	**	**	12%	9%	8%	13%	8%	12%	7%	8%	**	11%	10%

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
AWARE OF MINIMUM AGE REQUIREMENT	1959	**	**	**	**	112	132	236	247	264	267	186	187	**	703	1136
	100%	**	**	**	**	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	**	**	**	**	44	39	104	97	125	142	77	77	**	248	518
	41%	**	**	**	**	39%	30%	44%	39%	47%	53%	42%	41%	**	35%	46%
								f		f	efhkl	f	f			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	**	**	**	**	33	42	44	56	33	24	5	10	**	172	129
	17%	**	**	**	**	29%	32%	19%	23%	13%	9%	3%	5%	**	24%	11%
						gijkl	gijkl	jkl	ijkl	kl	k				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	**	**	**	**	23	38	69	63	85	68	90	85	**	205	379
	33%	**	**	**	**	20%	29%	29%	26%	32%	26%	49%	45%	**	29%	33%
										e		efghij	efghij			
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	**	**	**	**	68	93	132	150	139	125	109	110	**	455	619
	59%	**	**	**	**	61%	70%	56%	61%	53%	47%	58%	59%	**	65%	54%
						j	gijkl		j			j	j		c	

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1960	1314	239	226	181	1960	1760	199	753	395	430	380	1148	810	1960
Effective Weighted Sample	1527	1185	208	215	159	1527	1371	158	576	307	357	314	856	671	1527
Total	1959	1671	144	84	59	1959	1729	229	633	482	449	393	1116	842	1959
Age under 10	96	89	4	2	1	96	93	3	61	14	12	9	75	21	96
	5%	5%	3%	2%	1%	5%	5%	1%	10%	3%	3%	2%	7%	2%	5%
		d					d	b	bcdefg				bcdf		df
Aged 10	53	47	3	2	1	53	51	2	25	8	14	5	33	20	53
	3%	3%	2%	2%	2%	3%	3%	1%	4%	2%	3%	1%	3%	2%	3%
									d						
Aged 11	26	23	2	1	*	26	21	5	9	6	4	7	15	11	26
	1%	1%	1%	2%	*%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Aged 12	148	120	15	9	4	148	139	10	51	39	33	25	90	58	148
	8%	7%	10%	11%	8%	8%	8%	4%	8%	8%	7%	6%	8%	7%	8%
Aged 13	798	673	62	35	28	798	681	117	218	213	202	164	431	367	798
	41%	40%	43%	42%	48%	41%	39%	51%	34%	44%	45%	42%	39%	44%	41%
								a		a	ae	a		a	a
Aged 14	162	135	14	8	5	162	145	17	36	48	32	46	84	78	162
	8%	8%	10%	10%	8%	8%	8%	7%	6%	10%	7%	12%	8%	9%	8%
										a		aceg		a	a
Aged 15	64	58	2	3	1	64	64	1	27	10	16	11	37	27	64
	3%	3%	2%	3%	2%	3%	4%	*%	4%	2%	4%	3%	3%	3%	3%
							b								
Aged 16	268	225	19	14	10	268	231	37	76	68	68	56	144	124	268
	14%	13%	13%	17%	16%	14%	13%	16%	12%	14%	15%	14%	13%	15%	14%
Aged 17	9	7	1	1	-	9	9	-	2	1	3	3	3	6	9
	*%	*%	1%	1%	-%	*%	1%	-%	*%	*%	1%	1%	*%	1%	*%
Aged 18 or over	134	124	5	3	3	134	117	16	71	23	18	21	94	40	134
	7%	7%	3%	3%	5%	7%	7%	7%	11%	5%	4%	5%	8%	5%	7%
		bc					c		bcdfg				bcf		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1960	1314	239	226	181	1960	1760	199	753	395	430	380	1148	810	1960
Effective Weighted Sample	1527	1185	208	215	159	1527	1371	158	576	307	357	314	856	671	1527
Total	1959	1671	144	84	59	1959	1729	229	633	482	449	393	1116	842	1959
Don't know	200	171	17	6	6	200	178	22	58	52	46	44	110	90	200
	10%	10%	12%	7%	10%	10%	10%	9%	9%	11%	10%	11%	10%	11%	10%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1959	1671	144	84	59	1959	1729	229	633	482	449	393	1116	842	1959
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	673	62	35	28	798	681	117	218	213	202	164	431	367	798
	41%	40%	43%	42%	48%	41%	39%	51%	34%	44%	45%	42%	39%	44%	41%
								a		a	ae	a		a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	279	24	14	6	323	304	19	146	67	63	47	213	110	323
	17%	17%	16%	17%	11%	17%	18%	8%	23%	14%	14%	12%	19%	13%	17%
							b		bcdfg				bcdf		df
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	548	42	29	19	637	566	71	211	150	138	138	362	276	637
	33%	33%	29%	34%	31%	33%	33%	31%	33%	31%	31%	35%	32%	33%	33%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	998	83	49	31	1160	1048	111	415	269	247	229	684	476	1160
	59%	60%	57%	58%	52%	59%	61%	49%	66%	56%	55%	58%	61%	56%	59%
							b		bcdfg				c		

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

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

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1960	418	1468	447	768	625	511	956	479
Effective Weighted Sample	1527	328	1139	352	611	471	391	751	378
Total	1959	432	1450	452	815	571	469	983	494
Age under 10	96	20	69	13	33	41	49	40	7
	5%	5%	5%	3%	4%	7%	10%	4%	1%
						ab	bc	c	
Aged 10	53	5	47	11	17	23	27	20	6
	3%	1%	3%	2%	2%	4%	6%	2%	1%
							bc		
Aged 11	26	4	23	8	10	9	6	11	9
	1%	1%	2%	2%	1%	2%	1%	1%	2%
Aged 12	148	32	113	29	70	41	38	77	32
	8%	7%	8%	6%	9%	7%	8%	8%	6%
Aged 13	798	187	593	182	349	234	160	431	206
	41%	43%	41%	40%	43%	41%	34%	44%	42%
								a	a
Aged 14	162	37	119	46	68	39	27	72	60
	8%	9%	8%	10%	8%	7%	6%	7%	12%
									ab
Aged 15	64	14	49	18	20	20	25	24	15
	3%	3%	3%	4%	2%	3%	5%	2%	3%
							b		
Aged 16	268	56	196	68	115	68	41	148	78
	14%	13%	14%	15%	14%	12%	9%	15%	16%
								a	a
Aged 17	9	-	8	3	1	3	5	3	1
	*%	-%	1%	1%	*%	*%	1%	*%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents whose child uses any social media apps/ sites who say there is a minimum age requirement to have a social media profile (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1960	418	1468	447	768	625	511	956	479
Effective Weighted Sample	1527	328	1139	352	611	471	391	751	378
Total	1959	432	1450	452	815	571	469	983	494
Aged 18 or over	134	25	100	22	51	49	53	58	22
	7%	6%	7%	5%	6%	9%	11%	6%	4%
						a	bc		
Don't know	200	50	132	50	81	45	38	99	59
	10%	12%	9%	11%	10%	8%	8%	10%	12%
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1959	432	1450	452	815	571	469	983	494
	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	798	187	593	182	349	234	160	431	206
	41%	43%	41%	40%	43%	41%	34%	44%	42%
								a	a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	323	62	252	62	129	113	120	148	54
	17%	14%	17%	14%	16%	20%	26%	15%	11%
						a	bc		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	637	133	472	157	256	179	151	305	175
	33%	31%	33%	35%	31%	31%	32%	31%	35%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1160	245	857	269	466	337	308	552	289
	59%	57%	59%	60%	57%	59%	66%	56%	58%
							bc		

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Strongly disagree	1022	273	180	133	150	159	127	736	286	490	532
	30%	42%	40%	28%	21%	23%	29%	32%	25%	28%	32%
		cdef	cdef	d			de	b			a
Slightly disagree	640	117	88	92	85	149	110	381	260	355	285
	19%	18%	19%	19%	12%	21%	25%	17%	23%	20%	17%
		d	d	d		d	abcd		a	b	
Neither agree nor disagree	467	69	45	59	115	115	63	288	178	235	232
	14%	11%	10%	13%	16%	17%	14%	13%	16%	13%	14%
					ab	ab	b		a		
Slightly agree	833	122	82	123	232	172	101	560	273	427	406
	24%	19%	18%	26%	33%	25%	23%	25%	24%	24%	24%
				ab	abcef	ab					
Strongly agree	412	56	46	61	117	98	34	281	132	226	187
	12%	9%	10%	13%	17%	14%	8%	12%	12%	13%	11%
				af	abf	af					
Don't know	31	11	9	3	4	3	1	27	4	14	18
	1%	2%	2%	1%	1%	*%	*%	1%	*%	1%	1%
		f	ef					b			
SUMMARY CODES											
TOTAL DISAGREE	1662	390	268	224	235	308	237	1117	545	846	817
	49%	60%	59%	48%	33%	44%	54%	49%	48%	48%	49%
		cde	cde	d		d	cde				
TOTAL AGREE	1246	178	128	184	349	270	135	841	405	653	593
	37%	28%	29%	39%	50%	39%	31%	37%	36%	37%	36%
				abf	abcef	abf					
TOTAL NEITHER/ DON'T KNOW	498	80	54	63	119	118	65	315	183	249	249
	15%	12%	12%	13%	17%	17%	15%	14%	16%	14%	15%
					b	ab					

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Strongly disagree	1022	127	146	89	91	50	82	87	64	78	81	60	67	103	552	349
	30%	38%	47%	38%	42%	21%	35%	24%	19%	22%	24%	27%	32%	39%	35%	24%
		eghijk	efghijkl	eghijk	eghijkl		eghijk						h	ehi	c	c
Slightly disagree	640	64	53	50	38	61	31	49	35	71	78	60	50	49	283	292
	19%	19%	17%	21%	17%	26%	13%	14%	10%	20%	23%	27%	24%	19%	18%	20%
		h	h	fgh	h	bdfgh				h	fgh	bdfgh	fgh			
Neither agree nor disagree	467	36	33	20	26	34	25	50	65	60	55	35	28	30	183	241
	14%	11%	11%	8%	12%	14%	11%	14%	19%	17%	16%	15%	13%	11%	11%	16%
						c			abcdf	bc	c	c				b
Slightly agree	833	75	47	44	38	59	64	109	124	88	84	53	48	50	368	401
	24%	22%	15%	19%	18%	25%	28%	30%	36%	24%	25%	24%	23%	19%	23%	27%
		b				b	bcd	bcd	abcdeijkl	b	b	b	b			ab
Strongly agree	412	29	27	25	21	31	30	64	53	59	39	17	16	27	192	189
	12%	9%	9%	11%	10%	13%	13%	18%	15%	16%	12%	8%	8%	10%	12%	13%
								abcdkl	abkl	abdkl						
Don't know	31	4	7	5	4	3	*	-	4	2	1	-	1	2	21	8
	1%	1%	2%	2%	2%	1%	*%	-%	1%	1%	*%	-%	1%	1%	1%	1%
			fgk	gk	g											
SUMMARY CODES																
TOTAL DISAGREE	1662	191	199	139	129	111	113	136	99	149	159	120	117	152	835	641
	49%	57%	63%	60%	59%	47%	49%	38%	29%	42%	47%	53%	55%	58%	52%	43%
		eghij	efghijk	efghij	efghij	h	gh	h		h	gh	ghi	ghi	c	c	
TOTAL AGREE	1246	104	74	69	60	90	94	173	177	147	123	70	65	77	560	590
	37%	31%	24%	30%	27%	38%	40%	48%	51%	41%	36%	31%	31%	30%	35%	40%
						bd	abcdkl	abcdejkl	abcdefijkl	abcdkl	bd					ab

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
TOTAL NEITHER/ DON'T KNOW	498	40	40	25	29	37	25	50	69	63	56	35	30	32	204	250
	15%	12%	13%	11%	13%	16%	11%	14%	20%	17%	16%	15%	14%	12%	13%	17%
									abcf	cf						b

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Strongly disagree	1022	876	70	46	29	1022	894	128	265	296	204	253	561	457	1022
	30%	30%	28%	30%	28%	30%	30%	33%	28%	34%	27%	32%	30%	30%	30%
										ac					
Slightly disagree	640	542	48	30	21	640	550	90	178	160	144	154	339	298	640
	19%	19%	19%	19%	20%	19%	18%	23%	19%	18%	19%	20%	18%	19%	19%
								a							
Neither agree nor disagree	467	397	35	23	12	467	419	48	123	104	97	140	227	237	467
	14%	14%	14%	15%	11%	14%	14%	12%	13%	12%	13%	18%	12%	15%	14%
												abceg		be	
Slightly agree	833	697	70	35	31	833	739	94	231	229	219	152	459	372	833
	24%	24%	27%	23%	29%	24%	24%	24%	24%	26%	29%	19%	25%	24%	24%
									d	d	adfg		d	d	d
Strongly agree	412	356	29	16	12	412	387	26	162	83	89	79	245	167	412
	12%	12%	11%	10%	12%	12%	13%	7%	17%	9%	12%	10%	13%	11%	12%
								b	bcdefg				bd		
Don't know	31	23	4	4	1	31	29	2	4	9	4	13	14	17	31
	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%
				ae								a			
SUMMARY CODES															
TOTAL DISAGREE	1662	1418	118	76	50	1662	1444	219	444	456	348	407	900	755	1662
	49%	49%	46%	50%	47%	49%	48%	56%	46%	52%	46%	51%	49%	49%	49%
								a		ac		a			
TOTAL AGREE	1246	1053	99	51	43	1246	1126	119	392	312	308	231	704	539	1246
	37%	36%	39%	33%	41%	37%	37%	31%	41%	35%	41%	29%	38%	35%	37%
							b		bdfg	d	df		d	d	d

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
TOTAL NEITHER/ DON'T KNOW	498	421	38	26	13	498	448	50	127	113	101	153	241	254	498
	15%	15%	15%	17%	12%	15%	15%	13%	13%	13%	13%	19%	13%	16%	15%
												abceg		ae	

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Strongly disagree	1022	212	766	230	414	276	222	494	297
	30%	29%	30%	29%	30%	29%	30%	29%	31%
Slightly disagree	640	148	464	147	276	187	118	313	205
	19%	21%	18%	19%	20%	20%	16%	19%	22%
									a
Neither agree nor disagree	467	106	332	123	175	111	86	238	133
	14%	15%	13%	16%	13%	12%	12%	14%	14%
				c					
Slightly agree	833	152	653	174	367	236	191	432	206
	24%	21%	26%	22%	27%	25%	26%	26%	22%
			a		a			c	
Strongly agree	412	94	309	103	146	138	121	188	103
	12%	13%	12%	13%	11%	14%	16%	11%	11%
						b	bc		
Don't know	31	7	18	13	7	8	6	15	6
	1%	1%	1%	2%	*%	1%	1%	1%	1%
				b					
SUMMARY CODES									
TOTAL DISAGREE	1662	360	1231	377	690	463	340	807	502
	49%	50%	48%	48%	50%	48%	46%	48%	53%
									ab
TOTAL AGREE	1246	247	962	277	513	374	312	620	309
	37%	34%	38%	35%	37%	39%	42%	37%	33%
							bc	c	

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
TOTAL NEITHER/ DON'T KNOW	498	113	350	136	182	119	92	253	139
	15%	16%	14%	17%	13%	12%	12%	15%	15%
				bc					

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2281	428	398	389	357	351	358	1572	709	1144	1137
Effective Weighted Sample	1787	342	317	318	303	284	289	1239	548	889	899
Total	2276	476	315	326	457	422	280	1574	702	1154	1122
Strongly disagree	684	204	128	90	98	87	76	520	164	309	374
	30%	43%	40%	28%	21%	21%	27%	33%	23%	27%	33%
		cdef	cdef	e				b			a
Slightly disagree	400	84	59	65	60	65	66	269	131	228	171
	18%	18%	19%	20%	13%	16%	23%	17%	19%	20%	15%
				d			de			b	
Neither agree nor disagree	355	59	36	41	81	96	43	216	139	179	176
	16%	12%	11%	13%	18%	23%	15%	14%	20%	16%	16%
					b	abcf			a		
Slightly agree	511	72	51	79	139	100	70	341	170	264	247
	22%	15%	16%	24%	30%	24%	25%	22%	24%	23%	22%
				ab	ab	ab	ab				
Strongly agree	301	48	35	46	76	71	25	205	96	162	139
	13%	10%	11%	14%	17%	17%	9%	13%	14%	14%	12%
				f	abf	abf					
Don't know	26	7	7	3	4	3	1	22	4	11	15
	1%	2%	2%	1%	1%	1%	*%	1%	1%	1%	1%
SUMMARY CODES											
TOTAL DISAGREE	1083	289	187	155	157	153	142	789	295	538	545
	48%	61%	59%	48%	34%	36%	51%	50%	42%	47%	49%
		cdef	cdef	de			de	b			
TOTAL AGREE	812	121	86	126	215	171	95	547	265	426	386
	36%	25%	27%	39%	47%	40%	34%	35%	38%	37%	34%
				ab	abcf	ab	a				
TOTAL NEITHER/ DON'T KNOW	381	66	43	44	85	99	44	238	143	190	191
	17%	14%	14%	14%	19%	23%	16%	15%	20%	16%	17%
						abcf			a		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 29

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

	Total	CHILD'S AGE AND GENDER												SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	2281	207	221	198	200	195	194	176	181	184	167	184	174	174	1185	852
Effective Weighted Sample	1787	164	178	156	161	155	163	148	155	150	134	150	138	136	939	672
Total	2276	237	239	156	159	162	163	227	230	226	196	146	134	188	1108	931
Strongly disagree	684	91	114	59	68	31	59	54	44	39	48	35	41	73	391	208
	30%	38%	48%	38%	43%	19%	36%	24%	19%	17%	25%	24%	30%	39%	35%	22%
		eghijk	efghijkl	eghijk	eghijkl		eghijk						ehi	c	c	
Slightly disagree	400	48	37	29	30	42	23	39	21	38	27	33	33	36	198	153
	18%	20%	15%	19%	19%	26%	14%	17%	9%	17%	14%	23%	24%	19%	18%	16%
		h		h	h	bfhj		h		h		h	bfhj			
Neither agree nor disagree	355	30	29	14	21	24	17	34	47	51	45	26	16	26	137	182
	16%	13%	12%	9%	13%	15%	11%	15%	20%	22%	23%	18%	12%	14%	12%	20%
									bcf	abcdfl	abcdfl	c				b
Slightly agree	511	43	29	29	22	39	41	65	74	51	49	38	32	28	225	247
	22%	18%	12%	19%	14%	24%	25%	29%	32%	22%	25%	26%	24%	15%	20%	27%
						bd	bd	abcd	abcd	bd	bd	bd	bd			ab
Strongly agree	301	24	25	21	14	24	23	36	40	45	26	13	11	24	141	133
	13%	10%	10%	13%	9%	15%	14%	16%	17%	20%	13%	9%	8%	13%	13%	14%
									dkl	abdkl						
Don't know	26	2	6	4	3	3	*	-	4	2	*	-	1	2	16	8
	1%	1%	2%	3%	2%	2%	*%	-%	2%	1%	*%	-%	1%	1%	1%	1%
SUMMARY CODES																
TOTAL DISAGREE	1083	138	151	88	98	73	82	92	65	77	76	68	73	109	589	361
	48%	58%	63%	57%	62%	45%	50%	41%	28%	34%	39%	47%	55%	58%	53%	39%
		eghijk	efghijk	eghij	efghijk	h	hij	h				hi	ghij	c	c	
TOTAL AGREE	812	67	54	49	36	62	64	101	114	96	75	51	43	51	366	380
	36%	28%	22%	32%	23%	38%	39%	44%	50%	42%	38%	35%	32%	27%	33%	41%
						bd	abd	abcdl	abcdekl	abd	bd	bd				ab
TOTAL NEITHER/ DON'T KNOW	381	31	35	18	25	27	18	34	51	53	46	26	17	28	154	190
	17%	13%	15%	12%	16%	17%	11%	15%	22%	23%	23%	18%	13%	15%	14%	20%
									acfl	abcfl	abcfl					b

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2281	1531	287	266	197	2281	2074	206	805	463	485	521	1268	1006	2281
Effective Weighted Sample	1787	1385	257	253	170	1787	1627	160	617	360	405	431	949	836	1787
Total	2276	1941	171	98	66	2276	2054	221	684	562	488	535	1246	1023	2276
Strongly disagree	684	587	47	28	21	684	611	73	179	199	130	176	378	306	684
	30%	30%	28%	29%	33%	30%	30%	33%	26%	35% acg	27%	33% ac	30%	30%	30%
Slightly disagree	400	340	31	18	11	400	349	51	127	88	85	98	215	183	400
	18%	18%	18%	18%	16%	18%	17%	23%	19%	16%	17%	18%	17%	18%	18%
Neither agree nor disagree	355	306	25	15	9	355	324	31	92	83	73	104	176	177	355
	16%	16%	15%	15%	13%	16%	16%	14%	14%	15%	15%	19% ae	14%	17%	16%
Slightly agree	511	429	43	23	16	511	462	48	161	123	137	88	284	225	511
	22%	22%	25%	23%	25%	22%	23%	22%	24% d	22% d	28% bdefg	16%	23% d	22% d	22% d
Strongly agree	301	260	22	12	8	301	284	17	121	62	60	57	183	118	301
	13%	13%	13%	12%	11%	13%	14% b	8%	18% bcdfg	11%	12%	11%	15% df	12%	13%
Don't know	26	19	4	3	1	26	24	2	4	7	2	12	11	14	26
	1%	1%	2%	3% ae	1%	1%	1%	1%	1%	1%	1%	2% ace	1%	1%	1%
SUMMARY CODES															
TOTAL DISAGREE	1083	927	78	46	32	1083	960	123	306	287	215	274	592	489	1083
	48%	48%	46%	47%	49%	48%	47%	56% a	45%	51%	44%	51% ac	48%	48%	48%
TOTAL AGREE	812	689	64	35	24	812	746	65	282	185	198	145	467	343	812
	36%	36%	38%	35%	36%	36%	36%	29%	41% bdfg	33%	41% bdf	27%	37% d	34% d	36% d
TOTAL NEITHER/ DON'T KNOW	381	325	29	18	10	381	348	33	97	90	75	116	187	191	381
	17%	17%	17%	18%	15%	17%	17%	15%	14%	16%	15%	22% abceg	15%	19% ae	17%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 29

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : All parents who are unaware of a minimum age requirement or mention an incorrect age

Significance Level: 95%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	2281	448	1723	525	860	690	565	1077	614
Effective Weighted Sample	1787	352	1348	415	685	524	441	841	487
Total	2276	456	1704	533	890	640	535	1084	628
Strongly disagree	684	130	522	161	270	178	155	328	192
	30%	29%	31%	30%	30%	28%	29%	30%	31%
Slightly disagree	400	87	292	97	161	118	85	183	128
	18%	19%	17%	18%	18%	18%	16%	17%	20%
Neither agree nor disagree	355	78	250	93	133	83	71	174	101
	16%	17%	15%	17%	15%	13%	13%	16%	16%
Slightly agree	511	88	402	94	224	151	121	258	128
	22%	19%	24%	18%	25%	24%	23%	24%	20%
					a	a			
Strongly agree	301	69	223	76	98	105	97	131	73
	13%	15%	13%	14%	11%	16%	18%	12%	12%
						b	bc		
Don't know	26	5	15	12	4	6	6	10	6
	1%	1%	1%	2%	*%	1%	1%	1%	1%
				b					
SUMMARY CODES									
TOTAL DISAGREE	1083	217	814	257	431	296	240	511	320
	48%	48%	48%	48%	48%	46%	45%	47%	51%
TOTAL AGREE	812	157	625	171	322	256	218	389	201
	36%	34%	37%	32%	36%	40%	41%	36%	32%
						a	c		
TOTAL NEITHER/ DON'T KNOW	381	82	265	105	137	88	77	184	107
	17%	18%	16%	20%	15%	14%	14%	17%	17%
				c					

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
Strongly disagree	482	55	24	50	92	138	122	221	261	221	261
	20%	23%	15%	16%	16%	21%	28%	17%	24%	18%	22%
		d				d	bcde		a		a
Slightly disagree	448	44	29	54	64	149	109	190	258	245	203
	19%	18%	18%	17%	11%	23%	25%	15%	24%	20%	17%
		d	d	d		d	bcd		a		
Neither agree nor disagree	379	38	23	47	102	106	63	210	168	189	190
	16%	16%	14%	15%	17%	16%	15%	16%	15%	16%	16%
Slightly agree	724	68	58	105	221	172	100	452	272	363	361
	30%	28%	36%	34%	37%	26%	23%	35%	25%	30%	30%
			ef	ef	aef			b			
Strongly agree	353	33	27	52	113	95	34	225	129	191	162
	15%	14%	17%	17%	19%	14%	8%	17%	12%	16%	14%
		f	f	f	f	f		b			
Don't know	15	2	1	3	4	3	1	11	4	6	9
	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%
SUMMARY CODES											
TOTAL DISAGREE	929	98	53	104	156	288	231	411	518	466	464
	39%	41%	33%	33%	26%	43%	54%	31%	47%	38%	39%
		d			d	bcd	abcde		a		
TOTAL AGREE	1077	101	85	158	333	267	134	676	400	554	523
	45%	42%	52%	51%	56%	40%	31%	52%	37%	46%	44%
		f	ef	ef	aef	f		b			
TOTAL NEITHER/ DON'T KNOW	394	41	24	50	106	109	64	221	173	195	199
	16%	17%	15%	16%	18%	16%	15%	17%	16%	16%	17%

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
Strongly disagree	482	25	30	13	12	14	36	49	44	63	75	57	65	**	151	297
	20%	20%	25%	14%	16%	9%	22%	16%	15%	19%	23%	26%	31%	**	18%	21%
		e	eh				e			e	eh	cegh	cdeghi			
Slightly disagree	448	24	20	15	13	36	17	39	25	71	78	59	50	**	136	279
	19%	20%	17%	17%	18%	24%	11%	13%	8%	21%	24%	27%	24%	**	16%	20%
		h	h	h	h	fgh				fgh	fgh	fgh	fgh			b
Neither agree nor disagree	379	16	22	13	10	24	22	43	59	57	49	34	28	**	125	225
	16%	13%	19%	15%	14%	16%	14%	15%	20%	17%	15%	16%	14%	**	15%	16%
Slightly agree	724	40	27	33	25	48	58	103	118	88	84	52	48	**	293	392
	30%	33%	23%	36%	35%	32%	36%	35%	39%	26%	26%	24%	23%	**	34%	28%
				kl	kl		bijkl	jkl	bijkl						c	
Strongly agree	353	16	17	14	13	25	27	62	50	56	39	17	16	**	150	184
	15%	13%	14%	16%	17%	17%	17%	21%	17%	16%	12%	8%	8%	**	17%	13%
				kl	kl	kl	kl	jkl	kl	kl					c	
Don't know	15	-	2	1	-	3	*	-	4	2	1	-	1	**	5	8
	1%	-%	2%	1%	-%	2%	*%	-%	1%	1%	*%	-%	1%	**	1%	1%
			gk			k										
SUMMARY CODES																
TOTAL DISAGREE	929	49	49	28	25	51	53	87	69	135	153	116	115	**	288	576
	39%	40%	42%	32%	34%	34%	33%	30%	23%	40%	47%	53%	55%	**	33%	42%
		h	gh		h	h	h			gh	cdefgh	acdefghi	abcdefghi			b
TOTAL AGREE	1077	57	44	47	38	73	85	165	168	143	123	69	65	**	443	577
	45%	46%	37%	53%	52%	48%	53%	56%	56%	42%	38%	32%	31%	**	51%	42%
		kl		bjkl	jkl	jkl	bijkl	bijkl	bijkl	kl					c	

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
TOTAL NEITHER/ DON'T KNOW	394	16	24	14	10	27	22	43	63	59	50	34	30	**	130	233
	16%	13%	21%	16%	14%	18%	14%	15%	21%	18%	15%	16%	14%	**	15%	17%

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
Strongly disagree	482	421	27	20	13	482	423	59	139	128	106	109	267	214	482
	20%	21%	15%	20%	18%	20%	20%	23%	18%	22%	19%	21%	20%	20%	20%
		b													
Slightly disagree	448	382	32	21	12	448	394	54	129	109	106	103	238	209	448
	19%	19%	18%	20%	17%	19%	18%	21%	17%	19%	19%	20%	18%	20%	19%
Neither agree nor disagree	379	321	31	17	10	379	339	40	115	79	72	112	194	184	379
	16%	16%	17%	17%	13%	16%	16%	15%	15%	14%	13%	22%	15%	17%	16%
												abceg			
Slightly agree	724	600	65	31	27	724	637	86	220	189	191	123	409	314	724
	30%	29%	36%	30%	38%	30%	30%	33%	29%	33%	34%	24%	31%	29%	30%
			a		ae					d	d		d	d	d
Strongly agree	353	307	25	11	9	353	332	21	147	67	79	61	214	139	353
	15%	15%	14%	11%	13%	15%	16%	8%	20%	12%	14%	12%	16%	13%	15%
							b		bcdfg				bd		
Don't know	15	12	-	3	1	15	15	*	2	4	2	6	7	8	15
	1%	1%	-%	2%	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%
				abe								a			
SUMMARY CODES															
TOTAL DISAGREE	929	803	60	41	25	929	817	113	268	237	212	211	505	424	929
	39%	39%	33%	40%	35%	39%	38%	43%	36%	41%	38%	41%	38%	40%	39%
TOTAL AGREE	1077	908	90	42	37	1077	969	107	367	256	269	184	623	453	1077
	45%	44%	50%	41%	51%	45%	45%	41%	49%	44%	48%	36%	47%	42%	45%
			c		c				df	d	df		d	d	d
TOTAL NEITHER/ DON'T KNOW	394	333	31	20	10	394	353	40	117	83	74	118	201	192	394
	16%	16%	17%	19%	14%	16%	17%	16%	16%	14%	13%	23%	15%	18%	16%
												abcefg		c	

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
Strongly disagree	482	104	357	121	194	122	123	227	127
	20%	20%	20%	21%	20%	18%	22%	19%	20%
Slightly disagree	448	112	313	108	202	125	88	222	135
	19%	22%	17%	19%	20%	18%	15%	19%	22%
		b							a
Neither agree nor disagree	379	80	274	95	150	93	72	200	103
	16%	16%	15%	17%	15%	14%	13%	17%	17%
								a	
Slightly agree	724	125	576	151	315	220	173	372	175
	30%	25%	32%	27%	32%	32%	30%	31%	28%
			a						
Strongly agree	353	81	265	86	130	122	112	163	78
	15%	16%	15%	15%	13%	18%	20%	14%	13%
						b	bc		
Don't know	15	5	7	9	3	2	2	8	5
	1%	1%	*%	2%	*%	*%	*%	1%	1%
				bc					
SUMMARY CODES									
TOTAL DISAGREE	929	216	671	229	396	247	211	448	262
	39%	43%	37%	40%	40%	36%	37%	38%	42%
TOTAL AGREE	1077	206	842	237	445	342	285	535	253
	45%	41%	47%	42%	45%	50%	50%	45%	41%
			a			a	c		

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

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

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on a social media site or app before they had reached the minimum age required"?

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
TOTAL NEITHER/ DON'T KNOW	394	86	281	104	153	94	74	208	108
	16%	17%	16%	18%	15%	14%	13%	17%	17%
								a	

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube/ YouTube Kids	3008	553	410	436	631	602	376	2030	978	1567	1441
	88%	85%	91%	93%	90%	87%	86%	89%	86%	90%	87%
			aef	aef	a			b		b	
WhatsApp	2004	198	151	215	499	572	368	1063	940	986	1018
	59%	31%	33%	46%	71%	82%	84%	47%	83%	56%	61%
				ab	abc	abcd	abcd		a		a
TikTok	1831	137	133	196	443	559	363	910	921	920	911
	54%	21%	30%	42%	63%	80%	83%	40%	81%	53%	55%
			a	ab	abc	abcd	abcd		a		
Snapchat	1573	146	91	134	360	493	350	731	843	777	797
	46%	23%	20%	28%	51%	71%	80%	32%	74%	44%	48%
				ab	abc	abcd	abcde		a		
Instagram (inc. Instagram Direct)	1377	146	85	118	255	422	352	604	774	677	701
	40%	22%	19%	25%	36%	61%	81%	27%	68%	39%	42%
				b	abc	abcd	abcde		a		
Facebook (inc. Messenger)	1336	145	109	156	262	383	281	671	664	669	666
	39%	22%	24%	33%	37%	55%	64%	30%	59%	38%	40%
				ab	ab	abcd	abcde		a		
FaceTime	814	92	63	88	211	210	151	453	361	366	448
	24%	14%	14%	19%	30%	30%	35%	20%	32%	21%	27%
					abc	abc	abc		a		a
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	53	41	65	158	208	160	316	368	357	328
	20%	8%	9%	14%	22%	30%	37%	14%	32%	20%	20%
				ab	abc	abcd	abcde		a		
Pinterest	418	47	29	39	94	127	82	209	209	165	253
	12%	7%	6%	8%	13%	18%	19%	9%	18%	9%	15%
					abc	abcd	abcd		a		a

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Twitch	292	27	18	33	62	101	50	140	152	176	115
	9%	4%	4%	7%	9%	15%	11%	6%	13%	10%	7%
					ab	abcd	abc		a	b	
Zoom	266	28	25	40	59	75	39	152	114	128	138
	8%	4%	6%	9%	8%	11%	9%	7%	10%	7%	8%
				a	a	ab	ab		a		
Microsoft Teams	264	16	19	29	52	82	65	117	147	119	145
	8%	2%	4%	6%	7%	12%	15%	5%	13%	7%	9%
				a	ab	abcd	abcd		a		
Discord	251	17	11	24	55	80	64	108	143	159	92
	7%	3%	2%	5%	8%	11%	15%	5%	13%	9%	6%
				b	ab	abc	abcd		a	b	
Telegram	210	30	25	21	34	58	41	110	99	122	88
	6%	5%	6%	4%	5%	8%	9%	5%	9%	7%	5%
						acd	abcd		a		
Skype	203	28	17	25	40	55	38	110	93	109	95
	6%	4%	4%	5%	6%	8%	9%	5%	8%	6%	6%
						ab	abc		a		
X/ Twitter	203	8	11	21	22	76	65	62	141	125	78
	6%	1%	3%	4%	3%	11%	15%	3%	12%	7%	5%
				a	a	abcd	abcd		a	b	
Reddit	146	10	9	16	30	46	35	66	80	71	75
	4%	2%	2%	3%	4%	7%	8%	3%	7%	4%	4%
					ab	abc	abcd		a		
BeReal	123	9	6	9	19	48	33	42	81	35	88
	4%	1%	1%	2%	3%	7%	7%	2%	7%	2%	5%
						abcd	abcd		a		a
Vimeo	108	16	11	10	24	30	17	61	47	60	48
	3%	2%	2%	2%	3%	4%	4%	3%	4%	3%	3%
									a		

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Threads	107	6	10	8	18	37	29	42	65	55	52
	3%	1%	2%	2%	2%	5%	7%	2%	6%	3%	3%
						abcd	abcd		a		
Viber	83	10	7	13	14	25	13	45	38	36	47
	2%	2%	2%	3%	2%	4%	3%	2%	3%	2%	3%
									a		
GoNoodle	79	24	15	11	17	8	3	68	11	43	37
	2%	4%	3%	2%	2%	1%	1%	3%	1%	2%	2%
		ef	ef	f	f			b			
Triller	78	16	8	8	14	24	8	46	32	39	39
	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%
Wink	72	19	9	16	7	13	8	52	21	35	37
	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%
		d		d							
Tumblr	69	5	8	5	19	24	10	36	33	28	41
	2%	1%	2%	1%	3%	3%	2%	2%	3%	2%	2%
					a	ac			a		
YuBo	67	20	7	6	17	10	6	50	16	30	36
	2%	3%	2%	1%	2%	1%	1%	2%	1%	2%	2%
Dailymotion	65	11	4	3	19	19	9	37	28	30	34
	2%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%
					bc	bc					
Kik	59	17	6	8	11	8	9	42	17	28	31
	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%
Signal	58	16	5	3	10	10	15	34	24	38	21
	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%	1%
		c					bce				
Fruitlab	56	18	10	4	10	10	4	42	14	30	26
	2%	3%	2%	1%	1%	1%	1%	2%	1%	2%	2%
		cf									

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
GROM social	47	11	8	7	9	9	4	34	13	27	20
	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%
Imgur	43	4	5	7	14	10	4	30	13	22	21
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
HiPal	40	12	7	6	6	6	2	31	8	19	20
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
YouNow	30	8	7	3	5	5	2	23	8	16	14
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Amino	28	5	4	2	7	7	4	17	11	11	17
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
NONE OF THESE	104	56	25	13	8	2	1	101	3	43	61
	3%	9%	6%	3%	1%	*%	*%	4%	*%	2%	4%
		cdef	cdef	ef				b			

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube/ YouTube Kids	3008	287	265	215	195	224	212	333	297	303	299	204	171	215	1442	1297
	88%	86%	84%	93%	89%	94%	91%	93%	86%	85%	89%	91%	81%	82%	90%	88%
				abhil	l	abhil	bil	abhil			l	bil			ac	
WhatsApp	2004	97	101	76	75	101	115	240	259	283	290	190	178	72	680	1207
	59%	29%	32%	33%	34%	42%	49%	67%	75%	79%	86%	84%	84%	28%	43%	82%
						abc	abcd	abcdef	abcdefg	abcdefg	abcdefgh	abcdefgh	abcdefgh		a	ab
TikTok	1831	71	66	71	62	98	98	219	224	278	281	183	180	48	592	1136
	54%	21%	21%	31%	29%	41%	42%	61%	65%	78%	83%	81%	85%	18%	37%	77%
				ab		abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Snapchat	1573	80	67	50	41	63	71	173	186	241	253	170	179	48	440	1035
	46%	24%	21%	22%	19%	26%	31%	48%	54%	67%	75%	76%	85%	18%	27%	70%
							bcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefghijk		a	ab
Instagram (inc. Instagram Direct)	1377	87	58	45	40	54	64	131	123	185	237	174	178	56	394	878
	40%	26%	19%	19%	18%	23%	28%	37%	36%	52%	70%	77%	84%	21%	25%	59%
		d					bcd	abcdef	abcde	abcdefgh	abcdefghi	abcdefghi	abcdefghij			ab
Facebook (inc. Messenger)	1336	80	65	56	53	73	82	139	122	187	197	134	147	56	465	776
	39%	24%	21%	24%	24%	31%	36%	39%	35%	52%	58%	59%	70%	21%	29%	52%
						b	abcd	abcd	abcd	abcdefgh	abcdefgh	abcdefgh	abcdefghijk		a	ab
FaceTime	814	46	46	31	32	42	45	97	114	91	119	60	92	26	296	475
	24%	14%	15%	13%	15%	18%	20%	27%	33%	25%	35%	26%	43%	10%	18%	32%
								abcde	abcdef	abcde	abcdefik	abcde	abcdefghik		a	ab

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
									CHILD'S AGE AND GENDER						SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	40	13	22	18	31	34	71	86	113	96	79	81	21	194	449
	20%	12%	4%	10%	8%	13%	15%	20%	25%	31%	28%	35%	38%	8%	12%	30%
		b		b		b	bd	abcde	abcdef	abcdefg	abcdefg	abcdefgh	abcdefghj			ab
Pinterest	418	21	26	16	13	14	25	38	56	45	82	31	51	20	128	263
	12%	6%	8%	7%	6%	6%	11%	11%	16%	13%	24%	14%	24%	8%	8%	18%
									abcde	acde	abcdefghik	acde	abcdefghik			ab
Twitch	292	18	9	10	9	19	14	36	26	59	42	34	16	9	90	185
	9%	5%	3%	4%	4%	8%	6%	10%	7%	17%	12%	15%	8%	3%	6%	12%
						b		bcd	b	abcdefghl	abcdf	abcdefhl	b			ab
Zoom	266	15	13	12	13	19	21	28	31	31	44	23	16	9	115	136
	8%	4%	4%	5%	6%	8%	9%	8%	9%	9%	13%	10%	7%	3%	7%	9%
							ab		ab	b	abcd	abc				a
Microsoft Teams	264	12	4	8	11	14	16	20	33	37	46	28	36	7	75	176
	8%	4%	1%	3%	5%	6%	7%	5%	9%	10%	14%	13%	17%	3%	5%	12%
					b	b	b	b	abc	abcd	abcdefg	abcdefg	abcdefghi			ab
Discord	251	12	6	5	6	13	11	38	18	45	34	46	18	4	67	171
	7%	3%	2%	2%	3%	5%	5%	10%	5%	13%	10%	20%	8%	2%	4%	12%
						b		abcdefh		abcdefh	abcdfh	abcdefghijl	abcd			ab
Telegram	210	19	11	12	13	11	10	18	16	34	25	28	13	12	89	105
	6%	6%	4%	5%	6%	5%	4%	5%	5%	9%	7%	12%	6%	4%	6%	7%
										befh		abcdefghl				
Skype	203	16	12	7	10	10	15	21	19	32	23	23	15	9	85	103
	6%	5%	4%	3%	4%	4%	6%	6%	6%	9%	7%	10%	7%	4%	5%	7%
										bce		abcde	c			

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
X/ Twitter	203	4	4	5	6	8	13	18	5	45	31	45	20	4	41	149
	6%	1%	1%	2%	3%	3%	6%	5%	1%	13%	9%	20%	9%	2%	3%	10%
							abh	abh		abcdefgh	abcdeh	abcdefghijl	abcdeh			ab
Reddit	146	5	5	4	6	7	9	17	14	17	29	22	13	4	44	94
	4%	1%	2%	2%	3%	3%	4%	5%	4%	5%	9%	10%	6%	1%	3%	6%
								a		a	abcdefh	abcdefghi	abc			ab
BeReal	123	6	4	1	4	3	6	4	15	11	37	10	22	5	25	91
	4%	2%	1%	1%	2%	1%	3%	1%	4%	3%	11%	4%	11%	2%	2%	6%
									bceg	c	abcdefghik	bceg	abcdefghik			ab
Vimeo	108	11	5	7	4	2	8	11	13	18	12	12	5	5	38	64
	3%	3%	2%	3%	2%	1%	4%	3%	4%	5%	4%	5%	3%	2%	2%	4%
		e					e		e	be	e	be				b
Threads	107	5	1	6	4	5	3	9	9	14	23	17	12	4	26	73
	3%	1%	*%	2%	2%	2%	1%	2%	3%	4%	7%	8%	5%	1%	2%	5%
										b	abcdefgh	abcdefgh	abf			ab
Viber	83	5	5	3	4	5	7	3	11	13	12	6	7	4	31	46
	2%	2%	2%	1%	2%	2%	3%	1%	3%	4%	4%	3%	3%	1%	2%	3%
										g	g					
GoNoodle	79	13	11	5	10	4	7	11	6	6	3	3	*	8	49	22
	2%	4%	3%	2%	5%	2%	3%	3%	2%	2%	1%	1%	*%	3%	3%	2%
		jl	l	l	jkl			l	l						c	
Triller	78	9	6	2	6	2	6	10	5	10	14	6	2	7	35	35
	2%	3%	2%	1%	3%	1%	3%	3%	1%	3%	4%	3%	1%	3%	2%	2%
											cel					
Wink	72	9	10	5	5	6	10	6	1	3	10	7	1	7	42	22
	2%	3%	3%	2%	2%	3%	4%	2%	*%	1%	3%	3%	1%	3%	3%	1%
		h	hl				hil				h	h			c	

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

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OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Tumblr	69	2	3	2	6	1	3	8	10	9	14	6	4	-	26	42
	2%	1%	1%	1%	3%	1%	1%	2%	3%	3%	4%	3%	2%	-%	2%	3%
									ae		abce					ab
YuBo	67	11	8	1	6	1	5	9	8	4	6	4	2	7	35	22
	2%	3%	3%	*%	3%	*%	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%
		ce	e		ce		e	e								
Dailymotion	65	5	5	1	3	*	2	11	8	9	11	5	4	2	23	39
	2%	2%	2%	*%	1%	*%	1%	3%	2%	2%	3%	2%	2%	1%	1%	3%
								ce	e	e	ce	e	e			b
Kik	59	10	7	2	4	3	5	8	3	3	5	3	7	4	34	20
	2%	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%
Signal	58	13	3	3	2	-	3	8	2	4	5	9	6	8	21	25
	2%	4%	1%	1%	1%	-%	1%	2%	1%	1%	2%	4%	3%	3%	1%	2%
		bdeh						e				bdeh	e	b		
Fruitlab	56	11	7	6	4	*	4	6	4	3	7	4	-	10	28	17
	2%	3%	2%	3%	2%	*%	2%	2%	1%	1%	2%	2%	-%	4%	2%	1%
		el	el	el	l			l			el			bc		
GROM social	47	9	2	3	4	2	4	6	3	3	6	4	-	3	25	18
	1%	3%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	-%	1%	2%	1%
		l			l			l								
Imgur	43	3	2	2	3	1	6	11	3	2	8	4	-	-	24	20
	1%	1%	*%	1%	1%	*%	2%	3%	1%	*%	2%	2%	-%	-%	1%	1%
							l	beil			l					
HiPal	40	7	5	4	4	1	5	3	3	2	4	2	-	5	26	8
	1%	2%	2%	2%	2%	*%	2%	1%	1%	*%	1%	1%	-%	2%	2%	1%
		l					l							c	c	
YouNow	30	7	1	3	4	*	3	2	3	2	3	2	-	3	18	9
	1%	2%	*%	1%	2%	*%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%
		el			el											

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Amino	28	3	2	*	3	-	2	4	3	2	6	3	1	2	14	12
	1%	1%	1%	*%	2%	-%	1%	1%	1%	*%	2%	1%	*%	1%	1%	1%
NONE OF THESE	104	24	31	9	16	5	7	1	6	2	-	1	-	27	70	5
	3%	7%	10%	4%	7%	2%	3%	*%	2%	*%	-%	*%	-%	10%	4%	*%
		efghijkl	cefghijkl	gijkl	efghijkl	jl	gijkl		jl					bc	c	

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube/ YouTube Kids	3008	2559	224	135	90	3008	2677	329	856	781	664	696	1637	1360	3008
	88%	88%	88%	88%	85%	88%	89%	85%	89%	89%	88%	88%	89%	88%	88%
WhatsApp	2004	1719	136	94	55	2004	1763	239	600	534	456	412	1134	868	2004
	59%	59%	53%	61%	53%	59%	58%	62%	62%	61%	60%	52%	61%	56%	59%
		bd		bd		bd			df	d	d		df		d
TikTok	1831	1561	135	80	55	1831	1635	195	586	441	420	382	1028	802	1831
	54%	54%	53%	52%	52%	54%	54%	50%	61%	50%	56%	48%	56%	52%	54%
									bcdefg		d		bdf		d
Snapchat	1573	1323	121	74	54	1573	1404	168	493	380	347	350	874	696	1573
	46%	46%	48%	49%	51%	46%	47%	43%	51%	43%	46%	44%	47%	45%	46%
									bcdfg						
Instagram (inc. Instagram Direct)	1377	1180	92	63	43	1377	1234	143	512	322	325	218	834	543	1377
	40%	41%	36%	41%	40%	40%	41%	37%	53%	37%	43%	28%	45%	35%	40%
									bcdefg	d	bdf		bdfg	d	df
Facebook (inc. Messenger)	1336	1155	89	54	37	1336	1216	119	491	297	295	248	788	544	1336
	39%	40%	35%	35%	35%	39%	40%	31%	51%	34%	39%	31%	43%	35%	39%
							b		bcdefg		d		bdfg		bdf
FaceTime	814	701	56	37	21	814	721	93	256	217	177	164	473	341	814
	24%	24%	22%	24%	20%	24%	24%	24%	27%	25%	23%	21%	26%	22%	24%
									df				df		
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	592	44	32	17	685	612	73	195	179	160	149	374	309	685
	20%	20%	17%	21%	16%	20%	20%	19%	20%	20%	21%	19%	20%	20%	20%
Pinterest	418	361	28	16	12	418	387	31	189	105	76	49	293	125	418
	12%	12%	11%	11%	12%	12%	13%	8%	20%	12%	10%	6%	16%	8%	12%
							b		bcdefg	df	d		bcdfg		df

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Twitch	292	252	22	9	9	292	273	19	122	59	60	50	181	110	292
	9%	9%	9%	6%	9%	9%	9%	5%	13%	7%	8%	6%	10%	7%	9%
							b		bcdefg				bdf		
Zoom	266	240	14	9	3	266	247	19	140	52	44	29	192	74	266
	8%	8%	6%	6%	3%	8%	8%	5%	15%	6%	6%	4%	10%	5%	8%
		d				d			bcdefg				bcdfg		df
Microsoft Teams	264	223	21	12	7	264	233	31	97	79	55	33	176	88	264
	8%	8%	8%	8%	7%	8%	8%	8%	10%	9%	7%	4%	10%	6%	8%
									dfg	df	d		df		df
Discord	251	213	15	16	8	251	230	21	93	49	54	55	142	109	251
	7%	7%	6%	10%	7%	7%	8%	5%	10%	6%	7%	7%	8%	7%	7%
				abe					bfg						
Telegram	210	187	11	7	5	210	206	4	137	23	33	17	159	50	210
	6%	6%	4%	5%	4%	6%	7%	1%	14%	3%	4%	2%	9%	3%	6%
							b		bcdefg		d		bcdfg		bdf
Skype	203	186	9	6	3	203	191	12	111	39	33	20	150	54	203
	6%	6%	4%	4%	2%	6%	6%	3%	11%	4%	4%	3%	8%	3%	6%
		bcd				d	b		bcdefg				bcdfg		df
X/ Twitter	203	171	18	8	5	203	185	18	104	39	41	20	142	61	203
	6%	6%	7%	5%	5%	6%	6%	5%	11%	4%	5%	3%	8%	4%	6%
									bcdefg		d		bdfg		df
Reddit	146	128	7	5	6	146	135	11	66	38	29	13	104	42	146
	4%	4%	3%	3%	6%	4%	4%	3%	7%	4%	4%	2%	6%	3%	4%
									cdfg	d	d		df		df
BeReal	123	105	8	4	6	123	113	10	38	44	22	18	83	40	123
	4%	4%	3%	3%	6%	4%	4%	3%	4%	5%	3%	2%	4%	3%	4%
										df			df		
Vimeo	108	98	5	3	2	108	105	3	70	10	22	6	80	28	108
	3%	3%	2%	2%	2%	3%	3%	1%	7%	1%	3%	1%	4%	2%	3%
							b		bcdefg		bd		bdf		bdf

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Threads	107	90	7	6	4	107	102	5	51	25	19	12	77	30	107
	3%	3%	3%	4%	4%	3%	3%	1%	5%	3%	2%	1%	4%	2%	3%
									bcdfg				df		df
Viber	83	78	2	1	2	83	79	4	44	11	15	14	55	28	83
	2%	3%	1%	1%	2%	2%	3%	1%	5%	1%	2%	2%	3%	2%	2%
		bc				bc			bcdefg				b		
GoNoodle	79	71	5	1	3	79	76	3	50	11	11	8	60	19	79
	2%	2%	2%	1%	2%	2%	3%	1%	5%	1%	1%	1%	3%	1%	2%
		c				c			bcdefg				bcdf		df
Triller	78	71	3	2	1	78	78	-	57	6	12	3	63	15	78
	2%	2%	1%	2%	1%	2%	3%	-%	6%	1%	2%	*%	3%	1%	2%
							b		bcdefg		d		bcdfg		bdf
Wink	72	63	5	2	2	72	71	1	35	17	11	9	52	20	72
	2%	2%	2%	2%	2%	2%	2%	*%	4%	2%	1%	1%	3%	1%	2%
							b		cdfg				df		
Tumblr	69	60	5	2	2	69	66	3	33	16	11	8	50	20	69
	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	1%	3%	1%	2%
									cdfg				df		
YuBo	67	59	3	1	4	67	67	-	39	11	10	7	50	16	67
	2%	2%	1%	1%	3%	2%	2%	-%	4%	1%	1%	1%	3%	1%	2%
					c		b		bcdfg				bdf		f
Dailymotion	65	62	2	1	*	65	65	-	38	10	15	1	48	17	65
	2%	2%	1%	*%	*%	2%	2%	-%	4%	1%	2%	*%	3%	1%	2%
		cd				cd	b		bcdfg	d	d		bdf	d	d
Kik	59	51	3	3	1	59	55	4	31	8	13	6	39	20	59
	2%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg				d		
Signal	58	52	4	1	1	58	55	3	28	7	15	7	35	23	58
	2%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg						

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Fruitlab	56	49	5	1	1	56	54	2	38	8	8	1	47	9	56
	2%	2%	2%	1%	1%	2%	2%	*%	4%	1%	1%	*%	3%	1%	2%
									bcdfg	d	d		bcdf		df
GROM social	47	43	2	1	1	47	47	-	31	3	11	2	34	12	47
	1%	1%	1%	*%	1%	1%	2%	-%	3%	*%	1%	*%	2%	1%	1%
							b		bcdefg		d		bdf		bd
Imgur	43	40	1	-	2	43	43	-	22	9	10	3	31	12	43
	1%	1%	*%	-%	2%	1%	1%	-%	2%	1%	1%	*%	2%	1%	1%
		c			c	c	b		dfg				df		d
HiPal	40	34	3	1	2	40	40	-	27	2	9	2	29	11	40
	1%	1%	1%	1%	2%	1%	1%	-%	3%	*%	1%	*%	2%	1%	1%
									bcdefg		bd		bdf		bd
YouNow	30	28	2	-	1	30	30	-	19	4	6	2	23	7	30
	1%	1%	1%	-%	1%	1%	1%	-%	2%	*%	1%	*%	1%	*%	1%
									bdfg				df		
Amino	28	24	3	1	*	28	28	-	19	4	3	2	23	5	28
	1%	1%	1%	*%	*%	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%
									bcdfg				df		
NONE OF THESE	104	93	5	4	2	104	86	18	18	31	19	35	49	53	104
	3%	3%	2%	3%	2%	3%	3%	5%	2%	4%	3%	4%	3%	3%	3%
										a		ae		a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube/ YouTube Kids	3008	646	2242	701	1215	856	656	1495	832
	88%	90%	88%	89%	88%	90%	88%	89%	88%
WhatsApp	2004	413	1522	451	846	577	419	1023	544
	59%	57%	60%	57%	61%	60%	56%	61%	57%
TikTok	1831	383	1365	438	742	543	438	890	492
	54%	53%	54%	55%	54%	57%	59%	53%	52%
							bc		
Snapchat	1573	336	1175	381	630	463	389	751	424
	46%	47%	46%	48%	45%	48%	52%	45%	45%
							bc		
Instagram (inc. Instagram Direct)	1377	283	1037	294	546	454	401	651	317
	40%	39%	41%	37%	39%	47%	54%	39%	33%
						ab	bc	c	
Facebook (inc. Messenger)	1336	291	989	310	516	429	365	643	317
	39%	40%	39%	39%	37%	45%	49%	38%	33%
						ab	bc	c	
FaceTime	814	178	603	165	326	265	193	404	216
	24%	25%	24%	21%	24%	28%	26%	24%	23%
						ab			
Phone message apps (e.g. Apple iMessage/ Samsung Messages)	685	151	513	149	299	197	161	335	185
	20%	21%	20%	19%	22%	21%	22%	20%	19%
Pinterest	418	99	309	94	145	149	153	191	74
	12%	14%	12%	12%	10%	16%	21%	11%	8%
						b	bc	c	

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Twitch	292	67	215	78	94	105	108	138	46
	9%	9%	8%	10%	7%	11%	15%	8%	5%
				b		b	bc	c	
Zoom	266	45	212	52	87	109	103	123	38
	8%	6%	8%	7%	6%	11%	14%	7%	4%
						ab	bc	c	
Microsoft Teams	264	51	197	70	101	72	55	163	43
	8%	7%	8%	9%	7%	8%	7%	10%	5%
							c	c	
Discord	251	61	181	70	89	79	66	131	53
	7%	8%	7%	9%	6%	8%	9%	8%	6%
							c		
Telegram	210	39	163	43	57	103	121	68	18
	6%	5%	6%	5%	4%	11%	16%	4%	2%
						ab	bc	c	
Skype	203	42	149	31	79	85	94	83	26
	6%	6%	6%	4%	6%	9%	13%	5%	3%
						ab	bc	c	
X/ Twitter	203	37	159	37	70	88	78	88	36
	6%	5%	6%	5%	5%	9%	11%	5%	4%
						ab	bc		
Reddit	146	25	115	27	49	61	56	70	20
	4%	3%	5%	3%	4%	6%	8%	4%	2%
						ab	bc	c	
BeReal	123	35	83	32	44	36	26	68	29
	4%	5%	3%	4%	3%	4%	3%	4%	3%

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Vimeo	108	31	74	19	35	50	52	45	11
	3%	4%	3%	2%	3%	5%	7%	3%	1%
						ab	bc	c	
Threads	107	15	89	11	39	53	47	43	17
	3%	2%	3%	1%	3%	6%	6%	3%	2%
						ab	bc		
Viber	83	26	54	23	24	32	32	39	11
	2%	4%	2%	3%	2%	3%	4%	2%	1%
		b				b	bc		
GoNoodle	79	23	54	13	26	37	42	33	4
	2%	3%	2%	2%	2%	4%	6%	2%	*%
						ab	bc	c	
Triller	78	16	56	8	21	44	49	27	2
	2%	2%	2%	1%	2%	5%	7%	2%	*%
						ab	bc	c	
Wink	72	14	55	18	22	31	28	35	9
	2%	2%	2%	2%	2%	3%	4%	2%	1%
						b	bc		
Tumblr	69	13	53	12	22	33	27	35	8
	2%	2%	2%	2%	2%	3%	4%	2%	1%
						ab	c	c	
YuBo	67	16	45	16	20	26	36	21	10
	2%	2%	2%	2%	1%	3%	5%	1%	1%
							bc		
Dailymotion	65	17	46	7	30	25	38	22	5
	2%	2%	2%	1%	2%	3%	5%	1%	1%
					a	a	bc		

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

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

OVERALL SUMMARY OF ALL APPS/ SITES USED ACROSS ALL CATEGORIES (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

Significance Level: 95%	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Kik	59	15	40	15	22	19	24	26	7
	2%	2%	2%	2%	2%	2%	3% bc	2%	1%
Signal	58	11	43	10	25	17	27	23	7
	2%	1%	2%	1%	2%	2%	4% bc	1%	1%
Fruitlab	56	18	34	8	21	26	25	27	3
	2%	2%	1%	1%	2%	3% a	3% bc	2% c	*%
GROM social	47	14	29	6	16	24	28	17	2
	1%	2%	1%	1%	1%	2% ab	4% bc	1% c	*%
Imgur	43	13	27	9	16	17	23	18	3
	1%	2%	1%	1%	1%	2%	3% bc	1%	*%
HiPal	40	10	27	3	15	17	20	18	2
	1%	1%	1%	*%	1%	2% a	3% bc	1% c	*%
YouNow	30	9	16	6	10	12	16	12	2
	1%	1%	1%	1%	1%	1%	2% bc	1%	*%
Amino	28	8	15	5	10	10	12	14	2
	1%	1%	1%	1%	1%	1%	2% c	1%	*%
NONE OF THESE	104	14	80	24	35	25	25	47	29
	3%	2%	3%	3%	3%	3%	3%	3%	3%

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

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

SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube	3008	553	410	436	631	602	376	2030	978	1567	1441
	88%	85%	91%	93%	90%	87%	86%	89%	86%	90%	87%
			aef	aef	a			b		b	
WhatsApp	2004	198	151	215	499	572	368	1063	940	986	1018
	59%	31%	33%	46%	71%	82%	84%	47%	83%	56%	61%
				ab	abc	abcd	abcd		a		a
TikTok	1831	137	133	196	443	559	363	910	921	920	911
	54%	21%	30%	42%	63%	80%	83%	40%	81%	53%	55%
			a	ab	abc	abcd	abcd		a		
Snapchat	1573	146	91	134	360	493	350	731	843	777	797
	46%	23%	20%	28%	51%	71%	80%	32%	74%	44%	48%
				ab	abc	abcd	abcde		a		
Instagram (inc. Instagram Direct)	1377	146	85	118	255	422	352	604	774	677	701
	40%	22%	19%	25%	36%	61%	81%	27%	68%	39%	42%
				b	abc	abcd	abcde		a		
ANY OF THESE	3279	587	423	454	691	689	434	2155	1124	1694	1585
	96%	90%	94%	96%	98%	99%	99%	95%	99%	97%	96%
				a	ab	abc	abc		a		
ALL OF THESE	704	42	27	46	114	265	210	229	475	323	382
	21%	7%	6%	10%	16%	38%	48%	10%	42%	18%	23%
				b	abc	abcd	abcde		a		a

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

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

SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube	3008	287	265	215	195	224	212	333	297	303	299	204	171	215	1442	1297
	88%	86%	84%	93%	89%	94%	91%	93%	86%	85%	89%	91%	81%	82%	90%	88%
				abhil	l	abhil	bil	abhil			l	bil			ac	
WhatsApp	2004	97	101	76	75	101	115	240	259	283	290	190	178	72	680	1207
	59%	29%	32%	33%	34%	42%	49%	67%	75%	79%	86%	84%	84%	28%	43%	82%
						abc	abcd	abcdef	abcdefg	abcdefg	abcdefgh	abcdefgh	abcdefgh		a	ab
TikTok	1831	71	66	71	62	98	98	219	224	278	281	183	180	48	592	1136
	54%	21%	21%	31%	29%	41%	42%	61%	65%	78%	83%	81%	85%	18%	37%	77%
				ab		abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Snapchat	1573	80	67	50	41	63	71	173	186	241	253	170	179	48	440	1035
	46%	24%	21%	22%	19%	26%	31%	48%	54%	67%	75%	76%	85%	18%	27%	70%
							bcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefghijk		a	ab
Instagram (inc. Instagram Direct)	1377	87	58	45	40	54	64	131	123	185	237	174	178	56	394	878
	40%	26%	19%	19%	18%	23%	28%	37%	36%	52%	70%	77%	84%	21%	25%	59%
		d					bcd	abcdef	abcde	abcdefgh	abcdefghi	abcdefghi	abcdefghij			ab
ANY OF THESE	3279	306	281	221	202	234	221	357	334	353	336	224	211	232	1515	1468
	96%	91%	89%	95%	93%	98%	95%	100%	97%	99%	100%	99%	99%	89%	95%	99%
				b		abd	b	abcdfh	abd	abcdf	abcdfh	abcdf	abcdfh		a	ab
ALL OF THESE	704	21	22	17	10	21	25	59	55	100	164	104	106	11	141	526
	21%	6%	7%	7%	4%	9%	11%	17%	16%	28%	49%	46%	50%	4%	9%	36%
							d	abcde	abcde	abcdefgh	abcdefghi	abcdefghi	abcdefghi		a	ab

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

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

SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube	3008	2559	224	135	90	3008	2677	329	856	781	664	696	1637	1360	3008
	88%	88%	88%	88%	85%	88%	89%	85%	89%	89%	88%	88%	89%	88%	88%
WhatsApp	2004	1719	136	94	55	2004	1763	239	600	534	456	412	1134	868	2004
	59%	59%	53%	61%	53%	59%	58%	62%	62%	61%	60%	52%	61%	56%	59%
		bd		bd		bd			df	d	d		df		d
TikTok	1831	1561	135	80	55	1831	1635	195	586	441	420	382	1028	802	1831
	54%	54%	53%	52%	52%	54%	54%	50%	61%	50%	56%	48%	56%	52%	54%
									bcdefg		d		bdf		d
Snapchat	1573	1323	121	74	54	1573	1404	168	493	380	347	350	874	696	1573
	46%	46%	48%	49%	51%	46%	47%	43%	51%	43%	46%	44%	47%	45%	46%
									bcdfg						
Instagram (inc. Instagram Direct)	1377	1180	92	63	43	1377	1234	143	512	322	325	218	834	543	1377
	40%	41%	36%	41%	40%	40%	41%	37%	53%	37%	43%	28%	45%	35%	40%
									bcdefg	d	bdf		bdfg	d	df
ANY OF THESE	3279	2777	251	148	103	3279	2910	368	939	845	729	755	1783	1484	3279
	96%	96%	98%	97%	98%	96%	96%	95%	97%	96%	96%	95%	97%	96%	96%
									df						
ALL OF THESE	704	612	41	33	18	704	625	78	262	179	146	117	441	263	704
	21%	21%	16%	22%	17%	21%	21%	20%	27%	20%	19%	15%	24%	17%	21%
		b		b		b			bcdfg	d	d		cdfg		df

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

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

SUMMARY TO SHOW USE OF THE TOP FIVE APPS/ SITES ACROSS ALL CATEGORIES

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube	3008	646	2242	701	1215	856	656	1495	832
	88%	90%	88%	89%	88%	90%	88%	89%	88%
WhatsApp	2004	413	1522	451	846	577	419	1023	544
	59%	57%	60%	57%	61%	60%	56%	61%	57%
TikTok	1831	383	1365	438	742	543	438	890	492
	54%	53%	54%	55%	54%	57%	59%	53%	52%
							bc		
Snapchat	1573	336	1175	381	630	463	389	751	424
	46%	47%	46%	48%	45%	48%	52%	45%	45%
							bc		
Instagram (inc. Instagram Direct)	1377	283	1037	294	546	454	401	651	317
	40%	39%	41%	37%	39%	47%	54%	39%	33%
						ab	bc	c	
ANY OF THESE	3279	701	2445	764	1334	928	711	1624	915
	96%	97%	96%	97%	96%	97%	95%	97%	96%
ALL OF THESE	704	150	526	153	267	246	200	339	162
	21%	21%	21%	19%	19%	26%	27%	20%	17%
						ab	bc		

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube/ YouTube Kids	3008	553	410	436	631	602	376	2030	978	1567	1441
	88%	85%	91%	93%	90%	87%	86%	89%	86%	90%	87%
			aef	aef	a			b		b	
WhatsApp	2004	198	151	215	499	572	368	1063	940	986	1018
	59%	31%	33%	46%	71%	82%	84%	47%	83%	56%	61%
				ab	abc	abcd	abcd		a		a
TikTok	1831	137	133	196	443	559	363	910	921	920	911
	54%	21%	30%	42%	63%	80%	83%	40%	81%	53%	55%
			a	ab	abc	abcd	abcd		a		
Snapchat	1573	146	91	134	360	493	350	731	843	777	797
	46%	23%	20%	28%	51%	71%	80%	32%	74%	44%	48%
				ab	abc	abcd	abcde		a		
Instagram (inc. Instagram Direct)	1377	146	85	118	255	422	352	604	774	677	701
	40%	22%	19%	25%	36%	61%	81%	27%	68%	39%	42%
				b	abc	abcd	abcde		a		
Facebook (inc. Messenger)	1336	145	109	156	262	383	281	671	664	669	666
	39%	22%	24%	33%	37%	55%	64%	30%	59%	38%	40%
				ab	ab	abcd	abcde		a		
Pinterest	418	47	29	39	94	127	82	209	209	165	253
	12%	7%	6%	8%	13%	18%	19%	9%	18%	9%	15%
					abc	abcd	abcd		a		a
Twitch	292	27	18	33	62	101	50	140	152	176	115
	9%	4%	4%	7%	9%	15%	11%	6%	13%	10%	7%
					ab	abcd	abc		a		b
Discord	251	17	11	24	55	80	64	108	143	159	92
	7%	3%	2%	5%	8%	11%	15%	5%	13%	9%	6%
				b	ab	abc	abcd		a		b

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
X/ Twitter	203	8	11	21	22	76	65	62	141	125	78
	6%	1%	3%	4%	3%	11%	15%	3%	12%	7%	5%
				a	a	abcd	abcd		a	b	
Reddit	146	10	9	16	30	46	35	66	80	71	75
	4%	2%	2%	3%	4%	7%	8%	3%	7%	4%	4%
					ab	abc	abcd		a		
BeReal	123	9	6	9	19	48	33	42	81	35	88
	4%	1%	1%	2%	3%	7%	7%	2%	7%	2%	5%
						abcd	abcd		a		a
Vimeo	108	16	11	10	24	30	17	61	47	60	48
	3%	2%	2%	2%	3%	4%	4%	3%	4%	3%	3%
									a		
Threads	107	6	10	8	18	37	29	42	65	55	52
	3%	1%	2%	2%	2%	5%	7%	2%	6%	3%	3%
						abcd	abcd		a		
Triller	78	16	8	8	14	24	8	46	32	39	39
	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%
Wink	72	19	9	16	7	13	8	52	21	35	37
	2%	3%	2%	3%	1%	2%	2%	2%	2%	2%	2%
		d		d							
Tumblr	69	5	8	5	19	24	10	36	33	28	41
	2%	1%	2%	1%	3%	3%	2%	2%	3%	2%	2%
					a	ac			a		
YuBo	67	20	7	6	17	10	6	50	16	30	36
	2%	3%	2%	1%	2%	1%	1%	2%	1%	2%	2%
Dailymotion	65	11	4	3	19	19	9	37	28	30	34
	2%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%
					bc	bc					

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Kik	59	17	6	8	11	8	9	42	17	28	31
	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%
Signal	58	16	5	3	10	10	15	34	24	38	21
	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%	1%
		c					bce				
Fruitlab	56	18	10	4	10	10	4	42	14	30	26
	2%	3%	2%	1%	1%	1%	1%	2%	1%	2%	2%
		cf									
Imgur	43	4	5	7	14	10	4	30	13	22	21
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
YouNow	30	8	7	3	5	5	2	23	8	16	14
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
NONE OF THESE	109	59	26	13	8	2	1	106	3	47	62
	3%	9%	6%	3%	1%	*%	*%	5%	*%	3%	4%
		bcdef	cdef	ef				b			
ANY META APPS OR SITES	2442	284	202	285	583	663	425	1354	1088	1232	1210
	72%	44%	45%	60%	83%	95%	97%	60%	96%	71%	73%
				ab	abc	abcd	abcd		a		
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 24)	3.9	2.5	2.6	3.1	4.1	5.3	5.8	3.1	5.5	3.9	4.0
				ab	abc	abcd	abcde		a		
Standard deviation	2.82	2.60	2.53	2.57	2.46	2.63	2.27	2.63	2.51	2.77	2.87
Standard error	.05	.11	.11	.11	.10	.11	.10	.06	.07	.07	.07

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube/ YouTube Kids	3008	287	265	215	195	224	212	333	297	303	299	204	171	215	1442	1297
	88%	86%	84%	93%	89%	94%	91%	93%	86%	85%	89%	91%	81%	82%	90%	88%
				abhil	l	abhil	bil	abhil			l	bil			ac	
WhatsApp	2004	97	101	76	75	101	115	240	259	283	290	190	178	72	680	1207
	59%	29%	32%	33%	34%	42%	49%	67%	75%	79%	86%	84%	84%	28%	43%	82%
						abc	abcd	abcdef	abcdefg	abcdefg	abcdefgh	abcdefgh	abcdefgh		a	ab
TikTok	1831	71	66	71	62	98	98	219	224	278	281	183	180	48	592	1136
	54%	21%	21%	31%	29%	41%	42%	61%	65%	78%	83%	81%	85%	18%	37%	77%
				ab		abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Snapchat	1573	80	67	50	41	63	71	173	186	241	253	170	179	48	440	1035
	46%	24%	21%	22%	19%	26%	31%	48%	54%	67%	75%	76%	85%	18%	27%	70%
							bcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefghijk		a	ab
Instagram (inc. Instagram Direct)	1377	87	58	45	40	54	64	131	123	185	237	174	178	56	394	878
	40%	26%	19%	19%	18%	23%	28%	37%	36%	52%	70%	77%	84%	21%	25%	59%
			d				bcd	abcdef	abcde	abcdefgh	abcdefghi	abcdefghi	abcdefghij			ab
Facebook (inc. Messenger)	1336	80	65	56	53	73	82	139	122	187	197	134	147	56	465	776
	39%	24%	21%	24%	24%	31%	36%	39%	35%	52%	58%	59%	70%	21%	29%	52%
						b	abcd	abcd	abcd	abcdefgh	abcdefgh	abcdefgh	abcdefghijk		a	ab
Pinterest	418	21	26	16	13	14	25	38	56	45	82	31	51	20	128	263
	12%	6%	8%	7%	6%	6%	11%	11%	16%	13%	24%	14%	24%	8%	8%	18%
									abcde	acde	abcdefghik	acde	abcdefghik			ab
Twitch	292	18	9	10	9	19	14	36	26	59	42	34	16	9	90	185
	9%	5%	3%	4%	4%	8%	6%	10%	7%	17%	12%	15%	8%	3%	6%	12%
						b		bcd	b	abcdefghl	abcdf	abcdefhl	b			ab

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Discord	251	12	6	5	6	13	11	38	18	45	34	46	18	4	67	171
	7%	3%	2%	2%	3%	5%	5%	10%	5%	13%	10%	20%	8%	2%	4%	12%
						b		abcdefh		abcdefh	abcdfh	abcdefghijl	abcd			ab
X/ Twitter	203	4	4	5	6	8	13	18	5	45	31	45	20	4	41	149
	6%	1%	1%	2%	3%	3%	6%	5%	1%	13%	9%	20%	9%	2%	3%	10%
							abh	abh		abcdefgh	abcdeh	abcdefghijl	abcdeh			ab
Reddit	146	5	5	4	6	7	9	17	14	17	29	22	13	4	44	94
	4%	1%	2%	2%	3%	3%	4%	5%	4%	5%	9%	10%	6%	1%	3%	6%
								a		a	abcdefh	abcdefghi	abc			ab
BeReal	123	6	4	1	4	3	6	4	15	11	37	10	22	5	25	91
	4%	2%	1%	1%	2%	1%	3%	1%	4%	3%	11%	4%	11%	2%	2%	6%
									bceg	c	abcdefghik	bceg	abcdefghik			ab
Vimeo	108	11	5	7	4	2	8	11	13	18	12	12	5	5	38	64
	3%	3%	2%	3%	2%	1%	4%	3%	4%	5%	4%	5%	3%	2%	2%	4%
		e					e		e	be	e	be				b
Threads	107	5	1	6	4	5	3	9	9	14	23	17	12	4	26	73
	3%	1%	*%	2%	2%	2%	1%	2%	3%	4%	7%	8%	5%	1%	2%	5%
										b	abcdefg	abcdefg	abf			ab
Triller	78	9	6	2	6	2	6	10	5	10	14	6	2	7	35	35
	2%	3%	2%	1%	3%	1%	3%	3%	1%	3%	4%	3%	1%	3%	2%	2%
											cel					
Wink	72	9	10	5	5	6	10	6	1	3	10	7	1	7	42	22
	2%	3%	3%	2%	2%	3%	4%	2%	*%	1%	3%	3%	1%	3%	3%	1%
		h	hl				hil				h	h				c

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total															
									CHILD'S AGE AND GENDER						SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Tumblr	69	2	3	2	6	1	3	8	10	9	14	6	4	-	26	42
	2%	1%	1%	1%	3%	1%	1%	2%	3%	3%	4%	3%	2%	-%	2%	3%
									ae		abce					ab
YuBo	67	11	8	1	6	1	5	9	8	4	6	4	2	7	35	22
	2%	3%	3%	*%	3%	*%	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%
		ce	e		ce		e	e								
Dailymotion	65	5	5	1	3	*	2	11	8	9	11	5	4	2	23	39
	2%	2%	2%	*%	1%	*%	1%	3%	2%	2%	3%	2%	2%	1%	1%	3%
								ce	e	e	ce	e	e			b
Kik	59	10	7	2	4	3	5	8	3	3	5	3	7	4	34	20
	2%	3%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%
Signal	58	13	3	3	2	-	3	8	2	4	5	9	6	8	21	25
	2%	4%	1%	1%	1%	-%	1%	2%	1%	1%	2%	4%	3%	3%	1%	2%
		bdeh						e				bdeh	e	b		
Fruitlab	56	11	7	6	4	*	4	6	4	3	7	4	-	10	28	17
	2%	3%	2%	3%	2%	*%	2%	2%	1%	1%	2%	2%	-%	4%	2%	1%
		el	el	el	l				l		el			bc		
Imgur	43	3	2	2	3	1	6	11	3	2	8	4	-	-	24	20
	1%	1%	*%	1%	1%	*%	2%	3%	1%	*%	2%	2%	-%	-%	1%	1%
							l	beil			l					
YouNow	30	7	1	3	4	*	3	2	3	2	3	2	-	3	18	9
	1%	2%	*%	1%	2%	*%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%
		el			el											
NONE OF THESE	109	28	32	10	16	5	8	1	6	2	-	1	-	27	75	5
	3%	8%	10%	4%	7%	2%	3%	*%	2%	*%	-%	*%	-%	10%	5%	*%
		efghijkl	cefghijkl	gijkl	eghijkl	jl	gijkl		jl					bc	c	

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
ANY META APPS OR SITES	2442	152	132	101	101	136	149	289	294	336	327	218	208	111	883	1389
	72%	46%	42%	44%	46%	57%	64%	81%	85%	94%	97%	97%	98%	43%	55%	94%
						abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 24)	3.9	2.6	2.3	2.6	2.6	2.9	3.4	4.1	4.1	5.0	5.7	5.9	5.7	2.3	3.0	5.2
						bc	abcde	abcdef	abcdef	abcdefgh	abcdefghi	abcdefghi	abcdefghi		a	ab
Standard deviation	2.82	2.79	2.37	2.15	2.88	2.08	2.97	2.68	2.22	2.45	2.76	2.57	1.92	2.28	2.66	2.53
Standard error	.05	.16	.14	.13	.17	.12	.18	.16	.13	.14	.16	.15	.12	.15	.06	.07

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube/ YouTube Kids	3008	2559	224	135	90	3008	2677	329	856	781	664	696	1637	1360	3008
	88%	88%	88%	88%	85%	88%	89%	85%	89%	89%	88%	88%	89%	88%	88%
WhatsApp	2004	1719	136	94	55	2004	1763	239	600	534	456	412	1134	868	2004
	59%	59%	53%	61%	53%	59%	58%	62%	62%	61%	60%	52%	61%	56%	59%
		bd		bd		bd			df	d	d		df		d
TikTok	1831	1561	135	80	55	1831	1635	195	586	441	420	382	1028	802	1831
	54%	54%	53%	52%	52%	54%	54%	50%	61%	50%	56%	48%	56%	52%	54%
									bcdefg		d		bdf		d
Snapchat	1573	1323	121	74	54	1573	1404	168	493	380	347	350	874	696	1573
	46%	46%	48%	49%	51%	46%	47%	43%	51%	43%	46%	44%	47%	45%	46%
									bcdfg						
Instagram (inc. Instagram Direct)	1377	1180	92	63	43	1377	1234	143	512	322	325	218	834	543	1377
	40%	41%	36%	41%	40%	40%	41%	37%	53%	37%	43%	28%	45%	35%	40%
									bcdefg	d	bdf		bdfg	d	df
Facebook (inc. Messenger)	1336	1155	89	54	37	1336	1216	119	491	297	295	248	788	544	1336
	39%	40%	35%	35%	35%	39%	40%	31%	51%	34%	39%	31%	43%	35%	39%
							b		bcdefg		d		bdfg		bdf
Pinterest	418	361	28	16	12	418	387	31	189	105	76	49	293	125	418
	12%	12%	11%	11%	12%	12%	13%	8%	20%	12%	10%	6%	16%	8%	12%
							b		bcdefg	df	d		bcdfg		df
Twitch	292	252	22	9	9	292	273	19	122	59	60	50	181	110	292
	9%	9%	9%	6%	9%	9%	9%	5%	13%	7%	8%	6%	10%	7%	9%
							b		bcdefg				bdf		
Discord	251	213	15	16	8	251	230	21	93	49	54	55	142	109	251
	7%	7%	6%	10%	7%	7%	8%	5%	10%	6%	7%	7%	8%	7%	7%
				abe					bfg						

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
				NATION			AREA					SOCIAL GRADE			
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
X/ Twitter	203	171	18	8	5	203	185	18	104	39	41	20	142	61	203
	6%	6%	7%	5%	5%	6%	6%	5%	11%	4%	5%	3%	8%	4%	6%
									bcdefg		d		bdfg		df
Reddit	146	128	7	5	6	146	135	11	66	38	29	13	104	42	146
	4%	4%	3%	3%	6%	4%	4%	3%	7%	4%	4%	2%	6%	3%	4%
									cdfg	d	d		df		df
BeReal	123	105	8	4	6	123	113	10	38	44	22	18	83	40	123
	4%	4%	3%	3%	6%	4%	4%	3%	4%	5%	3%	2%	4%	3%	4%
										df			df		
Vimeo	108	98	5	3	2	108	105	3	70	10	22	6	80	28	108
	3%	3%	2%	2%	2%	3%	3%	1%	7%	1%	3%	1%	4%	2%	3%
							b		bcdefg		bd		bdf		bdf
Threads	107	90	7	6	4	107	102	5	51	25	19	12	77	30	107
	3%	3%	3%	4%	4%	3%	3%	1%	5%	3%	2%	1%	4%	2%	3%
									bcdfg				df		df
Triller	78	71	3	2	1	78	78	-	57	6	12	3	63	15	78
	2%	2%	1%	2%	1%	2%	3%	-%	6%	1%	2%	*%	3%	1%	2%
							b		bcdefg		d		bcdfg		bdf
Wink	72	63	5	2	2	72	71	1	35	17	11	9	52	20	72
	2%	2%	2%	2%	2%	2%	2%	*%	4%	2%	1%	1%	3%	1%	2%
							b		cdfg				df		
Tumblr	69	60	5	2	2	69	66	3	33	16	11	8	50	20	69
	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	1%	3%	1%	2%
									cdfg				df		
YuBo	67	59	3	1	4	67	67	-	39	11	10	7	50	16	67
	2%	2%	1%	1%	3%	2%	2%	-%	4%	1%	1%	1%	3%	1%	2%
					c		b		bcdfg				bdf		f

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Dailymotion	65	62	2	1	*	65	65	-	38	10	15	1	48	17	65
	2%	2%	1%	*%	*%	2%	2%	-%	4%	1%	2%	*%	3%	1%	2%
		cd				cd	b		bcdfg	d	d		bdf	d	d
Kik	59	51	3	3	1	59	55	4	31	8	13	6	39	20	59
	2%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg				d		
Signal	58	52	4	1	1	58	55	3	28	7	15	7	35	23	58
	2%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
									bdfg						
Fruitlab	56	49	5	1	1	56	54	2	38	8	8	1	47	9	56
	2%	2%	2%	1%	1%	2%	2%	*%	4%	1%	1%	*%	3%	1%	2%
									bcdfg	d	d		bcdf		df
Imgur	43	40	1	-	2	43	43	-	22	9	10	3	31	12	43
	1%	1%	*%	-%	2%	1%	1%	-%	2%	1%	1%	*%	2%	1%	1%
		c			c	c	b		dfg				df		d
YouNow	30	28	2	-	1	30	30	-	19	4	6	2	23	7	30
	1%	1%	1%	-%	1%	1%	1%	-%	2%	*%	1%	*%	1%	*%	1%
									bdfg				df		
NONE OF THESE	109	98	5	5	2	109	92	18	18	33	21	35	51	56	109
	3%	3%	2%	3%	2%	3%	3%	5%	2%	4%	3%	4%	3%	4%	3%
										a		ae		a	a
ANY META APPS OR SITES	2442	2089	172	109	72	2442	2172	270	754	616	576	491	1370	1067	2442
	72%	72%	67%	71%	68%	72%	72%	70%	78%	70%	76%	62%	74%	69%	72%
									bdefg	d	bdfg		bdf	d	d
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 24)	3.9	4.0	3.7	3.8	3.8	3.9	4.0	3.4	4.8	3.7	3.9	3.3	4.2	3.6	3.9
							b		bcdefg	d	df		bcdfg	d	bdf
Standard deviation	2.82	2.86	2.56	2.63	2.49	2.82	2.88	2.23	3.37	2.58	2.59	2.25	3.07	2.44	2.82
Standard error	.05	.06	.12	.13	.14	.05	.05	.12	.10	.10	.10	.08	.07	.06	.05

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	**NONE**	**MOST**	**POTEN-TIALLY**	**LEAST**	**DOING WELL**	**GETTING BY**	**STRUGGLING**
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube/ YouTube Kids	3008	646	2242	701	1215	856	656	1495	832
	88%	90%	88%	89%	88%	90%	88%	89%	88%
WhatsApp	2004	413	1522	451	846	577	419	1023	544
	59%	57%	60%	57%	61%	60%	56%	61%	57%
TikTok	1831	383	1365	438	742	543	438	890	492
	54%	53%	54%	55%	54%	57%	59%	53%	52%
							bc		
Snapchat	1573	336	1175	381	630	463	389	751	424
	46%	47%	46%	48%	45%	48%	52%	45%	45%
							bc		
Instagram (inc. Instagram Direct)	1377	283	1037	294	546	454	401	651	317
	40%	39%	41%	37%	39%	47%	54%	39%	33%
						ab	bc	c	
Facebook (inc. Messenger)	1336	291	989	310	516	429	365	643	317
	39%	40%	39%	39%	37%	45%	49%	38%	33%
						ab	bc	c	
Pinterest	418	99	309	94	145	149	153	191	74
	12%	14%	12%	12%	10%	16%	21%	11%	8%
						b	bc	c	
Twitch	292	67	215	78	94	105	108	138	46
	9%	9%	8%	10%	7%	11%	15%	8%	5%
				b		b	bc	c	
Discord	251	61	181	70	89	79	66	131	53
	7%	8%	7%	9%	6%	8%	9%	8%	6%
							c		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 33

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

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
X/ Twitter	203	37	159	37	70	88	78	88	36
	6%	5%	6%	5%	5%	9% ab	11% bc	5%	4%
Reddit	146	25	115	27	49	61	56	70	20
	4%	3%	5%	3%	4%	6% ab	8% bc	4% c	2%
BeReal	123	35	83	32	44	36	26	68	29
	4%	5%	3%	4%	3%	4%	3%	4%	3%
Vimeo	108	31	74	19	35	50	52	45	11
	3%	4%	3%	2%	3%	5% ab	7% bc	3% c	1%
Threads	107	15	89	11	39	53	47	43	17
	3%	2%	3%	1%	3%	6% ab	6% bc	3%	2%
Triller	78	16	56	8	21	44	49	27	2
	2%	2%	2%	1%	2%	5% ab	7% bc	2% c	*%
Wink	72	14	55	18	22	31	28	35	9
	2%	2%	2%	2%	2%	3% b	4% bc	2%	1%
Tumblr	69	13	53	12	22	33	27	35	8
	2%	2%	2%	2%	2%	3% ab	4% c	2% c	1%
YuBo	67	16	45	16	20	26	36	21	10
	2%	2%	2%	2%	1%	3%	5% bc	1%	1%

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

All interviewing conducted using an online panel. Any break column with 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 APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
	Total	ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Dailymotion	65	17	46	7	30	25	38	22	5
	2%	2%	2%	1%	2%	3%	5%	1%	1%
					a	a	bc		
Kik	59	15	40	15	22	19	24	26	7
	2%	2%	2%	2%	2%	2%	3%	2%	1%
							bc		
Signal	58	11	43	10	25	17	27	23	7
	2%	1%	2%	1%	2%	2%	4%	1%	1%
							bc		
Fruitlab	56	18	34	8	21	26	25	27	3
	2%	2%	1%	1%	2%	3%	3%	2%	*%
						a	bc	c	
Imgur	43	13	27	9	16	17	23	18	3
	1%	2%	1%	1%	1%	2%	3%	1%	*%
							bc		
YouNow	30	9	16	6	10	12	16	12	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		
NONE OF THESE	109	14	84	24	40	25	28	49	30
	3%	2%	3%	3%	3%	3%	4%	3%	3%
ANY META APPS OR SITES	2442	514	1831	553	1010	716	560	1215	647
	72%	71%	72%	70%	73%	75%	75%	72%	68%
						a	c	c	
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 24)	3.9	4.0	3.9	3.9	3.8	4.4	4.8	3.9	3.4
						ab	bc	c	
Standard deviation	2.82	2.82	2.81	2.62	2.65	3.18	3.52	2.68	2.27

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 33

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

SUMMARY OF APPS OR SITES USED FOR MESSAGES OR CALLS/ FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	**NONE**	**MOST**	**POTEN-TIALLY**	**LEAST**	**DOING WELL**	**GETTING BY**	**STRUGGLING**
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Total	3406	720	2542	791	1385	956	744	1680	950
Standard error	.05	.11	.06	.09	.07	.10	.12	.07	.08

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
YouTube/ YouTube Kids	1428	318	227	193	265	273	152	1002	426	758	670
	42%	49%	50%	41%	38%	39%	35%	44%	38%	43%	40%
		cdef	cdef					b			
WhatsApp	1234	59	48	97	324	424	281	528	706	610	624
	36%	9%	11%	21%	46%	61%	64%	23%	62%	35%	38%
				ab	abc	abcd	abcd		a		
TikTok	1217	58	72	102	295	409	282	527	690	606	612
	36%	9%	16%	22%	42%	59%	64%	23%	61%	35%	37%
			a	ab	abc	abcd	abcd		a		
Snapchat	1145	53	45	88	253	408	298	439	706	550	595
	34%	8%	10%	19%	36%	59%	68%	19%	62%	31%	36%
				ab	abc	abcd	abcde		a		a
Instagram	948	50	40	67	160	334	297	317	631	444	503
	28%	8%	9%	14%	23%	48%	68%	14%	56%	25%	30%
				ab	abc	abcd	abcde		a		a
Facebook	886	54	41	90	172	292	237	357	529	431	455
	26%	8%	9%	19%	25%	42%	54%	16%	47%	25%	27%
				ab	abc	abcd	abcde		a		
Pinterest	193	15	10	21	33	69	46	79	114	68	125
	6%	2%	2%	4%	5%	10%	10%	3%	10%	4%	8%
					b	abcd	abcd		a		a
Discord	140	4	5	12	26	47	45	47	92	89	51
	4%	1%	1%	3%	4%	7%	10%	2%	8%	5%	3%
				a	ab	abcd	abcde		a		b
X/ Twitter	127	3	5	12	12	47	48	32	95	88	39
	4%	*%	1%	2%	2%	7%	11%	1%	8%	5%	2%
				a	a	abcd	abcde		a		b

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Twitch	111	6	10	9	20	41	25	45	66	70	41
	3%	1%	2%	2%	3%	6%	6%	2%	6%	4%	2%
					a	abcd	abcd		a	b	
Reddit	69	4	4	7	9	23	23	23	45	38	31
	2%	1%	1%	1%	1%	3%	5%	1%	4%	2%	2%
						ab	abcd		a		
BeReal	66	2	2	2	9	27	24	15	51	19	47
	2%	*%	1%	*%	1%	4%	6%	1%	5%	1%	3%
						abcd	abcd		a		a
Threads	55	2	6	5	3	18	20	16	39	30	25
	2%	*%	1%	1%	*%	3%	5%	1%	3%	2%	2%
			a			ad	abcd		a		
Tumblr	29	1	5	2	10	6	4	18	11	14	15
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
					a						
Vimeo	29	6	3	3	3	10	4	15	13	12	17
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Wink	28	10	3	7	1	3	3	22	6	11	17
	1%	2%	1%	2%	*%	*%	1%	1%	1%	1%	1%
		d		d							
Signal	24	3	1	2	7	4	5	14	10	15	9
	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%
Fruitlab	22	8	6	3	2	3	1	18	5	9	13
	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
YuBo	22	5	4	4	4	2	2	17	4	9	12
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Triller	19	4	2	3	2	6	2	11	8	7	12
	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%
Kik	19	3	1	4	2	4	4	10	9	7	11
	1%	*%	*%	1%	*%	1%	1%	*%	1%	*%	1%
Imgur	14	3	1	1	5	3	1	10	4	8	6
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
YouNow	14	5	2	2	3	1	-	13	1	6	8
	*%	1%	1%	1%	*%	*%	-%	1%	*%	*%	1%
Dailymotion	12	1	1	1	3	4	1	7	5	5	6
	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Child does not have a profile on ANY of these	564	195	135	123	86	17	7	540	24	303	261
	17%	30%	30%	26%	12%	2%	2%	24%	2%	17%	16%
		def	def	def	ef			b			
Don't know	37	8	4	8	5	10	2	25	12	25	12
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
SUMMARY											
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109	59	26	13	8	2	1	106	3	47	62
	3%	9%	6%	3%	1%	*%	*%	5%	*%	3%	4%
		bcdef	cdef	ef				b			
CHILD HAS A PROFILE ON ANY OF THESE	2696	386	285	326	603	668	426	1601	1095	1372	1324
	79%	60%	63%	69%	86%	96%	98%	70%	97%	79%	80%
				a	abc	abcd	abcd		a		

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	386	285	326	603	-	-	1601	-	814	787
	47%	60%	63%	69%	86%	-%	-%	70%	-%	47%	47%
		ef	ef	aef	abcef			b			
Base for stats	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mean number of apps/ sites (out of 24)	2.3	1.0	1.2	1.6	2.3	3.5	4.1	1.6	3.8	2.2	2.4
				ab	abc	abcd	abcde		a		
Standard deviation	2.30	1.65	1.85	2.03	1.79	2.37	2.25	1.89	2.34	2.25	2.34
Standard error	.04	.07	.08	.09	.07	.10	.10	.04	.07	.05	.06

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
YouTube/ YouTube Kids	1428	158	159	123	104	99	94	147	119	136	138	96	57	124	720	568
	42%	47%	51%	53%	47%	41%	41%	41%	34%	38%	41%	42%	27%	48%	45%	38%
		hil	efghijl	efghijkl	hil	l	l	l				l		c	c	
WhatsApp	1234	26	33	22	27	43	54	156	168	210	214	154	128	21	305	877
	36%	8%	11%	9%	12%	18%	23%	43%	49%	59%	63%	68%	60%	8%	19%	59%
						abc	abcd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefghi	abcdefgh		a	ab
TikTok	1217	34	24	39	33	50	52	144	151	198	210	140	142	21	321	834
	36%	10%	8%	17%	15%	21%	23%	40%	44%	55%	62%	62%	67%	8%	20%	56%
				ab	b	ab	abd	abcdef	abcdef	abcdefgh	abcdefgh	abcdefgh	abcdefghi		a	ab
Snapchat	1145	33	20	28	17	37	51	115	138	194	214	144	154	16	251	834
	34%	10%	7%	12%	8%	15%	22%	32%	40%	54%	63%	64%	73%	6%	16%	56%
				b		bd	abcd	abcdef	abcdef	abcdefgh	abcdefghi	abcdefghi	abcdefghijk		a	ab
Instagram	948	34	16	21	19	26	41	83	77	137	197	143	153	22	196	693
	28%	10%	5%	9%	9%	11%	18%	23%	22%	38%	58%	64%	72%	9%	12%	47%
						b	abcde	abcde	abcde	abcdefgh	abcdefghi	abcdefghi	abcdefghijk			ab
Facebook	886	25	28	18	23	40	50	94	78	143	148	110	127	10	245	603
	26%	8%	9%	8%	11%	17%	21%	26%	23%	40%	44%	49%	60%	4%	15%	41%
						abc	abcd	abcde	abcd	abcdefgh	abcdefgh	abcdefgh	abcdefghijk		a	ab
Pinterest	193	9	6	6	4	7	13	8	25	22	47	17	29	3	58	130
	6%	3%	2%	3%	2%	3%	6%	2%	7%	6%	14%	7%	14%	1%	4%	9%
							bd		abcdeg	bdg	abcdefghik	abcdeg	abcdefghik			ab
Discord	140	3	1	1	4	7	5	18	8	23	24	37	8	1	26	105
	4%	1%	*%	*%	2%	3%	2%	5%	2%	7%	7%	17%	4%	1%	2%	7%
						bc		abc	b	abcdfh	abcdefh	abcdefghijl	abc			ab

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

							CHILD'S AGE AND GENDER								SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
X/ Twitter	127	3	-	2	4	5	7	10	3	35	13	35	13	1	23	99
	4%	1%	-%	1%	2%	2%	3%	3%	1%	10%	4%	16%	6%	*%	1%	7%
						b	b	b		abcdefghj	abch	abcdefghjl	abcdeh			ab
Twitch	111	6	-	4	5	5	4	11	9	27	15	17	8	2	29	77
	3%	2%	-%	2%	2%	2%	2%	3%	3%	7%	4%	7%	4%	1%	2%	5%
		b		b	b	b	b	b	b	abcdefgh	b	abcdefgh	b			ab
Reddit	69	3	1	1	3	2	5	8	2	9	14	16	7	1	18	46
	2%	1%	*%	*%	1%	1%	2%	2%	1%	3%	4%	7%	3%	*%	1%	3%
										b	abceh	abcdefghi	bch			ab
BeReal	66	2	-	*	2	-	2	3	5	5	22	8	17	-	8	56
	2%	1%	-%	*%	1%	-%	1%	1%	1%	2%	6%	3%	8%	-%	1%	4%
											abcdefghi	abce	abcdefghik			ab
Threads	55	1	*	4	3	3	1	3	*	7	11	11	9	*	15	35
	2%	*%	*%	2%	1%	1%	1%	1%	*%	2%	3%	5%	4%	*%	1%	2%
										bh	abfh	abdefgh	abdfgh			ab
Tumblr	29	1	-	1	4	1	2	4	6	5	2	2	2	-	14	15
	1%	*%	-%	1%	2%	*%	1%	1%	2%	1%	*%	1%	1%	-%	1%	1%
									b							
Vimeo	29	3	3	-	3	-	3	2	1	4	6	3	1	1	12	15
	1%	1%	1%	-%	1%	-%	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%
											ce					
Wink	28	5	5	2	1	2	5	-	1	-	3	2	1	4	18	6
	1%	1%	2%	1%	*%	1%	2%	-%	*%	-%	1%	1%	*%	1%	1%	*%
							gi									c

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

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Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Signal	24	3	-	-	1	-	2	7	1	2	3	3	2	2	9	12
	1%	1%	-%	-%	*%	-%	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%
								bce								
Fruitlab	22	4	4	3	3	-	3	-	2	2	2	1	-	4	14	5
	1%	1%	1%	1%	1%	-%	1%	-%	*%	*%	*%	1%	-%	1%	1%	*%
YuBo	22	3	3	1	3	*	3	4	-	*	2	1	1	2	12	7
	1%	1%	1%	*%	2%	*%	1%	1%	-%	*%	*%	1%	1%	1%	1%	*%
Triller	19	1	3	1	2	-	3	-	2	3	3	2	-	-	11	8
	1%	*%	1%	*%	1%	-%	1%	-%	*%	1%	1%	1%	-%	-%	1%	1%
Kik	19	3	-	-	1	*	4	-	2	2	2	2	2	1	8	10
	1%	1%	-%	-%	1%	*%	2%	-%	1%	1%	1%	1%	1%	*%	*%	1%
							bcg									
Imgur	14	1	2	-	1	-	1	4	1	2	1	1	-	-	9	5
	*%	*%	*%	-%	*%	-%	1%	1%	*%	*%	*%	*%	-%	-%	1%	*%
YouNow	14	4	1	-	2	-	2	2	1	-	1	-	-	3	9	3
	*%	1%	*%	-%	1%	-%	1%	*%	*%	-%	*%	-%	-%	1%	1%	*%
Dailymotion	12	1	-	-	1	-	1	3	-	-	4	1	-	-	4	8
	*%	*%	-%	-%	1%	-%	1%	1%	-%	-%	1%	*%	-%	-%	*%	1%
Child does not have a profile on ANY of these	564	107	88	66	69	66	57	50	36	10	6	3	4	83	417	61
	17%	32%	28%	29%	32%	28%	25%	14%	10%	3%	2%	1%	2%	32%	26%	4%
		ghijkl	ghijkl	ghijkl	ghijkl	ghijkl	ghijkl	ijkl	ijkl					c	c	
Don't know	37	5	3	2	2	6	2	3	2	9	1	1	2	4	16	16
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	*%	*%	1%	1%	1%	1%
						j				j						

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

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Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
SUMMARY																
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109	28	32	10	16	5	8	1	6	2	-	1	-	27	75	5
	3%	8%	10%	4%	7%	2%	3%	*%	2%	*%	-%	*%	-%	10%	5%	*%
		efghijkl	cefghijkl	gijkl	eghijkl	jl	gijkl		jl					bc	c	
CHILD HAS A PROFILE ON ANY OF THESE	2696	195	192	154	131	162	165	303	300	338	331	220	206	147	1091	1399
	79%	58%	61%	67%	60%	68%	71%	85%	87%	94%	98%	98%	97%	56%	68%	94%
						a	abd	abcdef	abcdef	abcdefgh	abcdefghi	abcdefgh	abcdefgh		a	ab
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	195	192	154	131	162	165	303	300	-	-	-	-	147	1091	363
	47%	58%	61%	67%	60%	68%	71%	85%	87%	-%	-%	-%	-%	56%	68%	25%
		ijkl	ijkl	ijkl	ijkl	aijkl	abdijkl	abcdefijkl	abcdefijkl					c	ac	
Base for stats	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Mean number of apps/ sites (out of 24)	2.3	1.1	1.0	1.2	1.2	1.4	1.8	2.3	2.3	3.3	3.8	4.2	4.1	.9	1.5	3.4
						b	abcde	abcdef	abcdef	abcdefgh	abcdefghi	abcdefghi	abcdefghi		a	ab
Standard deviation	2.30	1.94	1.27	1.46	2.20	1.57	2.39	1.84	1.74	2.23	2.48	2.50	1.95	1.21	1.94	2.27
Standard error	.04	.11	.07	.09	.13	.09	.15	.11	.10	.13	.15	.15	.12	.08	.05	.06

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

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Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
YouTube/ YouTube Kids	1428	1224	96	67	40	1428	1311	117	425	360	302	337	785	639	1428
	42%	42%	38%	44%	38%	42%	43%	30%	44%	41%	40%	43%	43%	41%	42%
							b								
WhatsApp	1234	1054	85	62	33	1234	1068	165	352	321	293	268	673	561	1234
	36%	36%	33%	40%	31%	36%	35%	43%	37%	36%	39%	34%	36%	36%	36%
				bd				a							
TikTok	1217	1042	86	53	37	1217	1070	147	379	296	280	262	675	542	1217
	36%	36%	34%	34%	35%	36%	35%	38%	39%	34%	37%	33%	37%	35%	36%
									bdf						
Snapchat	1145	960	88	58	39	1145	1008	137	332	299	241	273	631	514	1145
	34%	33%	35%	38%	37%	34%	33%	35%	34%	34%	32%	34%	34%	33%	34%
Instagram	948	809	65	45	29	948	837	111	345	238	218	147	583	365	948
	28%	28%	25%	29%	28%	28%	28%	29%	36%	27%	29%	19%	32%	24%	28%
									bcdefg	d	df		bdfg	d	df
Facebook	886	762	59	39	26	886	800	86	325	209	191	161	533	353	886
	26%	26%	23%	26%	24%	26%	27%	22%	34%	24%	25%	20%	29%	23%	26%
									bcdefg		d		bdf		df
Pinterest	193	167	12	9	6	193	182	11	84	54	37	18	138	55	193
	6%	6%	5%	6%	6%	6%	6%	3%	9%	6%	5%	2%	7%	4%	6%
								b	cdfg	df	d		cdfg		df
Discord	140	117	10	9	3	140	121	18	45	31	26	38	75	64	140
	4%	4%	4%	6%	3%	4%	4%	5%	5%	3%	3%	5%	4%	4%	4%
X/ Twitter	127	108	11	5	3	127	117	11	67	22	29	9	89	38	127
	4%	4%	4%	3%	3%	4%	4%	3%	7%	3%	4%	1%	5%	2%	4%
									bcdefg		d		bdf		df
Twitch	111	94	8	5	4	111	100	11	43	29	20	19	72	39	111
	3%	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	2%	4%	3%	3%
									df					f	

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

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	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Reddit	69	58	3	3	5	69	66	3	34	18	11	5	52	17	69
	2%	2%	1%	2%	5%	2%	2%	1%	3%	2%	1%	1%	3%	1%	2%
					abce				cdfg	d			df		df
BeReal	66	55	5	3	4	66	59	7	18	24	14	9	42	24	66
	2%	2%	2%	2%	4%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%
										d					
Threads	55	46	3	4	2	55	51	4	25	18	9	2	43	12	55
	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	*%	2%	1%	2%
									df	df	d		df		df
Tumblr	29	26	2	*	-	29	29	-	20	8	1	*	28	1	29
	1%	1%	1%	*%	-%	1%	1%	-%	2%	1%	*%	*%	1%	*%	1%
									cdfg	df			cdf		cdf
Vimeo	29	27	1	*	1	29	29	-	21	-	6	2	21	8	29
	1%	1%	*%	*%	1%	1%	1%	-%	2%	-%	1%	*%	1%	1%	1%
									bcdfg		b		b		b
Wink	28	25	1	1	1	28	28	-	17	3	6	2	20	8	28
	1%	1%	*%	1%	1%	1%	1%	-%	2%	*%	1%	*%	1%	1%	1%
									bdfg				d		
Signal	24	20	3	1	1	24	20	3	12	5	6	2	16	8	24
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
									d						
Fruitlab	22	21	1	*	*	22	20	2	16	3	2	1	19	3	22
	1%	1%	*%	*%	*%	1%	1%	*%	2%	*%	*%	*%	1%	*%	1%
									bcdfg				df		
YuBo	22	20	*	*	1	22	22	-	12	4	3	3	16	6	22
	1%	1%	*%	*%	1%	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%
									f						

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

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	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Triller	19	19	*	-	-	19	19	-	16	2	1	-	18	1	19
	1%	1%	*%	-%	-%	1%	1%	-%	2%	*%	*%	-%	1%	*%	1%
									bcdfg				cdf		f
Kik	19	17	1	*	*	19	19	-	12	1	3	2	13	5	19
	1%	1%	*%	*%	*%	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%
									bdfg						
Imgur	14	14	-	-	-	14	14	-	8	2	2	2	10	4	14
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	1%	*%	*%
YouNow	14	13	*	-	-	14	14	-	8	1	3	2	10	4	14
	*%	*%	*%	-%	-%	*%	*%	-%	1%	*%	*%	*%	1%	*%	*%
Dailymotion	12	12	-	-	-	12	12	-	10	-	2	-	10	2	12
	*%	*%	-%	-%	-%	*%	*%	-%	1%	-%	*%	-%	1%	*%	*%
									bdfg						
Child does not have a profile on ANY of these	564	475	45	25	19	564	481	83	132	158	135	133	290	268	564
	17%	16%	18%	16%	18%	17%	16%	21%	14%	18%	18%	17%	16%	17%	17%
								a		a	a			a	a
Don't know	37	30	4	2	1	37	33	4	5	7	16	9	12	25	37
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	2%	1%
											ae			ae	
SUMMARY															
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109	98	5	5	2	109	92	18	18	33	21	35	51	56	109
	3%	3%	2%	3%	2%	3%	3%	5%	2%	4%	3%	4%	3%	4%	3%
										a		ae		a	a

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

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Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
CHILD HAS A PROFILE ON ANY OF THESE	2696	2289	202	121	84	2696	2411	284	808	683	585	614	1492	1199	2696
	79%	79%	79%	79%	80%	79%	80%	73%	84%	78%	77%	78%	81%	77%	79%
							b		bcdfg				f		
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	1359	121	73	49	1601	1469	131	512	384	331	370	895	700	1601
	47%	47%	47%	47%	47%	47%	49%	34%	53%	44%	44%	47%	49%	45%	47%
							b		bcdefg				bc		
Base for stats	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Mean number of apps/ sites (out of 24)	2.3	2.3	2.1	2.4	2.2	2.3	2.3	2.1	2.7	2.2	2.3	2.0	2.5	2.1	2.3
									bcdefg	d	d		bcdfg		df
Standard deviation	2.30	2.32	2.08	2.29	2.18	2.30	2.33	2.03	2.77	2.18	2.07	1.89	2.52	1.98	2.30
Standard error	.04	.05	.10	.11	.12	.04	.04	.11	.08	.08	.08	.07	.06	.05	.04

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YouTube/ YouTube Kids	1428	323	1043	335	565	424	366	694	352
	42%	45%	41%	42%	41%	44%	49% bc	41%	37%
WhatsApp	1234	275	921	277	526	356	261	622	341
	36%	38%	36%	35%	38%	37%	35%	37%	36%
TikTok	1217	263	907	292	487	371	294	572	344
	36%	37%	36%	37%	35%	39%	40% b	34%	36%
Snapchat	1145	258	849	278	457	336	268	539	335
	34%	36%	33%	35%	33%	35%	36%	32%	35%
Instagram	948	198	716	187	384	319	271	447	225
	28%	28%	28%	24%	28%	33% ab	36% bc	27%	24%
Facebook	886	188	665	197	356	293	249	419	214
	26%	26%	26%	25%	26%	31% ab	33% bc	25%	23%
Pinterest	193	54	135	39	65	73	69	95	29
	6%	8% b	5%	5%	5%	8% ab	9% bc	6% c	3%
Discord	140	39	96	46	40	46	34	66	40
	4%	5%	4%	6% b	3%	5% b	5%	4%	4%
X/ Twitter	127	16	108	21	39	63	48	60	19
	4%	2%	4% a	3%	3%	7% ab	6% bc	4% c	2%

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Twitch	111	27	81	29	30	43	44	48	19
	3%	4%	3%	4%	2%	5%	6%	3%	2%
						b	bc		
Reddit	69	9	57	12	18	33	29	30	9
	2%	1%	2%	2%	1%	3%	4%	2%	1%
						ab	bc		
BeReal	66	19	44	13	29	15	11	37	18
	2%	3%	2%	2%	2%	2%	1%	2%	2%
Threads	55	9	43	6	20	28	22	24	8
	2%	1%	2%	1%	1%	3%	3%	1%	1%
						ab	bc		
Tumblr	29	6	20	4	7	18	12	12	4
	1%	1%	1%	1%	*%	2%	2%	1%	*%
						ab	c		
Vimeo	29	5	23	5	11	13	15	12	2
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		
Wink	28	5	22	5	8	13	13	11	3
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		
Signal	24	6	17	5	9	7	13	10	1
	1%	1%	1%	1%	1%	1%	2%	1%	*%
							bc		
Fruitlab	22	5	14	1	8	12	10	13	-
	1%	1%	1%	*%	1%	1%	1%	1%	-%
						a	c	c	

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
YuBo	22	8	11	6	9	4	10	11	1
	1%	1%	*%	1%	1%	*%	1%	1%	*%
							c		
Triller	19	6	13	3	6	11	10	9	-
	1%	1%	*%	*%	*%	1%	1%	1%	-%
							c		
Kik	19	5	12	4	8	5	7	9	3
	1%	1%	*%	*%	1%	1%	1%	1%	*%
Imgur	14	4	8	1	8	3	9	3	2
	*%	1%	*%	*%	1%	*%	1%	*%	*%
							bc		
YouNow	14	2	8	1	3	7	8	5	2
	*%	*%	*%	*%	*%	1%	1%	*%	*%
							bc		
Dailymotion	12	2	9	3	3	5	6	5	-
	*%	*%	*%	*%	*%	1%	1%	*%	-%
							c		
Child does not have a profile on ANY of these	564	112	435	123	217	166	91	293	177
	17%	16%	17%	15%	16%	17%	12%	17%	19%
								a	a
Don't know	37	6	29	4	20	7	1	17	15
	1%	1%	1%	*%	1%	1%	*%	1%	2%
								a	a

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

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

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where you have set up a profile for your child (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) where you have your own profile (RESPONSES FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
SUMMARY									
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	109	14	84	24	40	25	28	49	30
	3%	2%	3%	3%	3%	3%	4%	3%	3%
CHILD HAS A PROFILE ON ANY OF THESE	2696	588	1995	640	1108	758	625	1322	727
	79%	82%	78%	81%	80%	79%	84% bc	79%	77%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1601	338	1193	393	638	454	413	758	415
	47%	47%	47%	50%	46%	47%	55% bc	45%	44%
Base for stats	3406	720	2542	791	1385	956	744	1680	950
Mean number of apps/ sites (out of 24)	2.3	2.4	2.3	2.2	2.2	2.6 ab	2.8 bc	2.2	2.1
Standard deviation	2.30	2.24	2.31	2.16	2.17	2.61	2.68	2.25	1.99
Standard error	.04	.08	.05	.08	.06	.08	.09	.06	.07

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

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

QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2709	358	363	394	500	558	536	1615	1094	1374	1335
Effective Weighted Sample	2094	280	291	321	403	445	434	1253	842	1049	1046
Total	2696	386	285	326	603	668	426	1601	1095	1372	1324
a photo of my child/ me, that anyone can see	421	30	27	40	94	138	91	192	229	235	186
	16%	8%	9%	12%	16%	21%	21%	12%	21%	17%	14%
					ab	abc	abcd		a		
a photo of my child/ me that only their friends/ my friends or contacts can see	797	70	45	76	200	233	171	392	405	350	447
	30%	18%	16%	23%	33%	35%	40%	24%	37%	25%	34%
				b	abc	abc	abcd		a		a
some type of avatar (cartoon style image of a person, animal or something else)	891	182	116	132	206	162	93	636	255	498	393
	33%	47%	41%	40%	34%	24%	22%	40%	23%	36%	30%
		def	ef	ef	ef			b		b	
some other photo, picture, or image	288	26	19	27	67	99	50	139	149	141	147
	11%	7%	7%	8%	11%	15%	12%	9%	14%	10%	11%
					b	abc	ab		a		
no image/ it is just left blank	272	76	76	41	29	29	21	223	50	138	135
	10%	20%	27%	13%	5%	4%	5%	14%	5%	10%	10%
		cdef	acdef	def				b			
Don't know	27	1	2	9	7	7	1	19	7	11	16
	1%	*%	1%	3%	1%	1%	*%	1%	1%	1%	1%
				abf							

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

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

QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	2709	178	180	191	172	202	192	250	250	279	279	274	262	141	1188	1296
Effective Weighted Sample	2094	138	143	151	140	157	164	199	204	222	223	220	214	108	930	1009
Total	2696	195	192	154	131	162	165	303	300	338	331	220	206	147	1091	1399
a photo of my child/ me, that anyone can see	421	19	11	18	9	22	18	54	40	70	68	51	40	11	125	276
	16%	10%	6%	12%	7%	14%	11%	18%	13%	21%	21%	23%	19%	7%	11%	20%
						bd		abd	bd	abcdfh	abcdf	abcdefh	abdf			ab
a photo of my child/ me that only their friends/ my friends or contacts can see	797	34	37	28	17	36	40	85	115	96	137	70	101	21	251	498
	30%	17%	19%	18%	13%	22%	25%	28%	38%	28%	42%	32%	49%	14%	23%	36%
						d	d	acd	abcdefgi	abcd	abcdefgik	abcde	abcdefghik		a	ab
some type of avatar (cartoon style image of a person, animal or something else)	891	88	94	62	54	61	71	120	86	107	55	59	33	73	451	356
	33%	45%	49%	40%	42%	38%	43%	40%	29%	32%	17%	27%	16%	49%	41%	25%
		hijkl	hijkl	hjkl	hjkl	jkl	hijkl	hjkl	jl	jl		jl		c	c	
some other photo, picture, or image	288	18	9	4	15	12	15	31	36	46	53	30	19	12	81	188
	11%	9%	5%	3%	11%	8%	9%	10%	12%	14%	16%	14%	9%	8%	7%	13%
		c			bc	c	c	c	bc	bc	bcefl	bc	c			b
no image/ it is just left blank	272	36	40	42	34	26	15	9	19	16	13	9	12	30	169	68
	10%	18%	21%	27%	26%	16%	9%	3%	6%	5%	4%	4%	6%	21%	15%	5%
		fghijkl	fghijkl	efghijkl	efghijkl	ghijkl	gjk							c	c	
Don't know	27	*	1	*	2	4	6	3	4	3	4	-	1	-	13	14
	1%	*%	*%	*%	1%	2%	3%	1%	1%	1%	1%	-%	*%	-%	1%	1%
						k	abckl									

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 35

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

QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2709	1783	336	329	261	2709	2458	250	975	560	570	597	1535	1167	2709
Effective Weighted Sample	2094	1610	292	314	229	2094	1902	196	733	433	472	491	1129	963	2094
Total	2696	2289	202	121	84	2696	2411	284	808	683	585	614	1492	1199	2696
a photo of my child/ me, that anyone can see	421	368	22	17	14	421	385	36	195	75	87	65	269	152	421
	16%	16%	11%	14%	16%	16%	16%	13%	24%	11%	15%	11%	18%	13%	16%
		b						b	bcdefg		d		bdf		bdf
a photo of my child/ me that only their friends/ my friends or contacts can see	797	671	62	36	28	797	700	97	239	208	182	169	447	350	797
	30%	29%	31%	30%	33%	30%	29%	34%	30%	30%	31%	27%	30%	29%	30%
some type of avatar (cartoon style image of a person, animal or something else)	891	741	82	41	26	891	804	86	246	215	193	235	461	428	891
	33%	32%	41%	34%	31%	33%	33%	30%	30%	31%	33%	38%	31%	36%	33%
			ade									abeg		ae	
some other photo, picture, or image	288	253	15	14	7	288	244	44	70	96	64	56	166	120	288
	11%	11%	7%	11%	8%	11%	10%	16%	9%	14%	11%	9%	11%	10%	11%
								a		adfg					
no image/ it is just left blank	272	236	19	11	7	272	258	15	55	86	53	79	141	132	272
	10%	10%	9%	9%	9%	10%	11%	5%	7%	13%	9%	13%	9%	11%	10%
								b		a		ae	a	a	a
Don't know	27	20	2	2	2	27	21	6	4	4	6	10	8	17	27
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
					ae							ae		e	

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

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

QP20A/ QC20A. Thinking about these profiles that you have set up for your child / that you have, which one of these statements best describes what you usually do? The profile(s) show... (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents whose child has a registered profile on any sites/ apps used for social media, messaging, voice or video calling, watching or posting videos or watching livestreams

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2709	573	2031	625	1058	834	676	1303	709
Effective Weighted Sample	2094	446	1564	492	837	617	515	1006	559
Total	2696	588	1995	640	1108	758	625	1322	727
a photo of my child/ me, that anyone can see	421	67	327	93	162	148	144	186	90
	16%	11%	16%	15%	15%	19%	23%	14%	12%
			a			ab	bc		
a photo of my child/ me that only their friends/ my friends or contacts can see	797	168	607	193	340	216	192	386	217
	30%	28%	30%	30%	31%	29%	31%	29%	30%
some type of avatar (cartoon style image of a person, animal or something else)	891	211	649	210	363	255	179	437	272
	33%	36%	33%	33%	33%	34%	29%	33%	37%
									a
some other photo, picture, or image	288	68	206	65	118	77	63	149	69
	11%	12%	10%	10%	11%	10%	10%	11%	10%
no image/ it is just left blank	272	67	187	72	115	59	44	155	66
	10%	11%	9%	11%	10%	8%	7%	12%	9%
								a	
Don't know	27	8	18	7	9	3	3	10	14
	1%	1%	1%	1%	1%	*%	*%	1%	2%
									ab

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3186	483	540	538	552	560	513	2113	1073	1639	1547
Effective Weighted Sample	2477	383	431	439	451	447	417	1649	828	1258	1219
Total	3178	532	426	457	681	671	411	2097	1082	1639	1539
Creative and building games (e.g. Roblox, Minecraft)	1419	161	206	239	356	293	165	961	459	704	715
	45%	30%	48%	52%	52%	44%	40%	46%	42%	43%	46%
			af	aef	aef	a	a				
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116	40	98	161	293	342	183	591	525	711	405
	35%	7%	23%	35%	43%	51%	44%	28%	49%	43%	26%
			a	ab	abc	abcd	abc		a	b	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079	200	152	184	225	194	123	761	317	437	641
	34%	38%	36%	40%	33%	29%	30%	36%	29%	27%	42%
		ef	e	def				b			a
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054	131	134	158	248	229	155	671	383	625	429
	33%	25%	32%	34%	36%	34%	38%	32%	35%	38%	28%
			a	a	a	a	a			b	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843	53	86	133	184	248	140	455	388	673	170
	27%	10%	20%	29%	27%	37%	34%	22%	36%	41%	11%
			a	ab	ab	abcd	abd		a	b	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821	75	80	132	205	203	125	492	329	389	433
	26%	14%	19%	29%	30%	30%	31%	23%	30%	24%	28%
				ab	ab	ab	ab		a		a

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3186	483	540	538	552	560	513	2113	1073	1639	1547
Effective Weighted Sample	2477	383	431	439	451	447	417	1649	828	1258	1219
Total	3178	532	426	457	681	671	411	2097	1082	1639	1539
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808	45	56	99	178	242	189	378	431	598	210
	25%	8%	13%	22%	26%	36%	46%	18%	40%	36%	14%
			a	ab	ab	abcd	abcde		a	b	
Playing against one other person (e.g. Words with Friends, Online chess)	736	62	59	103	181	217	115	404	331	410	326
	23%	12%	14%	22%	27%	32%	28%	19%	31%	25%	21%
				ab	ab	abc	ab		a	b	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563	72	76	96	150	113	55	394	168	176	387
	18%	13%	18%	21%	22%	17%	13%	19%	16%	11%	25%
				af	af			b			a
Makeovers (e.g. Glamm'd, Homescapes)	483	80	71	108	108	76	39	368	116	80	404
	15%	15%	17%	24%	16%	11%	10%	18%	11%	5%	26%
		f	ef	abdef	ef			b			a
Interactive stories (e.g. Episode, Chapters)	474	91	53	72	119	87	51	335	139	203	271
	15%	17%	12%	16%	17%	13%	12%	16%	13%	12%	18%
					bf			b			a
Simulation experience (e.g. flying a plane)	454	68	49	61	106	111	58	285	169	301	153
	14%	13%	12%	13%	16%	16%	14%	14%	16%	18%	10%
						b				b	
Other type of games	123	67	20	7	11	11	7	105	18	59	64
	4%	12%	5%	2%	2%	2%	2%	5%	2%	4%	4%
		bcdef	cdef					b			

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3186	483	540	538	552	560	513	2113	1073	1639	1547
Effective Weighted Sample	2477	383	431	439	451	447	417	1649	828	1258	1219
Total	3178	532	426	457	681	671	411	2097	1082	1639	1539
Don't know	46	23	12	6	2	2	2	42	4	20	26
	1%	4%	3%	1%	*%	*%	1%	2%	*%	1%	2%
		cdef	def					b			
Base for stats	3178	532	426	457	681	671	411	2097	1082	1639	1539
Mean number of types (out of 13)	3.1	2.1	2.7	3.4	3.5	3.5	3.4	3.0	3.5	3.3	3.0
			a	ab	ab	ab	ab		a	b	
Standard deviation	2.05	1.59	1.85	2.10	2.02	2.16	2.12	1.98	2.14	2.04	2.06
Standard error	.04	.07	.08	.09	.09	.09	.09	.04	.07	.05	.05

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3186	235	248	274	266	286	252	283	269	286	274	275	238	181	1623	1295
Effective Weighted Sample	2477	183	200	216	215	226	213	229	222	229	218	222	195	138	1276	1016
Total	3178	258	274	221	205	237	220	352	329	350	320	221	190	184	1511	1421
Creative and building games (e.g. Roblox, Minecraft)	1419	80	80	109	97	105	133	183	173	146	147	80	85	49	699	645
	45%	31%	29%	49%	47%	44%	61%	52%	53%	42%	46%	36%	45%	27%	46%	45%
				abk	abk	ab	abcdeijkl	abik	abik	ab	abk		ab		a	a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116	20	20	69	28	97	64	185	107	215	127	124	58	8	405	674
	35%	8%	7%	31%	14%	41%	29%	53%	33%	61%	40%	56%	31%	4%	27%	47%
				abd	b	abcdfl	abd	abcdefhjl	abd	abcdefhjl	abdf	abcdefhjl	abd		a	ab
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079	99	100	66	86	75	110	94	131	67	127	36	88	75	567	424
	34%	38%	37%	30%	42%	32%	50%	27%	40%	19%	40%	16%	46%	41%	38%	30%
		gik	gik	ik	cegik	ik	abceghijk	k	cgik		cgik		cegik	c	c	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054	70	61	85	49	97	61	149	99	135	93	90	65	32	499	506
	33%	27%	22%	39%	24%	41%	28%	42%	30%	39%	29%	41%	34%	17%	33%	36%
				abdfj		abdfhj		abdfhj		abdfj		abdfhj	bd		a	a
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843	34	19	67	19	107	26	151	32	196	52	118	22	10	334	480
	27%	13%	7%	30%	9%	45%	12%	43%	10%	56%	16%	53%	11%	5%	22%	34%
		b		abdfhjl		abcdfhjl		abcdfhjl		abcdefghjl	bdh	abcdfghjl			a	ab

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3186	235	248	274	266	286	252	283	269	286	274	275	238	181	1623	1295
Effective Weighted Sample	2477	183	200	216	215	226	213	229	222	229	218	222	195	138	1276	1016
Total	3178	258	274	221	205	237	220	352	329	350	320	221	190	184	1511	1421
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821	44	30	36	44	50	82	86	120	108	95	64	61	22	347	435
	26%	17%	11%	16%	21%	21%	37%	24%	36%	31%	30%	29%	32%	12%	23%	31%
					b	b	abcdeg	bc	abcdeg	abcde	abce	abce	abcde		a	ab
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808	30	15	44	13	71	28	135	43	180	61	139	50	7	249	523
	25%	12%	6%	20%	6%	30%	13%	38%	13%	51%	19%	63%	27%	4%	16%	37%
		b		abdf		abcdfhj	bd	abcdfhjl	bd	abcdefghjl	abd	abcdefghijl	abdfh		a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	736	32	31	31	28	60	43	106	75	116	101	65	50	18	279	421
	23%	12%	11%	14%	13%	25%	19%	30%	23%	33%	32%	29%	26%	10%	18%	30%
						abcd	b	abcdf	abcd	abcdfh	abcdfh	abcdf	abcd		a	ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563	25	47	23	53	28	68	51	99	34	79	14	41	14	303	239
	18%	10%	17%	11%	26%	12%	31%	15%	30%	10%	25%	6%	21%	8%	20%	17%
			aik		abcegik	k	abcegikl	k	abcegik		acegik		aceik		ac	a
Makeovers (e.g. Glamm'd, Homescapes)	483	23	56	16	55	13	96	10	99	9	67	8	32	35	277	170
	15%	9%	21%	7%	27%	5%	43%	3%	30%	3%	21%	3%	17%	19%	18%	12%
		gik	acegik	gi	acegikl		abcdeghijkl		abcegijkl		acegik		acegik	c	c	
Interactive stories (e.g. Episode, Chapters)	474	56	35	20	33	23	49	47	72	32	55	24	27	34	238	196
	15%	22%	13%	9%	16%	10%	22%	13%	22%	9%	17%	11%	14%	19%	16%	14%
		bcegik			ci		bcegikl		bcegikl		cei					

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3186	235	248	274	266	286	252	283	269	286	274	275	238	181	1623	1295
Effective Weighted Sample	2477	183	200	216	215	226	213	229	222	229	218	222	195	138	1276	1016
Total	3178	258	274	221	205	237	220	352	329	350	320	221	190	184	1511	1421
Simulation experience (e.g. flying a plane)	454	42	26	32	17	37	25	82	24	70	41	38	20	20	194	232
	14%	16%	9%	14%	8%	15%	11%	23%	7%	20%	13%	17%	11%	11%	13%	16%
		bdh		h		dh		bcdefhjl		bdfhjl		bdh				b
Other type of games	123	31	36	11	9	3	5	6	5	5	7	3	3	29	67	26
	4%	12%	13%	5%	4%	1%	2%	2%	2%	1%	2%	1%	2%	16%	4%	2%
		cdefghijkl	cdefghijkl	eik	ei									bc	c	
Don't know	46	12	11	3	9	4	2	-	2	2	-	-	2	9	30	5
	1%	5%	4%	1%	4%	2%	1%	-%	*%	*%	-%	-%	1%	5%	2%	*%
		fghijk	fghijk		fghijk									bc	c	
Base for stats	3178	258	274	221	205	237	220	352	329	350	320	221	190	184	1511	1421
Mean number of types (out of 13)	3.1	2.3	2.0	2.8	2.6	3.2	3.6	3.7	3.3	3.8	3.3	3.6	3.2	1.9	3.0	3.5
				ab	b	abcd	abcdel	abcdehjl	abcd	abcdehjl	abcd	abcdel	abcd		a	ab
Standard deviation	2.05	1.83	1.33	1.73	1.97	1.91	2.28	1.99	2.03	2.08	2.22	2.20	1.99	1.43	1.99	2.12
Standard error	.04	.12	.08	.10	.12	.11	.14	.12	.12	.12	.13	.13	.13	.11	.05	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 36

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	NATION ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	AREA URBAN a	RURAL b	SOCIAL GRADE AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	3186	2110	392	391	293	3186	2864	321	1107	678	685	706	1785	1391	3186
Effective Weighted Sample	2477	1909	338	374	253	2477	2229	252	836	521	571	583	1318	1155	2477
Total	3178	2700	238	144	96	3178	2816	362	924	812	706	725	1736	1431	3178
Creative and building games (e.g. Roblox, Minecraft)	1419 45%	1191 44%	110 46%	73 51% ae	45 47%	1419 45%	1220 43%	199 55% a	372 40%	370 46%	327 46% a	346 48% ae	743 43%	673 47% ae	1419 45% a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116 35%	936 35%	90 38% d	61 42% ade	29 30%	1116 35%	970 34%	146 40%	298 32%	296 36%	268 38% a	251 35%	593 34%	520 36%	1116 35%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079 34%	921 34%	82 34%	45 31%	31 32%	1079 34%	972 35%	106 29%	393 43% bcdefg	249 31%	205 29%	227 31%	642 37% bcdf	432 30%	1079 34% cf
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054 33%	900 33%	78 33%	46 32%	30 31%	1054 33%	933 33%	120 33%	351 38% bdefg	229 28%	254 36% bd	218 30%	580 33% b	472 33%	1054 33% b
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843 27%	716 27%	66 28%	35 24%	26 27%	843 27%	755 27%	88 24%	301 33% bcdfg	214 26% d	180 25% d	148 20%	515 30% dfg	328 23%	843 27% df
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821 26%	675 25%	80 33% ade	43 30% a	23 24%	821 26%	708 25%	113 31% a	257 28%	205 25%	180 25%	177 24%	462 27%	356 25%	821 26%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 36

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3186	2110	392	391	293	3186	2864	321	1107	678	685	706	1785	1391	3186
Effective Weighted Sample	2477	1909	338	374	253	2477	2229	252	836	521	571	583	1318	1155	2477
Total	3178	2700	238	144	96	3178	2816	362	924	812	706	725	1736	1431	3178
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808	690	63	38	18	808	710	99	268	204	168	169	472	337	808
	25%	26%	26%	26%	19%	25%	25%	27%	29%	25%	24%	23%	27%	24%	25%
		d	d	d		d			cdfg				f		
Playing against one other person (e.g. Words with Friends, Online chess)	736	633	51	33	19	736	655	80	263	178	147	147	441	294	736
	23%	23%	21%	23%	20%	23%	23%	22%	28%	22%	21%	20%	25%	21%	23%
									bcdfg				cdf		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563	476	38	26	22	563	505	57	189	145	129	98	334	227	563
	18%	18%	16%	18%	22%	18%	18%	16%	20%	18%	18%	14%	19%	16%	18%
					b				df	d	d		df		d
Makeovers (e.g. Glamm'd, Homescapes)	483	403	43	24	13	483	437	45	159	100	102	121	258	222	483
	15%	15%	18%	17%	14%	15%	16%	13%	17%	12%	14%	17%	15%	16%	15%
									b			b			
Interactive stories (e.g. Episode, Chapters)	474	414	26	21	13	474	429	45	178	111	110	74	288	183	474
	15%	15%	11%	14%	13%	15%	15%	12%	19%	14%	16%	10%	17%	13%	15%
		b							bdfg		d		df		d
Simulation experience (e.g. flying a plane)	454	382	31	24	17	454	405	48	168	113	92	81	281	172	454
	14%	14%	13%	17%	18%	14%	14%	13%	18%	14%	13%	11%	16%	12%	14%
									bcdfg				df		d
Other type of games	123	105	10	7	1	123	101	22	23	33	25	39	56	64	123
	4%	4%	4%	5%	2%	4%	4%	6%	3%	4%	4%	5%	3%	4%	4%
				d				a				ae		a	

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3186	2110	392	391	293	3186	2864	321	1107	678	685	706	1785	1391	3186
Effective Weighted Sample	2477	1909	338	374	253	2477	2229	252	836	521	571	583	1318	1155	2477
Total	3178	2700	238	144	96	3178	2816	362	924	812	706	725	1736	1431	3178
Don't know	46	40	4	1	1	46	43	3	7	9	9	19	16	28	46
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%
												ae		ae	
Base for stats	3178	2700	238	144	96	3178	2816	362	924	812	706	725	1736	1431	3178
Mean number of types (out of 13)	3.1	3.1	3.2	3.3	3.0	3.1	3.1	3.2	3.5	3.0	3.1	2.9	3.3	3.0	3.1
				d					bcdefg		d		bdfg		df
Standard deviation	2.05	2.06	1.98	2.08	2.03	2.05	2.05	2.06	2.31	1.96	1.89	1.90	2.16	1.89	2.05
Standard error	.04	.04	.10	.11	.12	.04	.04	.12	.07	.08	.07	.07	.05	.05	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 36

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3186	662	2405	733	1226	991	750	1569	843
Effective Weighted Sample	2477	517	1863	579	972	742	575	1217	668
Total	3178	676	2373	743	1286	909	695	1583	872
Creative and building games (e.g. Roblox, Minecraft)	1419	351	1035	314	605	418	276	708	431
	45%	52%	44%	42%	47%	46%	40%	45%	49%
		b						a	ab
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1116	273	799	244	486	320	218	566	324
	35%	40%	34%	33%	38%	35%	31%	36%	37%
		b			a				a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1079	215	829	256	407	347	274	534	266
	34%	32%	35%	34%	32%	38%	39%	34%	31%
						b	bc		
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1054	218	798	232	422	348	256	505	288
	33%	32%	34%	31%	33%	38%	37%	32%	33%
						ab	b		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	843	144	665	180	336	288	213	430	197
	27%	21%	28%	24%	26%	32%	31%	27%	23%
			a			ab	c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 36

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3186	662	2405	733	1226	991	750	1569	843
Effective Weighted Sample	2477	517	1863	579	972	742	575	1217	668
Total	3178	676	2373	743	1286	909	695	1583	872
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	821	211	585	191	323	275	160	411	242
	26%	31%	25%	26%	25%	30%	23%	26%	28%
		b				b			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	808	159	624	189	324	262	182	405	220
	25%	23%	26%	25%	25%	29%	26%	26%	25%
Playing against one other person (e.g. Words with Friends, Online chess)	736	153	551	182	277	241	229	330	173
	23%	23%	23%	25%	22%	26%	33%	21%	20%
						b	bc		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	563	93	453	132	209	194	150	289	120
	18%	14%	19%	18%	16%	21%	22%	18%	14%
			a			b	c	c	
Makeovers (e.g. Glamm'd, Homescapes)	483	110	357	114	191	148	133	224	123
	15%	16%	15%	15%	15%	16%	19%	14%	14%
							bc		
Interactive stories (e.g. Episode, Chapters)	474	114	341	117	170	159	146	223	102
	15%	17%	14%	16%	13%	17%	21%	14%	12%
						b	bc		

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

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

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3186	662	2405	733	1226	991	750	1569	843
Effective Weighted Sample	2477	517	1863	579	972	742	575	1217	668
Total	3178	676	2373	743	1286	909	695	1583	872
Simulation experience (e.g. flying a plane)	454	92	348	103	170	163	125	211	117
	14%	14%	15%	14%	13%	18%	18%	13%	13%
						ab	bc		
Other type of games	123	28	90	29	44	28	17	64	40
	4%	4%	4%	4%	3%	3%	3%	4%	5%
Don't know	46	11	25	13	11	6	7	23	10
	1%	2%	1%	2%	1%	1%	1%	1%	1%
				c					
Base for stats	3178	676	2373	743	1286	909	695	1583	872
Mean number of types (out of 13)	3.1	3.2	3.2	3.1	3.1	3.5	3.4	3.1	3.0
						ab	bc		
Standard deviation	2.05	2.03	2.06	2.12	1.88	2.24	2.29	2.01	1.90
Standard error	.04	.08	.04	.08	.05	.07	.08	.05	.07

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3186	483	540	538	552	560	513	2113	1073	1639	1547
Effective Weighted Sample	2477	383	431	439	451	447	417	1649	828	1258	1219
Total	3178	532	426	457	681	671	411	2097	1082	1639	1539
Yes	2072	164	184	297	525	560	342	1170	902	1154	917
	65%	31%	43%	65%	77%	84%	83%	56%	83%	70%	60%
			a	ab	abc	abcd	abcd		a	b	
No	1059	360	233	148	146	105	68	886	173	461	598
	33%	68%	55%	32%	21%	16%	16%	42%	16%	28%	39%
		bcdef	cdef	def	e			b			a
Don't know	48	8	9	13	11	5	2	41	7	24	24
	2%	1%	2%	3%	2%	1%	*%	2%	1%	1%	2%
			f	ef				b			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 37

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3186	235	248	274	266	286	252	283	269	286	274	275	238	181	1623	1295
Effective Weighted Sample	2477	183	200	216	215	226	213	229	222	229	218	222	195	138	1276	1016
Total	3178	258	274	221	205	237	220	352	329	350	320	221	190	184	1511	1421
Yes	2072	90	74	106	77	154	143	290	235	313	247	200	141	54	792	1173
	65%	35%	27%	48%	38%	65%	65%	82%	71%	89%	77%	91%	74%	30%	52%	83%
				abd	b	abcd	abcd	abcdefhl	abcd	abcdefghjl	abcdef	abcdefghjl	abcdef		a	ab
No	1059	163	196	106	127	77	70	57	89	36	69	21	47	125	689	234
	33%	63%	72%	48%	62%	33%	32%	16%	27%	10%	22%	9%	25%	68%	46%	17%
		cefghijkl	cdefghijkl	efghijkl	cefghijkl	gijk	gijk	k	gik		ik		gik	bc	c	
Don't know	48	4	4	8	2	6	7	5	6	1	4	-	2	5	30	13
	2%	2%	1%	3%	1%	3%	3%	1%	2%	*%	1%	-%	1%	3%	2%	1%
				dik		k	ik		k							c

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3186	2110	392	391	293	3186	2864	321	1107	678	685	706	1785	1391	3186
Effective Weighted Sample	2477	1909	338	374	253	2477	2229	252	836	521	571	583	1318	1155	2477
Total	3178	2700	238	144	96	3178	2816	362	924	812	706	725	1736	1431	3178
Yes	2072	1769	155	90	57	2072	1839	233	625	517	478	449	1141	928	2072
	65%	66%	65%	63%	59%	65%	65%	64%	68%	64%	68%	62%	66%	65%	65%
									d		d				
No	1059	890	79	51	39	1059	937	121	296	283	215	256	580	471	1059
	33%	33%	33%	36%	40%	33%	33%	33%	32%	35%	30%	35%	33%	33%	33%
					ae										
Don't know	48	41	4	2	1	48	40	8	3	12	13	20	15	32	48
	2%	2%	2%	1%	1%	2%	1%	2%	*%	1%	2%	3%	1%	2%	2%
										a	a	aeg		ae	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 37

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3186	662	2405	733	1226	991	750	1569	843
Effective Weighted Sample	2477	517	1863	579	972	742	575	1217	668
Total	3178	676	2373	743	1286	909	695	1583	872
Yes	2072	461	1529	489	847	608	484	1007	571
	65%	68%	64%	66%	66%	67%	70%	64%	65%
							b		
No	1059	202	815	239	419	296	208	555	282
	33%	30%	34%	32%	33%	33%	30%	35%	32%
								a	
Don't know	48	13	29	15	20	5	4	22	19
	2%	2%	1%	2%	2%	1%	1%	1%	2%
				c					a

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Yes	2072	164	184	297	525	560	342	1170	902	1154	917
	61%	25%	41%	63%	75%	80%	78%	51%	80%	66%	55%
			a	ab	abc	abcd	abc		a	b	
No	1059	360	233	148	146	105	68	886	173	461	598
	31%	56%	52%	31%	21%	15%	16%	39%	15%	26%	36%
		cdef	cdef	def	ef			b			a
Don't know	48	8	9	13	11	5	2	41	7	24	24
	1%	1%	2%	3%	2%	1%	*%	2%	1%	1%	1%
			f	ef				b			
CHILD DOES NOT PLAY GAMES	228	116	25	14	22	26	26	176	51	108	120
	7%	18%	5%	3%	3%	4%	6%	8%	5%	6%	7%
		bcdef					cd	b			

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

							CHILD'S AGE AND GENDER									SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Yes	2072	90	74	106	77	154	143	290	235	313	247	200	141	54	792	1173
	61%	27%	24%	46%	35%	65%	61%	81%	68%	87%	73%	89%	67%	21%	50%	79%
				abd	b	abcd	abcd	abcdefhjl	abcd	abcdefhjl	abcdef	abcdefghjl	abcd		a	ab
No	1059	163	196	106	127	77	70	57	89	36	69	21	47	125	689	234
	31%	49%	63%	46%	58%	32%	30%	16%	26%	10%	20%	9%	22%	48%	43%	16%
		efghijkl	acefghijkl	efghijkl	cefghijkl	gijkl	gijk	k	gik		ik		ik	c	c	
Don't know	48	4	4	8	2	6	7	5	6	1	4	-	2	5	30	13
	1%	1%	1%	3%	1%	2%	3%	1%	2%	*%	1%	-%	1%	2%	2%	1%
				dik		ik	ik									c
CHILD DOES NOT PLAY GAMES	228	76	40	12	13	2	12	6	16	8	18	4	21	77	88	60
	7%	23%	13%	5%	6%	1%	5%	2%	5%	2%	5%	2%	10%	29%	5%	4%
		bcdefghijkl	cdefghijk	e	egik		eg		e		eg		cefghik	bc		

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Yes	2072	1769	155	90	57	2072	1839	233	625	517	478	449	1141	928	2072
	61%	61%	61%	59%	54%	61%	61%	60%	65%	59%	63%	57%	62%	60%	61%
		d				d			bdfg		d		d		
No	1059	890	79	51	39	1059	937	121	296	283	215	256	580	471	1059
	31%	31%	31%	34%	37%	31%	31%	31%	31%	32%	28%	32%	31%	30%	31%
Don't know	48	41	4	2	1	48	40	8	3	12	13	20	15	32	48
	1%	1%	2%	1%	1%	1%	1%	2%	*%	1%	2%	2%	1%	2%	1%
										a	a	ae		ae	a
CHILD DOES NOT PLAY GAMES	228	192	18	9	9	228	201	27	39	69	51	66	109	117	228
	7%	7%	7%	6%	9%	7%	7%	7%	4%	8%	7%	8%	6%	8%	7%
										a	a	ae		a	a

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

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

QP25/ G3A. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Yes	2072	461	1529	489	847	608	484	1007	571
	61%	64%	60%	62%	61%	64%	65%	60%	60%
							b		
No	1059	202	815	239	419	296	208	555	282
	31%	28%	32%	30%	30%	31%	28%	33%	30%
								a	
Don't know	48	13	29	15	20	5	4	22	19
	1%	2%	1%	2%	1%	1%	1%	1%	2%
				c					a
CHILD DOES NOT PLAY GAMES	228	43	169	48	99	48	49	97	77
	7%	6%	7%	6%	7%	5%	7%	6%	8%
									b

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2045	142	242	345	424	470	422	1153	892	1138	907
Effective Weighted Sample	1596	118	191	282	346	375	345	903	692	877	719
Total	2072	164	184	297	525	560	342	1170	902	1154	917
Playing on their own - against the games console/ computer or other device	1394	112	116	203	339	397	228	769	625	818	576
	67%	68%	63%	68%	65%	71%	67%	66%	69%	71%	63%
										b	
Playing with or against someone they know/ that they have met in person	1486	74	100	204	405	438	265	783	703	862	624
	72%	45%	54%	69%	77%	78%	78%	67%	78%	75%	68%
				ab	abc	abc	abc		a	b	
Playing with or against someone they do not know/ they have not met in person	648	23	46	99	167	183	129	336	313	367	281
	31%	14%	25%	33%	32%	33%	38%	29%	35%	32%	31%
			a	a	a	a	ab		a		
Don't know	15	2	2	4	4	2	3	11	4	6	9
	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2045	78	64	135	107	187	158	231	193	257	213	250	172	52	855	1066
Effective Weighted Sample	1596	65	52	105	87	147	135	187	159	206	170	202	143	41	670	842
Total	2072	90	74	106	77	154	143	290	235	313	247	200	141	54	792	1173
Playing on their own - against the games console/ computer or other device	1394	**	**	69	47	116	87	204	135	226	171	137	91	**	524	803
	67%	**	**	65%	61%	75% dfhl	61%	70% h	57%	72% fh	69% h	68% h	65%	**	66%	68%
Playing with or against someone they know/ that they have met in person	1486	**	**	62	38	109	95	224	181	258	180	166	99	**	506	912
	72%	**	**	58%	49%	71% cd	67% d	77% cdf	77% cdf	82% cdefjl	73% cd	83% cdefjl	70% d	**	64%	78% b
Playing with or against someone they do not know/ they have not met in person	648	**	**	27	20	56	43	97	70	100	83	78	52	**	228	396
	31%	**	**	25%	25%	37%	30%	33%	30%	32%	34%	39% cd	37%	**	29%	34% b
Don't know	15	**	**	1	1	-	4	4	-	-	2	1	2	**	11	2
	1%	**	**	1%	1%	-%	3% ehi	1%	-%	-%	1%	1%	1%	**	1%	*% c

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2045	1375	255	246	169	2045	1840	205	744	408	452	437	1152	889	2045
Effective Weighted Sample	1596	1241	218	234	147	1596	1438	160	564	321	380	360	855	739	1596
Total	2072	1769	155	90	57	2072	1839	233	625	517	478	449	1141	928	2072
Playing on their own - against the games console/ computer or other device	1394	1197	107	58	32	1394	1238	156	450	333	327	284	782	612	1394
	67%	68%	69%	64%	56%	67%	67%	67%	72%	64%	68%	63%	69%	66%	67%
		d	d			d			bdfg						
Playing with or against someone they know/ that they have met in person	1486	1262	112	72	40	1486	1303	183	435	384	344	321	819	664	1486
	72%	71%	72%	80%	70%	72%	71%	79%	70%	74%	72%	71%	72%	72%	72%
				ade				a							
Playing with or against someone they do not know/ they have not met in person	648	547	58	26	18	648	569	80	178	169	154	147	347	301	648
	31%	31%	38%	28%	31%	31%	31%	34%	29%	33%	32%	33%	30%	32%	31%
			c												
Don't know	15	13	1	1	-	15	14	1	*	4	4	6	5	10	15
	1%	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
												a		a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 39

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2045	439	1531	473	788	654	504	983	547
Effective Weighted Sample	1596	346	1189	374	629	493	391	761	436
Total	2072	461	1529	489	847	608	484	1007	571
Playing on their own - against the games console/ computer or other device	1394	320	1027	330	565	421	359	676	352
	67%	69%	67%	68%	67%	69%	74% bc	67%	62%
Playing with or against someone they know/ that they have met in person	1486	324	1107	343	608	450	343	714	420
	72%	70%	72%	70%	72%	74%	71%	71%	74%
Playing with or against someone they do not know/ they have not met in person	648	158	465	142	278	197	140	323	181
	31%	34%	30%	29%	33%	32%	29%	32%	32%
Don't know	15	6	8	3	8	2	-	5	9
	1%	1%	1%	1%	1%	*%	-%	1%	2% a

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Playing on their own - against the games console/ computer or other device	1394	112	116	203	339	397	228	769	625	818	576
	41%	17%	26%	43%	48%	57%	52%	34%	55%	47%	35%
			a	ab	ab	abcd	abc		a	b	
Playing with or against someone they know/ that they have met in person	1486	74	100	204	405	438	265	783	703	862	624
	44%	11%	22%	43%	58%	63%	61%	34%	62%	49%	38%
			a	ab	abc	abc	abc		a	b	
Playing with or against someone they do not know/ they have not met in person	648	23	46	99	167	183	129	336	313	367	281
	19%	4%	10%	21%	24%	26%	30%	15%	28%	21%	17%
			a	ab	ab	ab	abcd		a	b	
Don't know	15	2	2	4	4	2	3	11	4	6	9
	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%
CHILD DOES NOT PLAY GAMES ONLINE	1334	484	267	174	178	136	95	1103	231	593	741
	39%	75%	59%	37%	25%	20%	22%	49%	20%	34%	45%
		bcdef	cdef	def	e			b			a

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Playing on their own - against the games console/ computer or other device	1394	66	46	69	47	116	87	204	135	226	171	137	91	33	524	803
	41%	20%	15%	30%	21%	48%	37%	57%	39%	63%	50%	61%	43%	13%	33%	54%
				abd		abcdfh	abd	abcdfhl	abcd	abcdefhjl	abcdfh	abcdefhjl	abcd		a	ab
Playing with or against someone they know/ that they have met in person	1486	44	30	62	38	109	95	224	181	258	180	166	99	28	506	912
	44%	13%	10%	27%	17%	46%	41%	63%	52%	72%	53%	73%	47%	11%	32%	62%
				abd	b	abcd	abcd	abcdefhjl	abcdf	abcdefghjl	abcdf	abcdefghjl	abcd		a	ab
Playing with or against someone they do not know/ they have not met in person	648	9	14	27	20	56	43	97	70	100	83	78	52	7	228	396
	19%	3%	5%	12%	9%	24%	18%	27%	20%	28%	25%	34%	24%	3%	14%	27%
				ab	a	abcd	abcd	abcdf	abcd	abcdf	abcd	abcdefhjl	abcd		a	ab
Don't know	15	-	2	1	1	-	4	4	-	-	2	1	2	-	11	2
	*%	-%	1%	*%	*%	-%	2%	1%	-%	-%	*%	*%	1%	-%	1%	*%
CHILD DOES NOT PLAY GAMES ONLINE	1334	244	240	126	141	85	89	68	110	45	91	25	70	206	807	307
	39%	73%	76%	54%	65%	35%	39%	19%	32%	13%	27%	11%	33%	79%	50%	21%
		cefghijkl	cdefghijkl	efghijkl	cefghijkl	gijk	gijk	k	gik		gik		gik	bc	c	

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

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Playing on their own - against the games console/ computer or other device	1394	1197	107	58	32	1394	1238	156	450	333	327	284	782	612	1394
	41%	41%	42%	38%	30%	41%	41%	40%	47%	38%	43%	36%	42%	40%	41%
		d	d	d		d			bdefg		d		d		d
Playing with or against someone they know/ that they have met in person	1486	1262	112	72	40	1486	1303	183	435	384	344	321	819	664	1486
	44%	44%	44%	47%	38%	44%	43%	47%	45%	44%	45%	41%	44%	43%	44%
				d											
Playing with or against someone they do not know/ they have not met in person	648	547	58	26	18	648	569	80	178	169	154	147	347	301	648
	19%	19%	23%	17%	17%	19%	19%	21%	18%	19%	20%	19%	19%	19%	19%
			c												
Don't know	15	13	1	1	-	15	14	1	*	4	4	6	5	10	15
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%
												a		a	
CHILD DOES NOT PLAY GAMES ONLINE	1334	1122	101	63	48	1334	1178	156	339	364	279	342	703	621	1334
	39%	39%	39%	41%	46%	39%	39%	40%	35%	41%	37%	43%	38%	40%	39%
					ae					a		ace		a	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.   **Table 40**

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

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Playing on their own - against the games console/ computer or other device	1394 41%	320 44%	1027 40%	330 42%	565 41%	421 44%	359 48% bc	676 40%	352 37%
Playing with or against someone they know/ that they have met in person	1486 44%	324 45%	1107 44%	343 43%	608 44%	450 47%	343 46%	714 42%	420 44%
Playing with or against someone they do not know/ they have not met in person	648 19%	158 22%	465 18%	142 18%	278 20%	197 21%	140 19%	323 19%	181 19%
Don't know	15 *%	6 1%	8 *%	3 *%	8 1%	2 *%	- -%	5 *%	9 1% a
CHILD DOES NOT PLAY GAMES ONLINE	1334 39%	258 36%	1013 40%	302 38%	538 39%	349 36%	261 35%	674 40% a	378 40%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1661	-	-	345	424	470	422	769	892	925	736
Effective Weighted Sample	1301	-	-	282	346	375	345	609	692	713	588
Total	1724	-	-	297	525	560	342	822	902	958	766
Yes	1279	**	**	165	394	453	266	559	719	772	507
	74%	**	**	56%	75%	81%	78%	68%	80%	81%	66%
					c	c	c		a	b	
No	435	**	**	130	127	105	74	257	179	180	256
	25%	**	**	44%	24%	19%	22%	31%	20%	19%	33%
				def				b			a
Don't know	9	**	**	1	4	2	2	6	4	6	3
	1%	**	**	*%	1%	*%	1%	1%	*%	1%	*%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
															SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1661	-	-	-	-	187	158	231	193	257	213	250	172	-	523	1066
Effective Weighted Sample	1301	-	-	-	-	147	135	187	159	206	170	202	143	-	412	842
Total	1724	-	-	-	-	154	143	290	235	313	247	200	141	-	499	1173
Yes	1279	**	**	**	**	93	72	238	156	270	183	170	96	**	314	921
	74%	**	**	**	**	60%	51%	82%	66%	86%	74%	85%	68%	**	63%	79%
								efhl	f	efhjl	ef	efhjl	f			b
No	435	**	**	**	**	61	69	49	77	41	64	28	45	**	181	247
	25%	**	**	**	**	39%	49%	17%	33%	13%	26%	14%	32%	**	36%	21%
						gijk	ghijkl		gik		gik		gik		c	
Don't know	9	**	**	**	**	*	1	2	2	2	-	2	-	**	4	5
	1%	**	**	**	**	*%	1%	1%	1%	1%	-%	1%	-%	**	1%	*%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1661	1116	202	204	139	1661	1479	182	572	345	371	370	917	741	1661
Effective Weighted Sample	1301	1013	177	194	120	1301	1160	142	431	274	316	305	680	621	1301
Total	1724	1474	126	76	48	1724	1516	207	484	447	403	387	932	789	1724
Yes	1279	1096	90	59	33	1279	1119	160	376	316	307	279	692	586	1279
	74%	74%	72%	78%	70%	74%	74%	77%	78% b	71%	76%	72%	74%	74%	74%
No	435	370	35	16	15	435	388	48	107	129	95	103	236	198	435
	25%	25%	28%	21%	30%	25%	26%	23%	22%	29% a	23%	27%	25%	25%	25%
Don't know	9	8	1	*	-	9	9	-	2	2	1	4	4	5	9
	1%	1%	1%	1%	-%	1%	1%	-%	*%	1%	*%	1%	*%	1%	1%

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1661	362	1239	386	653	512	364	824	465
Effective Weighted Sample	1301	287	965	309	525	383	286	638	371
Total	1724	391	1268	408	724	482	362	860	494
Yes	1279	296	931	306	537	361	287	636	352
	74%	76%	73%	75%	74%	75%	79%	74%	71%
							c		
No	435	93	330	98	183	120	75	222	136
	25%	24%	26%	24%	25%	25%	21%	26%	28%
									a
Don't know	9	2	7	4	4	1	1	3	6
	1%	*%	1%	1%	1%	*%	*%	*%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Yes	1279	**	**	165	394	453	266	559	719	772	507
	55%	**	**	35%	56%	65%	61%	48%	63%	65%	45%
					c	cd	c		a	b	
No	435	**	**	130	127	105	74	257	179	180	256
	19%	**	**	28%	18%	15%	17%	22%	16%	15%	23%
				def				b			a
Don't know	9	**	**	1	4	2	2	6	4	6	3
	*%	**	**	*%	1%	*%	*%	*%	*%	1%	*%
CHILD DOES NOT PLAY GAMES ONLINE	584	**	**	174	178	136	95	352	231	223	360
	25%	**	**	37%	25%	20%	22%	30%	20%	19%	32%
				def	e			b			a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Yes	1279	**	**	**	**	93	72	238	156	270	183	170	96	**	314	921
	55%	**	**	**	**	39%	31%	67%	45%	75%	54%	75%	45%	**	41%	62%
								efhjl	f	efghjl	ef	efghjl	f			b
No	435	**	**	**	**	61	69	49	77	41	64	28	45	**	181	247
	19%	**	**	**	**	25%	30%	14%	22%	12%	19%	13%	21%	**	24%	17%
						gik	gijkl		gik		i		gik		c	
Don't know	9	**	**	**	**	*	1	2	2	2	-	2	-	**	4	5
	*%	**	**	**	**	*%	*%	1%	1%	1%	-%	1%	-%	**	*%	*%
CHILD DOES NOT PLAY GAMES ONLINE	584	**	**	**	**	85	89	68	110	45	91	25	70	**	266	307
	25%	**	**	**	**	35%	39%	19%	32%	13%	27%	11%	33%	**	35%	21%
						gijk	gijk	k	gik		gik		gik		c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Yes	1279	1096	90	59	33	1279	1119	160	376	316	307	279	692	586	1279
	55%	56%	52%	58%	48%	55%	56%	54%	60%	52%	58%	52%	56%	55%	55%
		d		d		d			bd						
No	435	370	35	16	15	435	388	48	107	129	95	103	236	198	435
	19%	19%	20%	16%	21%	19%	19%	16%	17%	21%	18%	19%	19%	19%	19%
Don't know	9	8	1	*	-	9	9	-	2	2	1	4	4	5	9
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%
CHILD DOES NOT PLAY GAMES ONLINE	584	487	48	26	22	584	497	87	141	162	125	154	303	279	584
	25%	25%	28%	26%	32%	25%	25%	30%	23%	27%	24%	29%	25%	26%	25%
												a			

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

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
Yes	1279	296	931	306	537	361	287	636	352
	55%	59%	54%	57%	55%	58%	62% bc	55%	53%
No	435	93	330	98	183	120	75	222	136
	19%	18%	19%	18%	19%	19%	16%	19%	20%
Don't know	9	2	7	4	4	1	1	3	6
	*%	*%	*%	1%	*%	*%	*%	*%	1%
CHILD DOES NOT PLAY GAMES ONLINE	584	111	453	126	252	140	97	304	176
	25%	22%	26%	24%	26%	22%	21%	26%	26%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1225	-	-	196	313	385	331	509	716	739	486
Effective Weighted Sample	957	-	-	160	258	306	268	404	554	570	387
Total	1279	-	-	165	394	453	266	559	719	772	507
People I am friends with/ people that I know outside of the game	1089	**	**	137	334	374	244	471	618	654	434
	85%	**	**	83%	85%	82%	92% cde	84%	86%	85%	86%
People that I only know through playing the game	542	**	**	75	158	194	115	233	309	347	195
	42%	**	**	45%	40%	43%	43%	42%	43%	45% b	39%
Don't know	12	**	**	3	5	3	1	8	4	4	8
	1%	**	**	2%	1%	1%	*%	2%	1%	1%	2%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	h	i	j	k	l	~a	b	c
Unweighted total	1225	-	-	-	-	113	83	188	125	226	159	212	119	-	326	841
Effective Weighted Sample	957	-	-	-	-	88	72	154	104	179	128	171	98	-	257	660
Total	1279	-	-	-	-	93	72	238	156	270	183	170	96	-	314	921
People I am friends with/ people that I know outside of the game	1089	**	**	**	**	74	**	197	137	227	147	157	87	**	259	789
	85%	**	**	**	**	79%	**	82%	88%	84%	80%	92% egij	91% ej	**	83%	86%
People that I only know through playing the game	542	**	**	**	**	46	**	105	53	116	78	80	35	**	142	380
	42%	**	**	**	**	50% h	**	44%	34%	43%	43%	47% h	37%	**	45%	41%
Don't know	12	**	**	**	**	-	**	2	4	1	2	1	-	**	5	8
	1%	**	**	**	**	-%	**	1%	3%	1%	1%	1%	-%	**	1%	1%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1225	822	143	159	101	1225	1089	136	439	247	277	260	686	537	1225
Effective Weighted Sample	957	748	124	150	89	957	851	107	329	193	237	214	505	451	957
Total	1279	1096	90	59	33	1279	1119	160	376	316	307	279	692	586	1279
People I am friends with/ people that I know outside of the game	1089	926	79	53	31	1089	951	138	320	266	262	240	586	502	1089
	85%	84%	88%	90%	93% ae	85%	85%	86%	85%	84%	85%	86%	85%	86%	85%
People that I only know through playing the game	542	475	34	24	9	542	474	68	183	121	128	110	304	238	542
	42%	43% d	37%	41%	28%	42% d	42%	42%	49% bdfg	38%	42%	40%	44%	41%	42%
Don't know	12	11	1	-	-	12	11	2	2	3	4	3	5	7	12
	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1225	270	912	283	485	383	285	601	333
Effective Weighted Sample	957	213	707	228	387	286	223	465	265
Total	1279	296	931	306	537	361	287	636	352
People I am friends with/ people that I know outside of the game	1089 85%	256 86%	794 85%	257 84%	451 84%	325 90% ab	246 86%	545 86%	294 84%
People that I only know through playing the game	542 42%	129 43%	388 42%	128 42%	225 42%	151 42%	151 53% bc	242 38%	147 42%
Don't know	12 1%	4 1%	7 1%	3 1%	4 1%	5 1%	2 1%	11 2% c	- -%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1661	-	-	345	424	470	422	769	892	925	736
Effective Weighted Sample	1301	-	-	282	346	375	345	609	692	713	588
Total	1724	-	-	297	525	560	342	822	902	958	766
People I am friends with/ people that I know outside of the game	1089	**	**	137	334	374	244	471	618	654	434
	63%	**	**	46%	64%	67%	71%	57%	68%	68%	57%
					c	c	cd		a	b	
People that I only know through playing the game	542	**	**	75	158	194	115	233	309	347	195
	31%	**	**	25%	30%	35%	34%	28%	34%	36%	25%
						c	c		a	b	
Don't know	12	**	**	3	5	3	1	8	4	4	8
	1%	**	**	1%	1%	1%	*%	1%	*%	*%	1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445	**	**	132	131	107	76	262	183	186	259
	26%	**	**	44%	25%	19%	22%	32%	20%	19%	34%
				def				b			a

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1661	-	-	-	-	187	158	231	193	257	213	250	172	-	523	1066
Effective Weighted Sample	1301	-	-	-	-	147	135	187	159	206	170	202	143	-	412	842
Total	1724	-	-	-	-	154	143	290	235	313	247	200	141	-	499	1173
People I am friends with/ people that I know outside of the game	1089	**	**	**	**	74	64	197	137	227	147	157	87	**	259	789
	63%	**	**	**	**	48%	45%	68%	58%	72%	60%	78%	62%	**	52%	67%
								ef	f	efhjl	ef	efghjl	ef			b
People that I only know through playing the game	542	**	**	**	**	46	29	105	53	116	78	80	35	**	142	380
	31%	**	**	**	**	30%	20%	36%	23%	37%	32%	40%	25%	**	29%	32%
								fhl		fhl		f	fhl			
Don't know	12	**	**	**	**	-	3	2	4	1	2	1	-	**	5	8
	1%	**	**	**	**	-%	2%	1%	2%	*%	1%	*%	-%	**	1%	1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445	**	**	**	**	61	70	51	79	43	64	30	45	**	185	252
	26%	**	**	**	**	40%	49%	18%	34%	14%	26%	15%	32%	**	37%	21%
						gijk	ghijkl		gik		ik		gik		c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 44

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1661	1116	202	204	139	1661	1479	182	572	345	371	370	917	741	1661
Effective Weighted Sample	1301	1013	177	194	120	1301	1160	142	431	274	316	305	680	621	1301
Total	1724	1474	126	76	48	1724	1516	207	484	447	403	387	932	789	1724
People I am friends with/ people that I know outside of the game	1089 63%	926 63%	79 63%	53 70%	31 65%	1089 63%	951 63%	138 66%	320 66%	266 60%	262 65%	240 62%	586 63%	502 64%	1089 63%
People that I only know through playing the game	542 31%	475 32% d	34 27%	24 32% d	9 20%	542 31% d	474 31%	68 33%	183 38% bdfg	121 27%	128 32%	110 29%	304 33%	238 30%	542 31%
Don't know	12 1%	11 1%	1 1%	- -%	- -%	12 1%	11 1%	2 1%	2 *%	3 1%	4 1%	3 1%	5 1%	7 1%	12 1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445 26%	378 26%	36 28%	17 22%	15 30%	445 26%	397 26%	48 23%	109 22%	131 29% a	96 24%	108 28%	240 26%	203 26%	445 26%

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

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1661	362	1239	386	653	512	364	824	465
Effective Weighted Sample	1301	287	965	309	525	383	286	638	371
Total	1724	391	1268	408	724	482	362	860	494
People I am friends with/ people that I know outside of the game	1089	256	794	257	451	325	246	545	294
	63%	65%	63%	63%	62%	68%	68% c	63%	60%
People that I only know through playing the game	542	129	388	128	225	151	151	242	147
	31%	33%	31%	31%	31%	31%	42% bc	28%	30%
Don't know	12	4	7	3	4	5	2	11	-
	1%	1%	1%	1%	1%	1%	*%	1% c	-%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	445	95	337	103	187	121	76	224	142
	26%	24%	27%	25%	26%	25%	21%	26%	29% a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 45

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Yes – there is a minimum age requirement	1736	**	**	289	497	578	372	786	950	858	878
	75%	**	**	61%	71%	83%	85%	67%	84%	73%	78%
					c	cd	cd		a		a
No – there is not a minimum age requirement	112	**	**	32	45	26	9	77	35	75	37
	5%	**	**	7%	6%	4%	2%	7%	3%	6%	3%
				ef	f			b		b	
Don't know	459	**	**	151	161	92	56	311	148	247	212
	20%	**	**	32%	23%	13%	13%	27%	13%	21%	19%
				def	ef			b			

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

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Yes – there is a minimum age requirement	1736	**	**	**	**	147	141	244	252	278	299	188	184	**	496	1195
	75%	**	**	**	**	62%	61%	68%	73%	78%	89%	83%	87%	**	65%	81%
									ef	efg	efghi	efgh	efghi			b
No – there is not a minimum age requirement	112	**	**	**	**	18	13	30	15	22	5	5	4	**	48	64
	5%	**	**	**	**	8%	6%	8%	4%	6%	1%	2%	2%	**	6%	4%
						jkl	jl	jkl	j	jkl						
Don't know	459	**	**	**	**	73	77	84	77	58	34	32	24	**	221	221
	20%	**	**	**	**	31%	33%	23%	22%	16%	10%	14%	11%	**	29%	15%
						hijkl	ghijkl	jkl	jkl						c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 45

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Yes – there is a minimum age requirement	1736	1468	136	79	53	1736	1489	247	489	453	406	386	942	792	1736
	75%	75%	78%	77%	76%	75%	74%	84%	78%	74%	77%	71%	76%	74%	75%
								a	d						
No – there is not a minimum age requirement	112	96	9	4	3	112	105	8	35	24	23	31	59	53	112
	5%	5%	5%	4%	5%	5%	5%	3%	6%	4%	4%	6%	5%	5%	5%
Don't know	459	398	29	20	13	459	419	40	102	132	99	124	234	223	459
	20%	20%	17%	19%	19%	20%	21%	14%	16%	22%	19%	23%	19%	21%	20%
							b			a		a		a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 45

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
Yes – there is a minimum age requirement	1736 75%	393 78%	1283 75%	415 78%	729 75%	477 77%	373 81% bc	877 75%	479 72%
No – there is not a minimum age requirement	112 5%	23 5%	82 5%	27 5%	46 5%	34 5%	26 6%	54 5%	32 5%
Don't know	459 20%	86 17%	356 21%	93 17%	200 20%	111 18%	60 13%	233 20% a	159 24% a

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

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

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE														
		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2259	-	-	-	-	-	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	1761	-	-	-	-	-	225	226	164	149	155	156	155	152	225	222
Total	2307	-	-	-	-	-	235	235	235	235	232	232	232	232	218	218
Yes – there is a minimum age requirement	1736	**	**	**	**	**	138	151	162	172	164	186	194	197	196	176
	75%	**	**	**	**	**	58%	64%	69%	73%	70%	80%	84%	85%	90%	81%
									f	f	f	fghj	fghij	fghij	fghijko	fghj
No – there is not a minimum age requirement	112	**	**	**	**	**	20	12	12	16	18	14	5	8	2	6
	5%	**	**	**	**	**	8%	5%	5%	7%	8%	6%	2%	3%	1%	3%
							lno	n	n	ln	lno	n				
Don't know	459	**	**	**	**	**	78	72	62	48	51	32	33	27	20	36
	20%	**	**	**	**	**	33%	31%	26%	20%	22%	14%	14%	12%	9%	17%
							ijklmno	iklmno	klmno	mn	mn					n

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Age under 10	49	**	**	23	14	8	3	37	11	24	25
	2%	**	**	5%	2%	1%	1%	3%	1%	2%	2%
				def				b			
Aged 10	76	**	**	22	34	17	3	56	20	46	30
	3%	**	**	5%	5%	2%	1%	5%	2%	4%	3%
				f	ef	f		b			
Aged 11	36	**	**	4	21	10	2	25	12	13	23
	2%	**	**	1%	3%	1%	*%	2%	1%	1%	2%
					cf						
Aged 12	142	**	**	28	43	53	17	72	70	73	69
	6%	**	**	6%	6%	8%	4%	6%	6%	6%	6%
						f					
Aged 13	830	**	**	101	206	330	193	307	523	398	432
	36%	**	**	21%	29%	47%	44%	26%	46%	34%	38%
					c	cd	cd		a		a
Aged 14	124	**	**	15	32	37	40	47	77	63	61
	5%	**	**	3%	5%	5%	9%	4%	7%	5%	5%
							cde		a		
Aged 15	76	**	**	17	16	19	24	33	43	43	33
	3%	**	**	4%	2%	3%	5%	3%	4%	4%	3%
							de				
Aged 16	142	**	**	18	37	38	50	54	88	69	73
	6%	**	**	4%	5%	5%	11%	5%	8%	6%	7%
							cde		a		
Aged 17	9	**	**	1	2	3	3	3	6	6	3
	*%	**	**	*%	*%	*%	1%	*%	1%	1%	*%
Aged 18 or over	52	**	**	18	21	8	5	39	13	26	27
	2%	**	**	4%	3%	1%	1%	3%	1%	2%	2%
				ef	ef			b			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 47

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Don't know	200	**	**	42	71	55	32	113	87	97	103
	9%	**	**	9%	10%	8%	7%	10%	8%	8%	9%

SUMMARY

	Total	3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
AWARE OF MINIMUM AGE REQUIREMENT	1736	**	**	289	497	578	372	786	950	858	878
	75%	**	**	61%	71%	83%	85%	67%	84%	73%	78%
					c	cd	cd		a		a
AWARE AND GIVES THE CORRECT AGE (13)	830	**	**	101	206	330	193	307	523	398	432
	36%	**	**	21%	29%	47%	44%	26%	46%	34%	38%
					c	cd	cd		a		a
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	**	**	77	113	88	25	190	113	156	146
	13%	**	**	16%	16%	13%	6%	16%	10%	13%	13%
				f	f	f		b			
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	**	**	68	107	105	122	176	228	207	197
	17%	**	**	15%	15%	15%	28%	15%	20%	18%	17%
							cde		a		
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	**	**	188	291	248	179	479	427	460	446
	39%	**	**	40%	41%	36%	41%	41%	38%	39%	40%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	**	**	32	45	26	9	77	35	75	37
	5%	**	**	7%	6%	4%	2%	7%	3%	6%	3%
				ef	f			b		b	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024. **Table 47**

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	**	**	151	161	92	56	311	148	247	212
	20%	**	**	32%	23%	13%	13%	27%	13%	21%	19%
				def	ef			b			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 47

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total																
			CHILD'S AGE AND GENDER												SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Age under 10	49	**	**	**	**	10	13	6	8	6	2	3	1	**	32	16
	2%	**	**	**	**	4% jl	6% gijkl	2%	2%	2%	1%	1%	*%	**	4% c	1%
Aged 10	76	**	**	**	**	14	7	22	13	8	9	3	*	**	37	39
	3%	**	**	**	**	6% ikl	3% l	6% ikl	4% l	2% l	3% l	1%	*%	**	5% c	3%
Aged 11	36	**	**	**	**	1	3	9	12	4	6	-	2	**	9	26
	2%	**	**	**	**	*%	1%	2% ek	4% ek	1%	2% k	-%	1%	**	1%	2%
Aged 12	142	**	**	**	**	15	14	17	26	30	23	11	6	**	42	98
	6%	**	**	**	**	6%	6%	5%	8% l	8% l	7% l	5%	3%	**	5%	7%
Aged 13	830	**	**	**	**	55	46	109	97	142	188	92	101	**	199	609
	36%	**	**	**	**	23%	20%	30% f	28% f	40% efgh	56% efghik	41% efgh	48% efgh	**	26%	41% b
Aged 14	124	**	**	**	**	6	9	14	18	26	12	17	23	**	24	97
	5%	**	**	**	**	3%	4%	4%	5%	7% e	3%	8% e	11% efghj	**	3%	7% b
Aged 15	76	**	**	**	**	9	9	10	6	10	9	14	10	**	25	49
	3%	**	**	**	**	4%	4%	3%	2%	3%	3%	6% h	5%	**	3%	3%
Aged 16	142	**	**	**	**	8	9	19	18	17	21	25	25	**	36	98
	6%	**	**	**	**	4%	4%	5%	5%	5%	6%	11% efghi	12% efghij	**	5%	7%
Aged 17	9	**	**	**	**	1	-	-	2	2	1	3	-	**	1	7
	*%	**	**	**	**	*%	-%	-%	1%	1%	*%	1%	-%	**	*%	*%
Aged 18 or over	52	**	**	**	**	8	10	12	9	5	4	1	4	**	26	26
	2%	**	**	**	**	3% k	4% jk	3% k	3%	1%	1%	1%	2%	**	3% c	2%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
																CHILD'S AGE AND GENDER / SCHOOL YEAR
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Don't know	200	**	**	**	**	21	21	27	44	30	25	18	13	**	65	129
	9%	**	**	**	**	9%	9%	8%	13%	8%	7%	8%	6%	**	9%	9%
									l							
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	1736	**	**	**	**	147	141	244	252	278	299	188	184	**	496	1195
	75%	**	**	**	**	62%	61%	68%	73%	78%	89%	83%	87%	**	65%	81%
								ef	efg	efghi	efgh	efghi				b
AWARE AND GIVES THE CORRECT AGE (13)	830	**	**	**	**	55	46	109	97	142	188	92	101	**	199	609
	36%	**	**	**	**	23%	20%	30%	28%	40%	56%	41%	48%	**	26%	41%
							f	f	efgh	efghik	efgh	efgh				b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	**	**	**	**	39	38	54	59	47	41	16	9	**	119	180
	13%	**	**	**	**	16%	16%	15%	17%	13%	12%	7%	4%	**	16%	12%
						kl	kl	kl	kl	kl	l				c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	**	**	**	**	32	36	55	53	59	46	61	62	**	112	277
	17%	**	**	**	**	13%	16%	15%	15%	17%	14%	27%	29%	**	15%	19%
												efghij	efghij			b
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	**	**	**	**	93	95	136	155	136	112	96	84	**	297	586
	39%	**	**	**	**	39%	41%	38%	45%	38%	33%	42%	40%	**	39%	40%
									j			j				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	**	**	**	**	18	13	30	15	22	5	5	4	**	48	64
	5%	**	**	**	**	8%	6%	8%	4%	6%	1%	2%	2%	**	6%	4%
						jkl	jl	jkl	j	jkl						

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
									CHILD'S AGE AND GENDER						SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	**	**	**	**	73	77	84	77	58	34	32	24	**	221	221
	20%	**	**	**	**	31% hijkl	33% ghijkl	23% jkl	22% jkl	16%	10%	14%	11%	**	29% c	15%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Age under 10	49	46	*	1	2	49	47	1	30	6	10	3	36	13	49
	2%	2%	*%	1%	2%	2%	2%	*%	5%	1%	2%	1%	3%	1%	2%
		b			b	b			bcdfg				bdf		d
Aged 10	76	66	5	4	1	76	68	7	29	21	15	11	50	26	76
	3%	3%	3%	4%	2%	3%	3%	3%	5%	3%	3%	2%	4%	2%	3%
									df						
Aged 11	36	33	2	1	1	36	33	3	13	2	14	8	15	21	36
	2%	2%	1%	1%	1%	2%	2%	1%	2%	*%	3%	1%	1%	2%	2%
									b		b			b	
Aged 12	142	118	13	6	4	142	119	22	42	42	38	21	83	59	142
	6%	6%	8%	6%	6%	6%	6%	8%	7%	7%	7%	4%	7%	5%	6%
											d		d		
Aged 13	830	698	67	39	25	830	708	122	207	236	190	195	443	385	830
	36%	36%	39%	38%	36%	36%	35%	41%	33%	39%	36%	36%	36%	36%	36%
Aged 14	124	108	6	6	5	124	106	18	26	37	28	32	64	60	124
	5%	5%	3%	6%	7%	5%	5%	6%	4%	6%	5%	6%	5%	6%	5%
Aged 15	76	67	5	3	2	76	66	10	25	16	16	20	41	35	76
	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%
Aged 16	142	117	12	8	6	142	114	28	37	36	36	34	73	69	142
	6%	6%	7%	8%	8%	6%	6%	9%	6%	6%	7%	6%	6%	6%	6%
								a							
Aged 17	9	6	1	1	1	9	7	2	2	2	1	5	3	5	9
	*%	*%	1%	1%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	*%
Aged 18 or over	52	46	4	2	*	52	46	6	28	9	9	6	37	15	52
	2%	2%	2%	2%	1%	2%	2%	2%	4%	2%	2%	1%	3%	1%	2%
									bcdfg				df		

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Don't know	200	163	21	9	7	200	173	27	50	47	50	53	97	103	200
	9%	8%	12%	9%	9%	9%	9%	9%	8%	8%	10%	10%	8%	10%	9%

SUMMARY

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
AWARE OF MINIMUM AGE REQUIREMENT	1736	1468	136	79	53	1736	1489	247	489	453	406	386	942	792	1736
	75%	75%	78%	77%	76%	75%	74%	84%	78%	74%	77%	71%	76%	74%	75%
								a	d						
AWARE AND GIVES THE CORRECT AGE (13)	830	698	67	39	25	830	708	122	207	236	190	195	443	385	830
	36%	36%	39%	38%	36%	36%	35%	41%	33%	39%	36%	36%	36%	36%	36%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	263	20	12	8	303	268	34	114	71	76	42	185	118	303
	13%	13%	11%	11%	11%	13%	13%	12%	18%	12%	14%	8%	15%	11%	13%
									bdfg		d		df		d
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	343	28	19	14	403	339	64	118	99	89	96	218	186	403
	17%	17%	16%	19%	19%	17%	17%	22%	19%	16%	17%	18%	18%	17%	17%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	770	68	40	28	906	781	125	282	217	216	191	499	407	906
	39%	39%	39%	39%	40%	39%	39%	42%	45%	36%	41%	35%	40%	38%	39%
									bdfg						
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	96	9	4	3	112	105	8	35	24	23	31	59	53	112
	5%	5%	5%	4%	5%	5%	5%	3%	6%	4%	4%	6%	5%	5%	5%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	398	29	20	13	459	419	40	102	132	99	124	234	223	459
	20%	20%	17%	19%	19%	20%	21%	14%	16%	22%	19%	23%	19%	21%	20%
							b			a		a		a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 47

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
Age under 10	49	10	37	6	19	20	31	14	4
	2%	2%	2%	1%	2%	3% a	7% bc	1%	1%
Aged 10	76	24	51	13	34	25	19	41	16
	3%	5%	3%	2%	3%	4%	4%	3%	2%
Aged 11	36	6	30	6	19	11	8	19	8
	2%	1%	2%	1%	2%	2%	2%	2%	1%
Aged 12	142	24	112	30	63	38	30	63	47
	6%	5%	7%	6%	6%	6%	7%	5%	7%
Aged 13	830	194	610	195	360	228	165	435	227
	36%	39%	35%	36%	37%	37%	36%	37%	34%
Aged 14	124	31	88	33	46	42	22	71	31
	5%	6%	5%	6%	5%	7%	5%	6%	5%
Aged 15	76	15	59	25	32	16	19	37	20
	3%	3%	3%	5%	3%	3%	4%	3%	3%
Aged 16	142	34	104	35	57	35	23	73	46
	6%	7%	6%	6%	6%	6%	5%	6%	7%
Aged 17	9	1	8	1	4	2	3	3	3
	*%	*%	*%	*%	*%	*%	1%	*%	*%
Aged 18 or over	52	11	40	10	17	21	22	21	10
	2%	2%	2%	2%	2%	3%	5% bc	2%	1%
Don't know	200	43	143	61	79	40	31	101	66
	9%	9%	8%	11% c	8%	6%	7%	9%	10%

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
SUMMARY									
AWARE OF MINIMUM AGE REQUIREMENT	1736	393	1283	415	729	477	373	877	479
	75%	78%	75%	78%	75%	77%	81% bc	75%	72%
AWARE AND GIVES THE CORRECT AGE (13)	830	194	610	195	360	228	165	435	227
	36%	39%	35%	36%	37%	37%	36%	37%	34%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	303	64	231	55	135	94	88	137	75
	13%	13%	13%	10%	14%	15% a	19% bc	12%	11%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	403	92	299	104	155	115	88	204	111
	17%	18%	17%	20%	16%	19%	19%	18%	17%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	906	199	673	221	369	249	208	442	252
	39%	40%	39%	41%	38%	40%	45% bc	38%	38%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	112	23	82	27	46	34	26	54	32
	5%	5%	5%	5%	5%	5%	6%	5%	5%
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	459	86	356	93	200	111	60	233	159
	20%	17%	21%	17%	20%	18%	13%	20% a	24% a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2259	-	-	-	-	-	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	1761	-	-	-	-	-	225	226	164	149	155	156	155	152	225	222
Total	2307	-	-	-	-	-	235	235	235	235	232	232	232	232	218	218
Age under 10	49	**	**	**	**	**	10	13	7	5	3	6	2	-	3	-
	2%	**	**	**	**	**	4%	5%	3%	2%	1%	2%	1%	-%	2%	-%
							mo	jlmno	mo	o		o				
Aged 10	76	**	**	**	**	**	11	11	14	9	11	6	4	7	2	1
	3%	**	**	**	**	**	4%	5%	6%	4%	5%	3%	2%	3%	1%	1%
							no	no	no	no	no					
Aged 11	36	**	**	**	**	**	-	4	4	11	6	-	4	6	2	*
	2%	**	**	**	**	**	-%	2%	1%	5%	3%	-%	2%	3%	1%	*%
										fkno	fko			fko		
Aged 12	142	**	**	**	**	**	12	17	12	8	22	11	22	20	9	9
	6%	**	**	**	**	**	5%	7%	5%	4%	10%	5%	9%	9%	4%	4%
											ino		ino			
Aged 13	830	**	**	**	**	**	51	50	69	84	54	130	105	95	101	92
	36%	**	**	**	**	**	22%	21%	29%	35%	23%	56%	45%	41%	46%	42%
										fgj		fghijmo	fghj	fghj	fghij	fghj
Aged 14	124	**	**	**	**	**	7	8	6	11	14	4	16	18	26	14
	5%	**	**	**	**	**	3%	3%	3%	5%	6%	2%	7%	8%	12%	6%
											k		k	fhk	fghiko	k
Aged 15	76	**	**	**	**	**	4	13	7	3	6	4	3	12	12	12
	3%	**	**	**	**	**	2%	5%	3%	1%	3%	2%	1%	5%	5%	6%
								fil						il	fil	fil
Aged 16	142	**	**	**	**	**	11	6	14	11	12	7	16	15	22	28
	6%	**	**	**	**	**	5%	3%	6%	5%	5%	3%	7%	6%	10%	13%
															fgk	fghijkm
Aged 17	9	**	**	**	**	**	1	-	-	-	2	2	-	1	-	3
	*%	**	**	**	**	**	*%	-%	-%	-%	1%	1%	-%	*%	-%	2%
Aged 18 or over	52	**	**	**	**	**	10	8	9	3	9	2	2	4	1	4
	2%	**	**	**	**	**	4%	3%	4%	1%	4%	1%	1%	2%	*%	2%
							n	n	n		n					

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

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

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

										CHILD'S AGE						
	Total	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2259	-	-	-	-	-	277	278	199	185	190	200	194	185	275	276
Effective Weighted Sample	1761	-	-	-	-	-	225	226	164	149	155	156	155	152	225	222
Total	2307	-	-	-	-	-	235	235	235	235	232	232	232	232	218	218
Don't know	200	**	**	**	**	**	21	21	21	26	24	13	21	21	19	12
	9%	**	**	**	**	**	9%	9%	9%	11%	10%	6%	9%	9%	9%	6%

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

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

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1885	-	-	326	467	554	538	793	1092	932	953
Effective Weighted Sample	1466	-	-	268	381	441	436	627	839	719	748
Total	1928	-	-	271	572	660	426	842	1086	959	970
I share, comment or post things	562	**	**	41	140	221	160	180	382	279	283
	29%	**	**	15%	24%	34%	38%	21%	35%	29%	29%
					c	cd	cd		a		
I 'like' things and follow accounts, but don't really share, comment or post things	799	**	**	92	238	286	183	330	469	378	422
	41%	**	**	34%	42%	43%	43%	39%	43%	39%	43%
					c	c	c				
I only really read or watch things	550	**	**	133	187	147	82	320	230	292	258
	29%	**	**	49%	33%	22%	19%	38%	21%	30%	27%
				def	ef			b			
Don't know	17	**	**	5	7	6	-	11	6	10	7
	1%	**	**	2%	1%	1%	-%	1%	1%	1%	1%
				f	f						

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

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

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1885	-	-	-	-	164	162	221	246	276	278	271	267	-	521	1279
Effective Weighted Sample	1466	-	-	-	-	130	138	179	202	220	221	218	218	-	414	995
Total	1928	-	-	-	-	134	137	273	299	335	325	217	209	-	498	1369
I share, comment or post things	562	**	**	**	**	21	20	77	62	102	120	79	81	**	93	450
	29%	**	**	**	**	15%	15%	28%	21%	30%	37%	37%	39%	**	19%	33%
								ef		efh	efh	efh	efgh			b
I 'like' things and follow accounts, but don't really share, comment or post things	799	**	**	**	**	43	48	120	118	131	154	83	101	**	175	600
	41%	**	**	**	**	32%	35%	44%	40%	39%	47%	38%	48%	**	35%	44%
								e			efk		efk			b
I only really read or watch things	550	**	**	**	**	67	67	72	115	98	49	55	27	**	225	308
	29%	**	**	**	**	50%	49%	26%	39%	29%	15%	25%	13%	**	45%	22%
						ghijkl	gijkl	jl	gijkl	jl		jl				c
Don't know	17	**	**	**	**	3	2	3	3	4	2	-	-	**	5	12
	1%	**	**	**	**	3%	1%	1%	1%	1%	1%	-%	-%	**	1%	1%
						kl										

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

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

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1885	1254	228	228	175	1885	1685	200	660	387	419	416	1047	835	1885
Effective Weighted Sample	1466	1136	199	217	152	1466	1310	158	493	304	354	342	771	695	1466
Total	1928	1644	141	85	58	1928	1696	233	550	493	449	436	1043	884	1928
I share, comment or post things	562	479	41	26	17	562	486	76	192	133	118	119	325	237	562
	29%	29%	29%	30%	29%	29%	29%	33%	35%	27%	26%	27%	31%	27%	29%
									bcdfg						
I 'like' things and follow accounts, but don't really share, comment or post things	799	684	56	34	25	799	715	84	238	215	170	176	454	345	799
	41%	42%	40%	40%	44%	41%	42%	36%	43%	44%	38%	40%	44%	39%	41%
I only really read or watch things	550	468	44	24	14	550	479	71	119	139	156	135	258	291	550
	29%	28%	31%	28%	25%	29%	28%	31%	22%	28%	35%	31%	25%	33%	29%
										a	aeg	ae		aeg	a
Don't know	17	14	-	1	2	17	16	1	*	5	5	6	6	11	17
	1%	1%	-%	1%	3%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
					abe				a	a	a	a		a	a

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

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

QC19. Still thinking about the social media sites or apps you use. Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1885	397	1420	438	741	579	430	922	520
Effective Weighted Sample	1466	313	1098	350	595	426	330	717	411
Total	1928	421	1436	456	814	534	412	961	545
I share, comment or post things	562	145	399	110	236	189	155	277	128
	29%	34%	28%	24%	29%	35%	38%	29%	24%
		b				ab	bc		
I 'like' things and follow accounts, but don't really share, comment or post things	799	168	599	198	336	209	158	400	238
	41%	40%	42%	43%	41%	39%	38%	42%	44%
I only really read or watch things	550	106	423	144	234	134	97	274	173
	29%	25%	29%	32%	29%	25%	24%	28%	32%
				c					a
Don't know	17	3	14	4	8	3	2	10	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	d	e	f	a	b	a	b
Unweighted total	573	-	-	54	117	199	203	171	402	282	291
Effective Weighted Sample	438	-	-	45	93	153	167	132	307	213	225
Total	562	-	-	41	140	221	160	180	382	279	283
Share things	433	**	**	**	97	177	129	126	307	213	220
	77%	**	**	**	69%	80%	81%	70%	80%	76%	78%
							d		a		
Comment on things	480	**	**	**	107	195	143	142	338	227	252
	85%	**	**	**	77%	88%	89%	79%	88%	82%	89%
						d	d		a		a
Post things	413	**	**	**	93	166	122	125	288	193	220
	74%	**	**	**	67%	75%	76%	69%	75%	69%	78%
											a
Don't know	6	**	**	**	4	2	1	4	3	2	4
	1%	**	**	**	3%	1%	1%	2%	1%	1%	2%

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

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

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	l	~a	b	c
Unweighted total	573	-	-	-	-	28	26	62	55	92	107	100	103	-	100	445
Effective Weighted Sample	438	-	-	-	-	21	23	51	43	70	83	80	87	-	78	340
Total	562	-	-	-	-	21	20	77	62	102	120	79	81	-	93	450
Share things	433	**	**	**	**	**	**	**	**	**	96	65	65	**	64	352
	77%	**	**	**	**	**	**	**	**	**	80%	82%	80%	**	69%	78%
Comment on things	480	**	**	**	**	**	**	**	**	**	112	71	72	**	73	391
	85%	**	**	**	**	**	**	**	**	**	93%	89%	88%	**	78%	87%
Post things	413	**	**	**	**	**	**	**	**	**	99	59	63	**	67	333
	74%	**	**	**	**	**	**	**	**	**	82%	74%	78%	**	72%	74%
Don't know	6	**	**	**	**	**	**	**	**	**	2	-	1	**	-	6
	1%	**	**	**	**	**	**	**	**	**	1%	-%	1%	**	-%	1%

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

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

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	573	377	70	70	56	573	512	61	245	104	111	112	349	223	573
Effective Weighted Sample	438	339	58	67	48	438	389	51	182	82	93	92	252	185	438
Total	562	479	41	26	17	562	486	76	192	133	118	119	325	237	562
Share things	433	367	**	**	**	433	380	**	159	109	80	85	268	165	433
	77%	77%	**	**	**	77%	78%	**	83%	82%	68%	71%	82%	70%	77%
									cdf	cf			cdf		
Comment on things	480	414	**	**	**	480	415	**	165	126	97	91	291	188	480
	85%	87%	**	**	**	85%	85%	**	86%	95%	82%	77%	90%	79%	85%
										acdfg			df		d
Post things	413	357	**	**	**	413	360	**	144	103	73	93	247	166	413
	74%	75%	**	**	**	74%	74%	**	75%	77%	62%	78%	76%	70%	74%
									c	c		c	c		c
Don't know	6	6	**	**	**	6	3	**	-	-	3	4	-	6	6
	1%	1%	**	**	**	1%	1%	**	-%	-%	2%	3%	-%	3%	1%
											ae	ae		ae	

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

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

QC19A. So when you use social media sites or apps like (APPS USED AT QC13), do you regularly do all of these, some of these or only one of these? (MULTI CODE)

Base : Children aged 8-17 who use any social media apps/ sites and who share, comment or post things

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	573	137	418	109	215	218	168	276	127
Effective Weighted Sample	438	107	317	89	170	158	127	210	101
Total	562	145	399	110	236	189	155	277	128
Share things	433	105	313	78	172	160	122	214	96
	77%	73%	78%	71%	73%	85% ab	79%	77%	75%
Comment on things	480	124	341	97	191	171	135	241	102
	85%	86%	85%	88%	81%	91% b	87%	87%	79%
Post things	413	122	278	76	172	146	114	199	100
	74%	84% b	70%	69%	73%	77%	73%	72%	78%
Don't know	6	-	6	2	4	*	-	6	*
	1%	-%	2%	1%	1%	*%	-%	2%	*%

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	**	**	348	661	688	434	1009	1122	1089	1042
	92%	**	**	74%	94%	99%	99%	86%	99%	92%	93%
					c	cd	cd		a		
USES ANY SOCIAL MEDIA APPS/ SITES	1928	**	**	271	572	660	426	842	1086	959	970
	84%	**	**	57%	81%	95%	98%	72%	96%	81%	86%
					c	cd	cde		a		a
EITHER OF THESE	2154	**	**	364	666	689	435	1030	1125	1099	1056
	93%	**	**	77%	95%	99%	100%	88%	99%	93%	94%
					c	cd	cd		a		
NEITHER OF THESE	153	**	**	107	37	7	2	144	9	82	71
	7%	**	**	23%	5%	1%	*%	12%	1%	7%	6%
				def	ef			b			

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER	SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	**	**	**	**	177	171	336	325	352	336	224	210	**	615	1455
	92%	**	**	**	**	74%	74%	94%	94%	98%	99%	100%	99%	**	80%	98%
								ef	ef	efgh	efgh	efgh	efgh			b
USES ANY SOCIAL MEDIA APPS/ SITES	1928	**	**	**	**	134	137	273	299	335	325	217	209	**	498	1369
	84%	**	**	**	**	56%	59%	76%	87%	93%	96%	96%	99%	**	65%	92%
								ef	efg	efgh	efgh	efgh	efghi			b
EITHER OF THESE	2154	**	**	**	**	183	181	338	328	353	336	224	211	**	635	1458
	93%	**	**	**	**	77%	78%	94%	95%	99%	99%	100%	100%	**	83%	98%
								ef	ef	efgh	efgh	efgh	efgh			b
NEITHER OF THESE	153	**	**	**	**	56	52	21	17	5	2	1	1	**	130	23
	7%	**	**	**	**	23%	22%	6%	5%	1%	1%	*%	*%	**	17%	2%
						ghijkl	ghijkl	ijkl	ijkl							c

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	1810	163	95	63	2131	1864	267	600	559	500	470	1159	970	2131
	92%	92%	94%	93%	90%	92%	93%	91%	96%	92%	95%	87%	94%	91%	92%
									bdfg	d	df		df	d	d
USES ANY SOCIAL MEDIA APPS/ SITES	1928	1644	141	85	58	1928	1696	233	550	493	449	436	1043	884	1928
	84%	84%	81%	83%	83%	84%	84%	79%	88%	81%	85%	81%	84%	83%	84%
									bdfg						
EITHER OF THESE	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
	93%	93%	94%	95%	92%	93%	94%	91%	96%	93%	96%	88%	95%	92%	93%
									bdfg	d	df		df	d	d
NEITHER OF THESE	153	132	10	5	6	153	127	26	23	42	22	62	65	85	153
	7%	7%	6%	5%	8%	7%	6%	9%	4%	7%	4%	12%	5%	8%	7%
									a			abcefg		ace	a

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

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

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2131	457	1595	496	898	590	433	1079	607
	92%	91%	93%	93%	92%	95%	94%	93%	91%
						b	c		
USES ANY SOCIAL MEDIA APPS/ SITES	1928	421	1436	456	814	534	412	961	545
	84%	84%	83%	85%	83%	86%	90%	83%	81%
							bc		
EITHER OF THESE	2154	464	1609	502	909	595	437	1090	615
	93%	92%	93%	94%	93%	96%	95%	94%	92%
NEITHER OF THESE	153	38	112	33	66	27	23	74	55
	7%	8%	7%	6%	7%	4%	5%	6%	8%

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

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2107	-	-	439	544	575	549	983	1124	1065	1042
Effective Weighted Sample	1637	-	-	358	442	459	445	772	865	819	818
Total	2154	-	-	364	666	689	435	1030	1125	1099	1056
All the time	485	**	**	86	171	148	81	257	229	266	220
	23%	**	**	24%	26%	21%	19%	25%	20%	24%	21%
					f			b			
Most of the time	1031	**	**	142	294	368	227	436	595	503	528
	48%	**	**	39%	44%	53%	52%	42%	53%	46%	50%
						cd	cd		a		
Sometimes	542	**	**	100	166	154	122	267	276	278	265
	25%	**	**	28%	25%	22%	28%	26%	25%	25%	25%
							e				
Never	35	**	**	13	10	7	4	24	11	18	17
	2%	**	**	4%	2%	1%	1%	2%	1%	2%	2%
				ef				b			
Don't know	61	**	**	23	24	12	2	47	14	34	27
	3%	**	**	6%	4%	2%	*%	5%	1%	3%	3%
				ef	f			b			
SUMMARY											
ALL OR MOST OF THE TIME	1516	**	**	227	465	516	308	692	824	769	747
	70%	**	**	62%	70%	75%	71%	67%	73%	70%	71%
					c	c	c		a		
EVER	2058	**	**	328	631	670	430	959	1100	1046	1012
	96%	**	**	90%	95%	97%	99%	93%	98%	95%	96%
					c	c	cd		a		

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

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		CHILD'S AGE AND GENDER												SCHOOL YEAR		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2107	-	-	-	-	226	213	271	273	289	286	279	270	-	677	1344
Effective Weighted Sample	1637	-	-	-	-	178	180	219	223	231	227	225	221	-	534	1048
Total	2154	-	-	-	-	183	181	338	328	353	336	224	211	-	635	1458
All the time	485	**	**	**	**	45	41	100	71	74	74	47	34	**	156	321
	23%	**	**	**	**	25%	22%	30%	22%	21%	22%	21%	16%	**	25%	22%
						l		ikl								
Most of the time	1031	**	**	**	**	64	78	145	149	185	184	109	117	**	262	735
	48%	**	**	**	**	35%	43%	43%	45%	52%	55%	49%	56%	**	41%	50%
									e	eg	efg	e	efgh			b
Sometimes	542	**	**	**	**	58	43	72	94	81	73	67	55	**	163	359
	25%	**	**	**	**	32%	24%	21%	29%	23%	22%	30%	26%	**	26%	25%
						gj						g				
Never	35	**	**	**	**	4	9	7	3	5	2	2	2	**	17	18
	2%	**	**	**	**	2%	5%	2%	1%	1%	1%	1%	1%	**	3%	1%
							hijkl								c	
Don't know	61	**	**	**	**	12	10	13	11	9	3	*	1	**	36	24
	3%	**	**	**	**	7%	6%	4%	3%	2%	1%	*%	1%	**	6%	2%
						ijkl	jkl	kl	kl	k					c	
SUMMARY																
ALL OR MOST OF THE TIME	1516	**	**	**	**	109	118	245	220	259	257	156	152	**	418	1056
	70%	**	**	**	**	60%	65%	73%	67%	73%	77%	69%	72%	**	66%	72%
								e		e	efh	e	e			b
EVER	2058	**	**	**	**	167	161	317	314	340	330	222	207	**	581	1415
	96%	**	**	**	**	91%	89%	94%	96%	96%	98%	99%	98%	**	92%	97%
							f		ef		efg	efghi	efg			b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 52

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2107	1392	264	259	192	2107	1874	233	725	451	472	456	1176	928	2107
Effective Weighted Sample	1637	1261	230	247	165	1637	1457	183	540	353	399	375	863	774	1637
Total	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
All the time	485	421	27	22	15	485	445	41	164	108	106	107	273	213	485
	23%	23%	17%	22%	23%	23%	24%	15%	27%	19%	21%	22%	23%	22%	23%
		b					b		bcfg						
Most of the time	1031	876	82	43	29	1031	894	136	297	287	234	212	584	446	1031
	48%	48%	50%	45%	46%	48%	47%	51%	49%	51%	46%	44%	50%	45%	48%
Sometimes	542	451	47	28	16	542	463	80	116	148	138	138	265	277	542
	25%	25%	29%	29%	26%	25%	25%	30%	19%	26%	27%	29%	23%	28%	25%
										a	a	ae		ae	a
Never	35	32	1	1	1	35	31	4	8	12	9	7	19	16	35
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
Don't know	61	50	6	3	3	61	53	8	17	11	18	14	29	32	61
	3%	3%	4%	3%	4%	3%	3%	3%	3%	2%	4%	3%	2%	3%	3%
SUMMARY															
ALL OR MOST OF THE TIME	1516	1297	110	65	44	1516	1339	177	461	396	340	319	857	659	1516
	70%	71%	67%	67%	69%	70%	71%	66%	77%	70%	67%	67%	73%	67%	70%
									bcdfg				cdf		
EVER	2058	1748	157	93	60	2058	1802	257	577	544	478	458	1121	936	2058
	96%	96%	96%	96%	94%	96%	96%	96%	96%	96%	95%	96%	96%	95%	96%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 52

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

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me feel happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2107	438	1593	481	827	648	456	1053	584
Effective Weighted Sample	1637	344	1231	382	665	478	350	816	462
Total	2154	464	1609	502	909	595	437	1090	615
All the time	485	122	350	114	187	157	147	228	109
	23%	26%	22%	23%	21%	26%	34%	21%	18%
						b	bc		
Most of the time	1031	201	795	234	443	301	206	536	287
	48%	43%	49%	47%	49%	51%	47%	49%	47%
			a						
Sometimes	542	126	391	134	238	114	70	278	187
	25%	27%	24%	27%	26%	19%	16%	25%	30%
				c	c			a	a
Never	35	5	26	11	16	3	2	19	12
	2%	1%	2%	2%	2%	1%	1%	2%	2%
				c					
Don't know	61	10	47	9	25	20	11	30	20
	3%	2%	3%	2%	3%	3%	2%	3%	3%
SUMMARY									
ALL OR MOST OF THE TIME	1516	323	1145	348	631	458	354	764	396
	70%	70%	71%	69%	69%	77%	81%	70%	64%
						ab	bc	c	
EVER	2058	448	1536	482	869	571	424	1041	582
	96%	97%	95%	96%	96%	96%	97%	96%	95%

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2107	-	-	439	544	575	549	983	1124	1065	1042
Effective Weighted Sample	1637	-	-	358	442	459	445	772	865	819	818
Total	2154	-	-	364	666	689	435	1030	1125	1099	1056
All the time	614	**	**	76	190	214	134	266	348	299	315
	29%	**	**	21%	28%	31%	31%	26%	31%	27%	30%
					c	c	c		a		
Most of the time	823	**	**	110	248	293	173	357	466	426	397
	38%	**	**	30%	37%	42%	40%	35%	41%	39%	38%
					c	c	c		a		
Sometimes	571	**	**	118	189	148	116	307	263	300	271
	26%	**	**	32%	28%	21%	27%	30%	23%	27%	26%
				e	e			b			
Never	81	**	**	31	18	23	9	49	32	39	42
	4%	**	**	9%	3%	3%	2%	5%	3%	4%	4%
				def				b			
Don't know	65	**	**	29	22	12	4	50	15	35	31
	3%	**	**	8%	3%	2%	1%	5%	1%	3%	3%
				def	f			b			
SUMMARY											
ALL OR MOST OF THE TIME	1437	**	**	186	437	507	307	623	814	725	712
	67%	**	**	51%	66%	73%	71%	61%	72%	66%	67%
					c	cd	c		a		
EVER	2008	**	**	304	626	654	423	930	1077	1025	983
	93%	**	**	84%	94%	95%	97%	90%	96%	93%	93%
					c	c	cd		a		

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2107	-	-	-	-	226	213	271	273	289	286	279	270	-	677	1344
Effective Weighted Sample	1637	-	-	-	-	178	180	219	223	231	227	225	221	-	534	1048
Total	2154	-	-	-	-	183	181	338	328	353	336	224	211	-	635	1458
All the time	614	**	**	**	**	39	38	103	87	81	132	76	58	**	156	443
	29%	**	**	**	**	21%	21%	30%	26%	23%	39%	34%	27%	**	25%	30%
								ef			efghil	efi				b
Most of the time	823	**	**	**	**	62	48	126	122	158	135	80	93	**	203	593
	38%	**	**	**	**	34%	26%	37%	37%	45%	40%	36%	44%	**	32%	41%
								f	f	efk	f		ef			b
Sometimes	571	**	**	**	**	55	63	85	105	99	49	62	54	**	198	353
	26%	**	**	**	**	30%	35%	25%	32%	28%	15%	28%	25%	**	31%	24%
						j	gjl	j	j	j		j	j			c
Never	81	**	**	**	**	14	17	11	6	8	15	5	4	**	40	41
	4%	**	**	**	**	8%	9%	3%	2%	2%	4%	2%	2%	**	6%	3%
						hikl	ghikl									c
Don't know	65	**	**	**	**	14	15	13	8	6	5	1	2	**	37	28
	3%	**	**	**	**	8%	8%	4%	3%	2%	2%	1%	1%	**	6%	2%
						hijkl	hijkl	k								c
SUMMARY																
ALL OR MOST OF THE TIME	1437	**	**	**	**	100	86	228	209	240	267	156	151	**	359	1036
	67%	**	**	**	**	55%	47%	68%	64%	68%	79%	70%	72%	**	56%	71%
								ef	f	ef	efghik	ef	ef			b
EVER	2008	**	**	**	**	155	149	313	313	338	316	218	205	**	557	1389
	93%	**	**	**	**	85%	82%	93%	95%	96%	94%	97%	97%	**	88%	95%
								ef	ef	ef	ef	efg	efg			b

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2107	1392	264	259	192	2107	1874	233	725	451	472	456	1176	928	2107
Effective Weighted Sample	1637	1261	230	247	165	1637	1457	183	540	353	399	375	863	774	1637
Total	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
All the time	614	524	36	33	20	614	548	66	206	163	122	123	368	245	614
	29%	29%	22%	35%	31%	29%	29%	24%	34%	29%	24%	26%	32%	25%	29%
		b		b		b			cdfg				cdf		
Most of the time	823	689	76	33	25	823	717	105	231	216	203	172	447	375	823
	38%	38%	47%	34%	39%	38%	38%	39%	38%	38%	40%	36%	38%	38%	38%
			ace												
Sometimes	571	488	42	25	16	571	489	82	132	150	142	147	281	289	571
	26%	27%	26%	26%	25%	26%	26%	30%	22%	26%	28%	31%	24%	29%	26%
											a	ae		ae	a
Never	81	74	2	3	2	81	74	7	19	26	18	18	45	36	81
	4%	4%	1%	3%	4%	4%	4%	2%	3%	5%	4%	4%	4%	4%	4%
		b				b									
Don't know	65	54	7	3	1	65	57	9	15	12	20	18	28	38	65
	3%	3%	5%	3%	2%	3%	3%	3%	3%	2%	4%	4%	2%	4%	3%
SUMMARY															
ALL OR MOST OF THE TIME	1437	1213	113	66	45	1437	1266	171	437	379	325	295	816	621	1437
	67%	66%	69%	68%	70%	67%	67%	64%	73%	67%	64%	62%	70%	63%	67%
									cdfg				df		
EVER	2008	1702	154	91	60	2008	1755	253	568	529	467	442	1097	909	2008
	93%	93%	94%	94%	94%	93%	93%	94%	94%	93%	92%	92%	94%	92%	93%

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

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

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2107	438	1593	481	827	648	456	1053	584
Effective Weighted Sample	1637	344	1231	382	665	478	350	816	462
Total	2154	464	1609	502	909	595	437	1090	615
All the time	614	132	459	144	248	185	153	303	155
	29%	28%	29%	29%	27%	31%	35% bc	28%	25%
Most of the time	823	159	636	189	342	245	173	427	221
	38%	34%	40%	38%	38%	41%	40%	39%	36%
Sometimes	571	130	416	133	259	132	87	288	189
	26%	28%	26%	26%	29% c	22%	20%	26% a	31% a
Never	81	24	55	24	30	20	17	41	23
	4%	5%	3%	5%	3%	3%	4%	4%	4%
Don't know	65	18	43	13	29	14	6	30	28
	3%	4%	3%	3%	3%	2%	1%	3%	4% a
SUMMARY									
ALL OR MOST OF THE TIME	1437	291	1095	332	591	429	326	731	375
	67%	63%	68%	66%	65%	72% b	75% bc	67% c	61%
EVER	2008	421	1511	465	850	561	414	1018	564
	93%	91%	94% a	93%	93%	94%	95%	93%	92%

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

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

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE 3-5 ~a	6-7 ~b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2107	-	-	439	544	575	549	983	1124	1065	1042
Effective Weighted Sample	1637	-	-	358	442	459	445	772	865	819	818
Total	2154	-	-	364	666	689	435	1030	1125	1099	1056
All the time	518	**	**	90	172	154	102	262	256	285	233
	24%	**	**	25%	26%	22%	23%	25%	23%	26%	22%
Most of the time	1068	**	**	134	308	375	251	441	627	546	521
	50%	**	**	37%	46%	54%	58%	43%	56%	50%	49%
					c	cd	cd		a		
Sometimes	456	**	**	98	145	139	74	243	213	215	241
	21%	**	**	27%	22%	20%	17%	24%	19%	20%	23%
				ef				b			
Never	37	**	**	12	14	7	3	26	11	16	21
	2%	**	**	3%	2%	1%	1%	3%	1%	1%	2%
				ef				b			
Don't know	76	**	**	30	28	14	5	57	19	37	39
	4%	**	**	8%	4%	2%	1%	6%	2%	3%	4%
				def	f			b			
SUMMARY											
ALL OR MOST OF THE TIME	1585	**	**	223	480	529	353	703	883	831	754
	74%	**	**	61%	72%	77%	81%	68%	78%	76%	71%
					c	c	cd		a		
EVER	2041	**	**	322	624	668	427	946	1095	1046	995
	95%	**	**	88%	94%	97%	98%	92%	97%	95%	94%
					c	cd	cd		a		

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

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

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2107	-	-	-	-	226	213	271	273	289	286	279	270	-	677	1344
Effective Weighted Sample	1637	-	-	-	-	178	180	219	223	231	227	225	221	-	534	1048
Total	2154	-	-	-	-	183	181	338	328	353	336	224	211	-	635	1458
All the time	518	**	**	**	**	45	44	91	81	86	68	62	40	**	150	352
	24%	**	**	**	**	25%	25%	27%	25%	24%	20%	28%	19%	**	24%	24%
								l				l				
Most of the time	1068	**	**	**	**	68	66	170	138	185	191	124	127	**	261	770
	50%	**	**	**	**	37%	37%	50%	42%	52%	57%	55%	60%	**	41%	53%
								ef		efh	efh	efh	efgh			b
Sometimes	456	**	**	**	**	55	44	57	87	68	71	35	39	**	158	289
	21%	**	**	**	**	30%	24%	17%	27%	19%	21%	15%	18%	**	25%	20%
						gijkl	k		gkl						c	
Never	37	**	**	**	**	3	9	6	8	4	3	2	1	**	21	16
	2%	**	**	**	**	2%	5%	2%	2%	1%	1%	1%	1%	**	3%	1%
							ijkl								c	
Don't know	76	**	**	**	**	12	17	13	15	10	4	2	3	**	45	31
	4%	**	**	**	**	7%	10%	4%	4%	3%	1%	1%	1%	**	7%	2%
						jkl	ghijkl	k	jk						c	
SUMMARY																
ALL OR MOST OF THE TIME	1585	**	**	**	**	113	110	261	218	271	258	186	168	**	411	1122
	74%	**	**	**	**	62%	61%	77%	67%	77%	77%	83%	79%	**	65%	77%
								efh		efh	efh	efh	efh			b
EVER	2041	**	**	**	**	167	154	319	306	339	329	221	207	**	569	1411
	95%	**	**	**	**	91%	85%	94%	93%	96%	98%	98%	98%	**	90%	97%
							f	f	f	f	efh	efgh	efgh			b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 54

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

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2107	1392	264	259	192	2107	1874	233	725	451	472	456	1176	928	2107
Effective Weighted Sample	1637	1261	230	247	165	1637	1457	183	540	353	399	375	863	774	1637
Total	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
All the time	518	441	31	29	16	518	465	53	167	118	111	121	285	232	518
	24%	24%	19%	30%	25%	24%	25%	20%	28%	21%	22%	25%	24%	24%	24%
				abe					bc						
Most of the time	1068	916	76	42	34	1068	925	143	271	319	258	220	589	478	1068
	50%	50%	46%	43%	52%	50%	49%	53%	45%	56%	51%	46%	50%	49%	50%
										adfg			a		
Sometimes	456	383	44	18	10	456	396	59	129	108	106	112	238	218	456
	21%	21%	27%	18%	16%	21%	21%	22%	21%	19%	21%	23%	20%	22%	21%
			acde												
Never	37	30	4	2	1	37	34	3	14	10	10	4	24	13	37
	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%
Don't know	76	59	8	5	3	76	66	10	21	13	21	21	33	42	76
	4%	3%	5%	5%	5%	4%	3%	4%	3%	2%	4%	4%	3%	4%	4%
SUMMARY															
ALL OR MOST OF THE TIME	1585	1357	107	71	50	1585	1389	196	438	436	369	341	875	710	1585
	74%	74%	65%	74%	78%	74%	74%	73%	73%	77%	73%	71%	75%	72%	74%
		b		b	b	b									
EVER	2041	1740	151	89	60	2041	1786	255	567	545	474	454	1112	928	2041
	95%	95%	93%	92%	94%	95%	95%	95%	94%	96%	94%	95%	95%	94%	95%
		c													

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

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

QC17F. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - I feel safe using these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2107	438	1593	481	827	648	456	1053	584
Effective Weighted Sample	1637	344	1231	382	665	478	350	816	462
Total	2154	464	1609	502	909	595	437	1090	615
All the time	518	100	398	122	212	160	132	254	131
	24%	21%	25%	24%	23%	27%	30% bc	23%	21%
Most of the time	1068	229	806	241	471	293	204	562	297
	50%	49%	50%	48%	52%	49%	47%	52%	48%
Sometimes	456	108	328	119	182	112	79	224	149
	21%	23%	20%	24%	20%	19%	18%	21%	24% a
Never	37	6	29	6	8	16	10	16	8
	2%	1%	2%	1%	1%	3% b	2%	2%	1%
Don't know	76	21	48	14	37	14	11	34	29
	4%	5%	3%	3%	4%	2%	3%	3%	5%
SUMMARY									
ALL OR MOST OF THE TIME	1585	329	1204	363	682	453	336	816	428
	74%	71%	75%	72%	75%	76%	77% c	75% c	70%
EVER	2041	436	1531	482	864	565	415	1039	577
	95%	94%	95%	96%	95%	95%	95%	95%	94%

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2107	-	-	439	544	575	549	983	1124	1065	1042
Effective Weighted Sample	1637	-	-	358	442	459	445	772	865	819	818
Total	2154	-	-	364	666	689	435	1030	1125	1099	1056
All the time	185	**	**	37	62	55	31	99	86	99	86
	9%	**	**	10%	9%	8%	7%	10%	8%	9%	8%
Most of the time	343	**	**	55	122	102	64	177	166	172	171
	16%	**	**	15%	18%	15%	15%	17%	15%	16%	16%
Sometimes	1314	**	**	193	374	454	293	567	747	655	658
	61%	**	**	53%	56%	66%	67%	55%	66%	60%	62%
						cd	cd		a		
Never	165	**	**	35	61	36	33	96	69	90	74
	8%	**	**	10%	9%	5%	8%	9%	6%	8%	7%
				e	e			b			
Don't know	148	**	**	44	46	42	15	91	57	82	66
	7%	**	**	12%	7%	6%	3%	9%	5%	7%	6%
				def	f	f		b			
SUMMARY											
ALL OR MOST OF THE TIME	528	**	**	92	184	157	95	276	252	271	257
	25%	**	**	25%	28%	23%	22%	27%	22%	25%	24%
					f			b			
EVER	1842	**	**	284	558	611	388	843	999	926	915
	86%	**	**	78%	84%	89%	89%	82%	89%	84%	87%
					c	cd	cd		a		

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2107	-	-	-	-	226	213	271	273	289	286	279	270	-	677	1344
Effective Weighted Sample	1637	-	-	-	-	178	180	219	223	231	227	225	221	-	534	1048
Total	2154	-	-	-	-	183	181	338	328	353	336	224	211	-	635	1458
All the time	185	**	**	**	**	16	20	38	24	28	27	17	14	**	59	123
	9%	**	**	**	**	9%	11%	11%	7%	8%	8%	8%	7%	**	9%	8%
Most of the time	343	**	**	**	**	27	28	60	63	48	53	37	28	**	111	219
	16%	**	**	**	**	15%	15%	18%	19%	14%	16%	16%	13%	**	17%	15%
Sometimes	1314	**	**	**	**	103	90	177	197	233	222	143	150	**	346	929
	61%	**	**	**	**	56%	50%	52%	60%	66%	66%	64%	71%	**	55%	64%
							f		efg	efg	efg	fg	efgh			b
Never	165	**	**	**	**	16	19	37	24	20	15	17	15	**	55	106
	8%	**	**	**	**	9%	10%	11%	7%	6%	5%	8%	7%	**	9%	7%
								j								
								ij								
Don't know	148	**	**	**	**	21	24	27	20	24	19	10	4	**	65	80
	7%	**	**	**	**	11%	13%	8%	6%	7%	6%	5%	2%	**	10%	6%
						jkl	hijkl	l	l	l						c
SUMMARY																
ALL OR MOST OF THE TIME	528	**	**	**	**	44	48	97	87	77	80	54	41	**	170	342
	25%	**	**	**	**	24%	27%	29%	27%	22%	24%	24%	20%	**	27%	23%
								l								
EVER	1842	**	**	**	**	146	138	274	284	309	302	196	191	**	516	1272
	86%	**	**	**	**	80%	76%	81%	87%	88%	90%	88%	91%	**	81%	87%
							f	ef		efg	ef	efg	efg			b

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2107	1392	264	259	192	2107	1874	233	725	451	472	456	1176	928	2107
Effective Weighted Sample	1637	1261	230	247	165	1637	1457	183	540	353	399	375	863	774	1637
Total	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
All the time	185	162	10	7	6	185	160	25	74	39	30	42	113	72	185
	9%	9%	6%	7%	9%	9%	8%	9%	12%	7%	6%	9%	10%	7%	9%
									bcfg				c		
Most of the time	343	293	25	14	11	343	323	20	117	82	79	66	198	145	343
	16%	16%	15%	15%	17%	16%	17%	8%	19%	14%	16%	14%	17%	15%	16%
							b		df						
Sometimes	1314	1112	107	57	38	1314	1128	186	330	370	323	290	700	613	1314
	61%	61%	65%	59%	59%	61%	60%	69%	55%	65%	64%	61%	60%	62%	61%
								a		a	a			a	a
Never	165	142	10	9	3	165	147	18	46	37	39	42	83	81	165
	8%	8%	6%	10%	4%	8%	8%	7%	8%	6%	8%	9%	7%	8%	8%
				d											
Don't know	148	120	12	9	6	148	128	20	35	39	34	39	75	73	148
	7%	7%	7%	10%	9%	7%	7%	7%	6%	7%	7%	8%	6%	7%	7%
SUMMARY															
ALL OR MOST OF THE TIME	528	455	35	21	17	528	483	45	190	121	109	107	311	217	528
	25%	25%	21%	22%	27%	25%	26%	17%	32%	21%	22%	22%	27%	22%	25%
							b		bcdefg				f		
EVER	1842	1567	142	78	55	1842	1611	231	520	491	432	397	1011	830	1842
	86%	86%	87%	81%	86%	86%	85%	86%	86%	87%	86%	83%	87%	84%	86%
			c				c								

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

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

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2107	438	1593	481	827	648	456	1053	584
Effective Weighted Sample	1637	344	1231	382	665	478	350	816	462
Total	2154	464	1609	502	909	595	437	1090	615
All the time	185	54	119	55	69	46	59	76	48
	9%	12%	7%	11%	8%	8%	14%	7%	8%
		b					bc		
Most of the time	343	82	247	95	138	90	79	172	92
	16%	18%	15%	19%	15%	15%	18%	16%	15%
Sometimes	1314	278	994	283	558	386	229	685	391
	61%	60%	62%	56%	61%	65%	53%	63%	64%
						a		a	a
Never	165	18	139	42	71	41	44	80	41
	8%	4%	9%	8%	8%	7%	10%	7%	7%
			a						
Don't know	148	31	110	27	73	32	25	77	43
	7%	7%	7%	5%	8%	5%	6%	7%	7%
SUMMARY									
ALL OR MOST OF THE TIME	528	136	366	150	208	136	138	248	141
	25%	29%	23%	30%	23%	23%	32%	23%	23%
		b		bc			bc		
EVER	1842	414	1360	433	766	522	368	933	531
	86%	89%	85%	86%	84%	88%	84%	86%	86%
		b							

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.   **Table 56**

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2107	-	-	439	544	575	549	983	1124	1065	1042
Effective Weighted Sample	1637	-	-	358	442	459	445	772	865	819	818
Total	2154	-	-	364	666	689	435	1030	1125	1099	1056
All the time	296	**	**	53	80	100	63	133	163	151	145
	14%	**	**	15%	12%	14%	14%	13%	14%	14%	14%
Most of the time	506	**	**	80	169	168	89	249	257	238	268
	24%	**	**	22%	25%	24%	21%	24%	23%	22%	25%
Sometimes	829	**	**	110	242	274	202	353	476	431	397
	38%	**	**	30%	36%	40%	46%	34%	42%	39%	38%
						c	cde		a		
Never	337	**	**	54	116	107	61	170	168	187	150
	16%	**	**	15%	17%	15%	14%	16%	15%	17%	14%
Don't know	186	**	**	66	59	41	20	125	61	91	95
	9%	**	**	18%	9%	6%	5%	12%	5%	8%	9%
				def	f			b			
SUMMARY											
ALL OR MOST OF THE TIME	802	**	**	133	249	268	152	382	420	389	413
	37%	**	**	37%	37%	39%	35%	37%	37%	35%	39%
EVER	1631	**	**	244	492	542	354	735	896	821	810
	76%	**	**	67%	74%	79%	81%	71%	80%	75%	77%
					c	c	cd		a		

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

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2107	-	-	-	-	226	213	271	273	289	286	279	270	-	677	1344
Effective Weighted Sample	1637	-	-	-	-	178	180	219	223	231	227	225	221	-	534	1048
Total	2154	-	-	-	-	183	181	338	328	353	336	224	211	-	635	1458
All the time	296	**	**	**	**	28	26	50	30	38	62	35	28	**	88	198
	14%	**	**	**	**	15%	14%	15%	9%	11%	19% hi	16% h	13%	**	14%	14%
Most of the time	506	**	**	**	**	45	35	74	95	78	90	42	47	**	139	353
	24%	**	**	**	**	24%	19%	22%	29% fk	22%	27% k	19%	22%	**	22%	24%
Sometimes	829	**	**	**	**	56	54	116	126	155	119	104	97	**	209	593
	38%	**	**	**	**	31%	30%	34%	39%	44% efg	36%	47% efgj	46% efgj	**	33%	41% b
Never	337	**	**	**	**	27	27	63	53	65	41	32	29	**	95	235
	16%	**	**	**	**	15%	15%	19%	16%	18%	12%	14%	14%	**	15%	16%
Don't know	186	**	**	**	**	28	39	34	24	18	23	11	10	**	104	78
	9%	**	**	**	**	15% hijkl	21% ghijkl	10% ikl	7%	5%	7%	5%	5%	**	16% c	5%
SUMMARY																
ALL OR MOST OF THE TIME	802	**	**	**	**	73	61	124	125	115	152	77	75	**	227	551
	37%	**	**	**	**	40%	34%	37%	38%	33%	45% fikl	35%	35%	**	36%	38%
EVER	1631	**	**	**	**	129	115	240	251	270	272	182	172	**	435	1144
	76%	**	**	**	**	70%	64%	71%	77% f	76% f	81% efg	81% efg	82% efg	**	69%	78% b

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

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2107	1392	264	259	192	2107	1874	233	725	451	472	456	1176	928	2107
Effective Weighted Sample	1637	1261	230	247	165	1637	1457	183	540	353	399	375	863	774	1637
Total	2154	1830	164	97	64	2154	1886	268	602	567	505	479	1169	984	2154
All the time	296	252	21	14	9	296	265	31	104	71	72	49	174	121	296
	14%	14%	13%	14%	14%	14%	14%	11%	17%	12%	14%	10%	15%	12%	14%
									dfg				d		
Most of the time	506	431	36	21	18	506	460	46	173	121	109	104	294	212	506
	24%	24%	22%	22%	27%	24%	24%	17%	29%	21%	21%	22%	25%	22%	24%
							b		bcdfg						
Sometimes	829	709	59	40	21	829	706	123	208	227	199	194	435	393	829
	38%	39%	36%	41%	33%	38%	37%	46%	35%	40%	39%	40%	37%	40%	38%
								a						a	
Never	337	293	21	15	9	337	293	45	70	92	88	87	162	175	337
	16%	16%	13%	15%	14%	16%	16%	17%	12%	16%	17%	18%	14%	18%	16%
											a	a		ae	a
Don't know	186	145	26	7	8	186	162	24	47	57	37	45	104	82	186
	9%	8%	16%	7%	12%	9%	9%	9%	8%	10%	7%	9%	9%	8%	9%
			ace												
SUMMARY															
ALL OR MOST OF THE TIME	802	683	57	35	26	802	725	77	276	192	181	153	468	334	802
	37%	37%	35%	36%	41%	37%	38%	29%	46%	34%	36%	32%	40%	34%	37%
							b		bcdefg				bdf		
EVER	1631	1392	116	75	47	1631	1431	200	485	419	380	347	903	727	1631
	76%	76%	71%	77%	74%	76%	76%	74%	81%	74%	75%	72%	77%	74%	76%
									bdfg						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 56

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

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2107	438	1593	481	827	648	456	1053	584
Effective Weighted Sample	1637	344	1231	382	665	478	350	816	462
Total	2154	464	1609	502	909	595	437	1090	615
All the time	296 14%	81 17% b	204 13%	83 16% b	102 11%	91 15% b	83 19% bc	131 12%	80 13%
Most of the time	506 24%	106 23%	381 24%	124 25%	199 22%	148 25%	108 25%	236 22%	161 26%
Sometimes	829 38%	164 35%	633 39%	184 37%	361 40%	234 39%	145 33%	438 40% a	241 39%
Never	337 16%	59 13%	270 17%	82 16% c	163 18% c	67 11%	66 15%	190 17% c	80 13%
Don't know	186 9%	55 12% b	120 7%	29 6%	86 9% a	54 9%	35 8%	96 9%	51 8%
SUMMARY									
ALL OR MOST OF THE TIME	802 37%	186 40%	585 36%	207 41% b	300 33%	239 40% b	191 44% b	367 34%	242 39% b
EVER	1631 76%	350 76%	1218 76%	391 78%	661 73%	473 80% b	336 77%	804 74%	483 79%

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	1124	-	-	-	-	575	549	-	1124	568	556
Effective Weighted Sample	865	-	-	-	-	459	445	-	865	437	429
Total	1125	-	-	-	-	689	435	-	1125	578	547
Send supportive messages to friends if they are having a hard time	608	**	**	**	**	351	256	**	608	263	345
	54%	**	**	**	**	51%	59%	**	54%	45%	63%
							e				a
Search out, share or discuss news stories with others on these apps and sites	282	**	**	**	**	167	115	**	282	147	135
	25%	**	**	**	**	24%	26%	**	25%	25%	25%
Write my own posts about causes I care about	250	**	**	**	**	141	109	**	250	112	138
	22%	**	**	**	**	20%	25%	**	22%	19%	25%
											a
Follow activists and campaigners who talk about causes I care about	220	**	**	**	**	142	78	**	220	94	126
	20%	**	**	**	**	21%	18%	**	20%	16%	23%
											a
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135	**	**	**	**	89	46	**	135	68	68
	12%	**	**	**	**	13%	11%	**	12%	12%	12%
ANY OF THESE	812	**	**	**	**	484	329	**	812	378	434
	72%	**	**	**	**	70%	76%	**	72%	66%	79%
											a

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	1124	-	-	-	-	575	549	-	1124	568	556
Effective Weighted Sample	865	-	-	-	-	459	445	-	865	437	429
Total	1125	-	-	-	-	689	435	-	1125	578	547
None of these	285	**	**	**	**	187	98	**	285	181	104
	25%	**	**	**	**	27%	23%	**	25%	31%	19%
										b	
Don't know	27	**	**	**	**	19	8	**	27	18	10
	2%	**	**	**	**	3%	2%	**	2%	3%	2%

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
															CHILD'S AGE AND GENDER	SCHOOL YEAR
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	1124	-	-	-	-	-	-	-	-	289	286	279	270	-	-	1039
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	231	227	225	221	-	-	803
Total	1125	-	-	-	-	-	-	-	-	353	336	224	211	-	-	1063
Send supportive messages to friends if they are having a hard time	608	**	**	**	**	**	**	**	**	151	200	111	145	**	**	576
	54%	**	**	**	**	**	**	**	**	43%	60% ik	50%	69% ijk	**	**	54%
Search out, share or discuss news stories with others on these apps and sites	282	**	**	**	**	**	**	**	**	85	81	61	54	**	**	269
	25%	**	**	**	**	**	**	**	**	24%	24%	27%	26%	**	**	25%
Write my own posts about causes I care about	250	**	**	**	**	**	**	**	**	59	82	54	56	**	**	238
	22%	**	**	**	**	**	**	**	**	17%	24% i	24%	26% i	**	**	22%
Follow activists and campaigners who talk about causes I care about	220	**	**	**	**	**	**	**	**	65	77	29	49	**	**	211
	20%	**	**	**	**	**	**	**	**	18%	23% k	13%	23% k	**	**	20%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135	**	**	**	**	**	**	**	**	39	50	28	18	**	**	132
	12%	**	**	**	**	**	**	**	**	11%	15% l	13%	8%	**	**	12%
ANY OF THESE	812	**	**	**	**	**	**	**	**	230	253	148	181	**	**	771
	72%	**	**	**	**	**	**	**	**	65%	75% ik	66%	86% ijk	**	**	72%

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	1124	-	-	-	-	-	-	-	-	289	286	279	270	-	-	1039
Effective Weighted Sample	865	-	-	-	-	-	-	-	-	231	227	225	221	-	-	803
Total	1125	-	-	-	-	-	-	-	-	353	336	224	211	-	-	1063
None of these	285	**	**	**	**	**	**	**	**	109	78	73	26	**	**	267
	25%	**	**	**	**	**	**	**	**	31%	23%	32%	12%	**	**	25%
										l	l	jl				
Don't know	27	**	**	**	**	**	**	**	**	14	5	4	5	**	**	26
	2%	**	**	**	**	**	**	**	**	4%	1%	2%	2%	**	**	2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD 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.

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1124	742	139	137	106	1124	986	138	376	242	256	249	618	505	1124
Effective Weighted Sample	865	666	121	130	94	865	757	109	276	189	216	202	449	417	865
Total	1125	956	83	50	36	1125	968	157	304	302	269	249	606	518	1125
Send supportive messages to friends if they are having a hard time	608	517	43	28	20	608	531	77	178	169	144	117	348	260	608
	54%	54%	52%	56%	56%	54%	55%	49%	59%	56%	53%	47%	57%	50%	54%
									df				df		
Search out, share or discuss news stories with others on these apps and sites	282	245	19	13	4	282	258	23	121	60	61	40	182	100	282
	25%	26%	23%	25%	12%	25%	27%	15%	40%	20%	23%	16%	30%	19%	25%
		d	d	d		d	b		bcdefg				bcdf		df
Write my own posts about causes I care about	250	214	17	13	5	250	229	21	98	58	50	44	156	94	250
	22%	22%	21%	27%	14%	22%	24%	13%	32%	19%	19%	18%	26%	18%	22%
				d			b		bcdfg				cdf		
Follow activists and campaigners who talk about causes I care about	220	188	17	10	5	220	208	11	106	42	41	31	148	72	220
	20%	20%	21%	19%	14%	20%	22%	7%	35%	14%	15%	13%	24%	14%	20%
							b		bcdefg				bcdfg		df
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135	115	10	6	4	135	131	5	65	23	28	20	88	47	135
	12%	12%	13%	12%	12%	12%	13%	3%	22%	8%	10%	8%	15%	9%	12%
							b		bcdefg				bdf		

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1124	742	139	137	106	1124	986	138	376	242	256	249	618	505	1124
Effective Weighted Sample	865	666	121	130	94	865	757	109	276	189	216	202	449	417	865
Total	1125	956	83	50	36	1125	968	157	304	302	269	249	606	518	1125
ANY OF THESE	812	691	60	36	25	812	712	100	254	209	187	162	464	348	812
	72%	72%	72%	71%	69%	72%	74%	64%	84%	69%	69%	65%	76%	67%	72%
							b		bcdefg				df		d
None of these	285	241	20	15	9	285	231	54	49	83	75	79	131	154	285
	25%	25%	24%	29%	26%	25%	24%	34%	16%	27%	28%	32%	22%	30%	25%
								a		a	a	ae		ae	a
Don't know	27	23	3	-	2	27	24	3	2	10	7	9	11	16	27
	2%	2%	3%	-%	4%	2%	3%	2%	1%	3%	3%	4%	2%	3%	2%
			c		c					a	a	a		a	a

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1124	247	837	256	450	331	226	565	325
Effective Weighted Sample	865	191	641	200	357	244	169	439	251
Total	1125	259	822	251	483	310	212	586	321
Send supportive messages to friends if they are having a hard time	608 54%	129 50%	462 56%	122 49%	249 52%	202 65% ab	141 66% bc	302 52%	163 51%
Search out, share or discuss news stories with others on these apps and sites	282 25%	64 25%	208 25%	61 24%	110 23%	101 33% ab	81 38% bc	131 22%	70 22%
Write my own posts about causes I care about	250 22%	52 20%	191 23%	55 22%	97 20%	84 27% b	80 38% bc	116 20%	53 17%
Follow activists and campaigners who talk about causes I care about	220 20%	49 19%	161 20%	53 21% b	68 14%	85 27% b	82 38% bc	98 17%	41 13%
Follow or interact with political parties or campaign groups e.g. Black Lives Matter, the Green Party	135 12%	32 12%	98 12%	37 15% b	41 8%	49 16% b	53 25% bc	59 10%	24 7%

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

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

QC18A. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 13-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1124	247	837	256	450	331	226	565	325
Effective Weighted Sample	865	191	641	200	357	244	169	439	251
Total	1125	259	822	251	483	310	212	586	321
ANY OF THESE	812	192	591	186	329	252	191	399	220
	72%	74%	72%	74%	68%	81%	90%	68%	69%
						b	bc		
None of these	285	62	214	60	140	58	21	173	88
	25%	24%	26%	24%	29%	19%	10%	30%	28%
					c			a	a
Don't know	27	6	18	6	14	*	-	14	13
	2%	2%	2%	2%	3%	*%	-%	2%	4%
				c	c			a	a

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1988	-	-	394	500	558	536	894	1094	1005	983
Effective Weighted Sample	1542	-	-	321	403	445	434	700	842	768	774
Total	2024	-	-	326	603	668	426	929	1095	1023	1001
I have an account just for my parents/ family to see	458	**	**	107	185	110	56	292	167	222	237
	23%	**	**	33%	31%	17%	13%	31%	15%	22%	24%
				ef	ef			b			
I have one account for my closest friends and another for everyone else	392	**	**	37	103	170	82	140	252	187	205
	19%	**	**	11%	17%	25%	19%	15%	23%	18%	20%
					c	cdf	c		a		
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303	**	**	41	94	101	67	136	167	163	140
	15%	**	**	13%	16%	15%	16%	15%	15%	16%	14%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219	**	**	24	58	94	43	82	137	115	104
	11%	**	**	7%	10%	14%	10%	9%	13%	11%	10%
						cd			a		
I have different accounts for sharing/ posting my own content and for following other people	185	**	**	23	49	75	38	72	113	96	89
	9%	**	**	7%	8%	11%	9%	8%	10%	9%	9%
Something else	18	**	**	2	3	5	8	6	12	7	12
	1%	**	**	1%	1%	1%	2%	1%	1%	1%	1%

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1988	-	-	394	500	558	536	894	1094	1005	983
Effective Weighted Sample	1542	-	-	321	403	445	434	700	842	768	774
Total	2024	-	-	326	603	668	426	929	1095	1023	1001
Don't know	46	**	**	10	14	14	7	25	21	26	20
	2%	**	**	3%	2%	2%	2%	3%	2%	3%	2%
I don't have more than one profile	837	**	**	130	228	270	209	358	479	431	405
	41%	**	**	40%	38%	40%	49%	39%	44%	42%	40%
							cde		a		
SUMMARY											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142	**	**	185	361	385	210	547	595	565	576
	56%	**	**	57%	60%	58%	49%	59%	54%	55%	58%
				f	f	f					

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1988	-	-	-	-	202	192	250	250	279	279	274	262	-	609	1296
Effective Weighted Sample	1542	-	-	-	-	157	164	199	204	222	223	220	214	-	480	1009
Total	2024	-	-	-	-	162	165	303	300	338	331	220	206	-	566	1399
I have an account just for my parents/ family to see	458	**	**	**	**	58	49	91	93	50	60	22	34	**	174	278
	23%	**	**	**	**	36% ijkl	30% ijkl	30% ijkl	31% ijkl	15%	18% k	10%	17% k	**	31% c	20%
I have one account for my closest friends and another for everyone else	392	**	**	**	**	19	18	52	51	78	93	39	43	**	76	309
	19%	**	**	**	**	12%	11%	17%	17%	23% ef	28% efghk	18%	21% ef	**	13%	22% b
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303	**	**	**	**	22	20	57	37	46	54	38	28	**	82	208
	15%	**	**	**	**	13%	12%	19%	12%	14%	16%	17%	14%	**	14%	15%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219	**	**	**	**	10	14	36	23	45	49	25	18	**	54	158
	11%	**	**	**	**	6%	8%	12%	8%	13% e	15% eh	11%	9%	**	10%	11%
I have different accounts for sharing/ posting my own content and for following other people	185	**	**	**	**	12	11	31	18	35	40	18	20	**	45	135
	9%	**	**	**	**	8%	7%	10%	6%	10%	12% h	8%	10%	**	8%	10%

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
		CHILD'S AGE AND GENDER												**SCHOOL YEAR**		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1988	-	-	-	-	202	192	250	250	279	279	274	262	-	609	1296
Effective Weighted Sample	1542	-	-	-	-	157	164	199	204	222	223	220	214	-	480	1009
Total	2024	-	-	-	-	162	165	303	300	338	331	220	206	-	566	1399
Something else	18	**	**	**	**	*	2	2	2	1	4	3	4	**	2	16
	1%	**	**	**	**	*%	1%	1%	1%	*%	1%	1%	2%	**	*%	1%
Don't know	46	**	**	**	**	4	6	7	7	7	6	7	-	**	18	26
	2%	**	**	**	**	3%	4%	2%	2%	2%	2%	3%	-%	**	3%	2%
						l	l	l	l	l	l	l				
I don't have more than one profile	837	**	**	**	**	56	74	110	117	150	120	114	94	**	221	588
	41%	**	**	**	**	35%	45%	36%	39%	44%	36%	52%	46%	**	39%	42%
												eghj	ej			

SUMMARY

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142	**	**	**	**	101	84	186	176	180	204	99	112	**	328	785
	56%	**	**	**	**	62%	51%	61%	59%	53%	62%	45%	54%	**	58%	56%
						fk		k	k		fk		k			

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1988	1310	242	246	190	1988	1770	218	686	425	428	445	1111	873	1988
Effective Weighted Sample	1542	1187	212	234	164	1542	1371	173	509	331	362	367	813	728	1542
Total	2024	1719	150	91	63	2024	1770	254	569	532	454	467	1101	920	2024
I have an account just for my parents/ family to see	458	390	37	19	13	458	414	44	135	115	99	109	250	208	458
	23%	23%	24%	21%	20%	23%	23%	17%	24%	22%	22%	23%	23%	23%	23%
I have one account for my closest friends and another for everyone else	392	341	27	14	10	392	353	39	131	101	86	73	232	160	392
	19%	20%	18%	16%	16%	19%	20%	15%	23%	19%	19%	16%	21%	17%	19%
									df				d		
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303	265	16	10	12	303	277	26	135	61	55	52	197	106	303
	15%	15%	11%	11%	20%	15%	16%	10%	24%	12%	12%	11%	18%	12%	15%
					bc				bcdefg				bcdf		f
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219	191	14	7	7	219	203	16	90	54	47	27	145	74	219
	11%	11%	9%	8%	11%	11%	11%	6%	16%	10%	10%	6%	13%	8%	11%
							b		bcdfg	d	d		df		df
I have different accounts for sharing/ posting my own content and for following other people	185	160	10	8	8	185	170	15	85	36	41	22	121	64	185
	9%	9%	7%	8%	12%	9%	10%	6%	15%	7%	9%	5%	11%	7%	9%
									bcdefg		d		bdf		d

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1988	1310	242	246	190	1988	1770	218	686	425	428	445	1111	873	1988
Effective Weighted Sample	1542	1187	212	234	164	1542	1371	173	509	331	362	367	813	728	1542
Total	2024	1719	150	91	63	2024	1770	254	569	532	454	467	1101	920	2024
Something else	18	15	1	1	1	18	13	5	1	5	7	5	6	12	18
	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	2%	1%	1%	1%	1%
											a			a	
Don't know	46	39	3	3	2	46	40	6	6	10	15	14	16	29	46
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	3%	3%	1%	3%	2%
											ae	a		ae	
I don't have more than one profile	837	704	66	42	25	837	712	125	186	238	194	216	425	411	837
	41%	41%	44%	46%	39%	41%	40%	49%	33%	45%	43%	46%	39%	45%	41%
								a		a	a	ae	a	ae	a
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142	977	81	46	37	1142	1019	123	376	284	244	237	660	481	1142
	56%	57%	54%	51%	59%	56%	58%	48%	66%	53%	54%	51%	60%	52%	56%
							b		bcdefg				bcdf		d

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

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1988	423	1495	461	779	602	446	979	549
Effective Weighted Sample	1542	333	1152	367	626	439	341	758	434
Total	2024	445	1504	482	853	547	427	1013	572
I have an account just for my parents/ family to see	458	104	335	145	173	108	101	235	120
	23%	23%	22%	30% bc	20%	20%	24%	23%	21%
I have one account for my closest friends and another for everyone else	392	89	287	101	158	112	101	179	112
	19%	20%	19%	21%	19%	20%	24% b	18%	20%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	303	56	230	82	112	95	109	130	64
	15%	13%	15%	17%	13%	17%	26% bc	13%	11%
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc)	219	57	154	51	90	70	80	93	44
	11%	13%	10%	11%	11%	13%	19% bc	9%	8%
I have different accounts for sharing/ posting my own content and for following other people	185	56	120	48	74	57	72	76	34
	9%	13% b	8%	10%	9%	10%	17% bc	8%	6%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 58

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

QC23. If you use more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for messaging/ voice/ video calling, social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1988	423	1495	461	779	602	446	979	549
Effective Weighted Sample	1542	333	1152	367	626	439	341	758	434
Total	2024	445	1504	482	853	547	427	1013	572
Something else	18	6	12	2	9	5	6	10	2
	1%	1%	1%	*%	1%	1%	1%	1%	*%
Don't know	46	10	29	10	15	11	6	16	20
	2%	2%	2%	2%	2%	2%	1%	2%	4%
									b
I don't have more than one profile	837	180	641	170	379	228	135	444	255
	41%	40%	43%	35%	44%	42%	32%	44%	45%
					a			a	a
SUMMARY									
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1142	255	834	301	459	308	286	553	296
	56%	57%	55%	63%	54%	56%	67%	55%	52%
				b			bc		

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

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	1129	-	-	-	-	579	550	-	1129	572	557
Effective Weighted Sample	870	-	-	-	-	463	446	-	870	441	430
Total	1133	-	-	-	-	696	437	-	1133	584	549
Agree	386	**	**	**	**	255	131	**	386	217	170
	34%	**	**	**	**	37%	30%	**	34%	37%	31%
						f					
Neither agree nor disagree	275	**	**	**	**	150	124	**	275	144	131
	24%	**	**	**	**	22%	28%	**	24%	25%	24%
							e				
Disagree	442	**	**	**	**	273	169	**	442	209	232
	39%	**	**	**	**	39%	39%	**	39%	36%	42%
Don't know	30	**	**	**	**	18	12	**	30	14	17
	3%	**	**	**	**	3%	3%	**	3%	2%	3%

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

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 13-17 who go online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														SCHOOL YEAR		
					CHILD'S AGE AND GENDER											
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	1129	-	-	-	-	-	-	-	-	292	287	280	270	-	-	1043
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	234	228	226	221	-	-	807
Total	1133	-	-	-	-	-	-	-	-	358	338	225	211	-	-	1071
Agree	386	**	**	**	**	**	**	**	**	140	115	77	54	**	**	369
	34%	**	**	**	**	**	**	**	**	39%	34%	34%	26%	**	**	34%
										l	l	l				
Neither agree nor disagree	275	**	**	**	**	**	**	**	**	80	71	64	60	**	**	257
	24%	**	**	**	**	**	**	**	**	22%	21%	29%	28%	**	**	24%
Disagree	442	**	**	**	**	**	**	**	**	131	141	78	91	**	**	417
	39%	**	**	**	**	**	**	**	**	37%	42%	35%	43%	**	**	39%
Don't know	30	**	**	**	**	**	**	**	**	8	11	6	6	**	**	29
	3%	**	**	**	**	**	**	**	**	2%	3%	3%	3%	**	**	3%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 59

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1129	748	139	137	105	1129	991	138	377	243	257	251	620	508	1129
Effective Weighted Sample	870	671	121	130	93	870	762	109	277	190	216	204	451	420	870
Total	1133	964	83	50	35	1133	976	157	306	305	270	252	611	521	1133
Agree	386	333	32	13	9	386	354	32	133	83	99	71	216	171	386
	34%	35%	38%	26%	25%	34%	36%	21%	43%	27%	37%	28%	35%	33%	34%
			cd				b		bdefg		b		b		
Neither agree nor disagree	275	233	21	12	8	275	222	52	66	75	54	79	142	132	275
	24%	24%	26%	23%	24%	24%	23%	33%	22%	25%	20%	31%	23%	25%	24%
								a				aceg			
Disagree	442	378	25	23	16	442	373	69	103	134	111	93	237	204	442
	39%	39%	30%	46%	45%	39%	38%	44%	34%	44%	41%	37%	39%	39%	39%
		b		b	b					a					
Don't know	30	21	5	3	2	30	26	4	4	12	5	9	16	14	30
	3%	2%	6%	5%	6%	3%	3%	2%	1%	4%	2%	4%	3%	3%	3%
			ae	a	a										

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

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people" (SINGLE CODE)

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1129	248	841	257	453	332	227	567	327
Effective Weighted Sample	870	193	644	201	360	245	170	441	254
Total	1133	262	828	253	487	312	214	589	324
Agree	386	91	271	101	147	111	105	186	94
	34%	35%	33%	40%	30%	36%	49%	32%	29%
				b			bc		
Neither agree nor disagree	275	71	199	59	136	64	37	152	84
	24%	27%	24%	23%	28%	20%	17%	26%	26%
					c			a	a
Disagree	442	93	335	88	191	131	69	233	137
	39%	36%	40%	35%	39%	42%	32%	40%	42%
									a
Don't know	30	6	24	6	13	5	3	18	8
	3%	2%	3%	2%	3%	2%	2%	3%	3%

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

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

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2246	-	-	543	574	579	550	1117	1129	1142	1104
Effective Weighted Sample	1752	-	-	442	468	463	446	882	870	881	872
Total	2298	-	-	463	703	696	437	1166	1133	1175	1123
Yes	1158	**	**	158	334	414	251	492	666	604	554
	50%	**	**	34%	48%	60%	58%	42%	59%	51%	49%
					c	cd	cd		a		
No	990	**	**	263	327	234	166	590	400	507	482
	43%	**	**	57%	47%	34%	38%	51%	35%	43%	43%
				def	ef			b			
Don't know	151	**	**	42	42	48	19	84	67	64	87
	7%	**	**	9%	6%	7%	4%	7%	6%	5%	8%
				f							

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

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

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

						CHILD'S AGE AND GENDER									SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l		~a	b	c
Unweighted total	2246	-	-	-	-	281	262	289	285	292	287	280	270		-	800	1359
Effective Weighted Sample	1752	-	-	-	-	221	221	234	234	234	228	226	221		-	635	1062
Total	2298	-	-	-	-	233	229	358	345	358	338	225	211		-	756	1480
Yes	1158	**	**	**	**	81	77	184	150	214	201	125	126		**	293	836
	50%	**	**	**	**	35%	34%	51%	44%	60%	59%	56%	60%		**	39%	56%
								ef	f	efh	efh	efh	efh				b
No	990	**	**	**	**	132	131	162	165	124	110	88	77		**	406	553
	43%	**	**	**	**	57%	57%	45%	48%	35%	32%	39%	37%		**	54%	37%
						gijkl	gijkl	ij	ijl							c	
Don't know	151	**	**	**	**	20	22	12	30	20	28	12	8		**	57	91
	7%	**	**	**	**	9%	10%	3%	9%	6%	8%	5%	4%		**	8%	6%
						gl	gl		gl		gl						

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

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

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2246	1491	278	273	204	2246	1991	255	751	486	493	511	1237	1004	2246
Effective Weighted Sample	1752	1353	242	260	175	1752	1554	201	558	380	417	424	909	842	1752
Total	2298	1955	173	101	69	2298	2006	293	621	608	526	540	1229	1065	2298
Yes	1158	994	83	47	34	1158	1036	122	389	288	254	226	677	480	1158
	50%	51%	48%	46%	49%	50%	52%	42%	63%	47%	48%	42%	55%	45%	50%
							b		bcdefg				bcdfg		df
No	990	838	76	45	30	990	853	137	200	280	230	275	481	505	990
	43%	43%	44%	45%	43%	43%	43%	47%	32%	46%	44%	51%	39%	47%	43%
										ae	a	aceg	a	aeg	a
Don't know	151	123	14	9	5	151	117	34	32	40	41	39	72	80	151
	7%	6%	8%	9%	8%	7%	6%	12%	5%	7%	8%	7%	6%	7%	7%
								a							

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

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

QC39. Have you ever used Artificial Intelligence or AI technology like ChatGPT or Bard or My AI? (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2246	473	1693	509	886	678	476	1123	632
Effective Weighted Sample	1752	374	1314	407	714	499	365	873	504
Total	2298	500	1714	534	973	619	455	1162	668
Yes	1158 50%	262 52%	857 50%	269 50%	478 49%	342 55% b	286 63% bc	585 50% c	278 42%
No	990 43%	200 40%	746 44%	245 46% c	428 44% c	234 38%	149 33%	496 43% a	339 51% ab
Don't know	151 7%	38 8%	112 7%	20 4%	67 7% a	44 7% a	19 4%	81 7%	51 8% a

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

Prepared by Critical Research : 0203 643 9043

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

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	| CHILD'S AGE						| CHILD'S AGE		| CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1136	-	-	193	268	354	321	461	675	590	546
Effective Weighted Sample	885	-	-	157	220	281	266	363	522	452	433
Total	1158	-	-	158	334	414	251	492	666	604	554
For fun	558	**	**	75	160	206	117	235	323	299	259
	48%	**	**	48%	48%	50%	47%	48%	49%	50%	47%
To learn	519	**	**	61	144	185	130	205	314	276	243
	45%	**	**	39%	43%	45%	52% c	42%	47%	46%	44%
For school	519	**	**	65	154	176	124	219	300	261	258
	45%	**	**	41%	46%	43%	49%	44%	45%	43%	47%
To try it	364	**	**	37	86	140	102	123	241	197	167
	31%	**	**	23%	26%	34% c	40% cd	25%	36% a	33%	30%
For other reasons	19	**	**	5	3	5	7	7	12	7	12
	2%	**	**	3%	1%	1%	3%	1%	2%	1%	2%
Don't know	101	**	**	27	29	25	20	56	44	57	44
	9%	**	**	17% def	9%	6%	8%	11% b	7%	9%	8%
NET 'FOR SCHOOL' OR 'TO LEARN'	728	**	**	88	212	264	164	300	428	373	355
	63%	**	**	56%	63%	64%	65%	61%	64%	62%	64%

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

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

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	MALE 3-5 ~a	FEMALE 3-5 ~b	MALE 6-7 ~c	FEMALE 6-7 ~d	MALE 8-9 e	FEMALE 8-9 ~f	MALE 10-12 g	FEMALE 10-12 h	MALE 13-15 i	FEMALE 13-15 j	MALE 16-17 k	FEMALE 16-17 l	PRE-SCHOOL ~a	PRIMARY b	SECONDARY c
				CHILD'S AGE AND GENDER											SCHOOL YEAR	
Significance Level: 95%																
Unweighted total	1136	-	-	-	-	104	89	147	121	176	178	163	158	-	307	789
Effective Weighted Sample	885	-	-	-	-	80	78	118	102	142	139	134	132	-	242	616
Total	1158	-	-	-	-	81	77	184	150	214	201	125	126	-	293	836
For fun	558	**	**	**	**	40	**	96	64	105	101	58	59	**	136	409
	48%	**	**	**	**	49%	**	52%	43%	49%	50%	47%	47%	**	46%	49%
To learn	519	**	**	**	**	32	**	74	70	96	89	74	56	**	120	388
	45%	**	**	**	**	39%	**	40%	47%	45%	44%	59% egijl	44%	**	41%	46%
For school	519	**	**	**	**	31	**	87	67	83	94	60	64	**	122	390
	45%	**	**	**	**	39%	**	47%	44%	39%	47%	48%	51% i	**	42%	47%
To try it	364	**	**	**	**	19	**	52	34	72	68	54	48	**	75	279
	31%	**	**	**	**	24%	**	28%	23%	34%	34%	43% egh	38% eh	**	26%	33% b
For other reasons	19	**	**	**	**	1	**	-	3	4	1	2	5	**	5	14
	2%	**	**	**	**	2%	**	-%	2%	2%	1%	2%	4% g	**	2%	2%
Don't know	101	**	**	**	**	14	**	19	11	13	12	12	8	**	41	54
	9%	**	**	**	**	17% hijl	**	10%	7%	6%	6%	9%	6%	**	14% c	6%
NET 'FOR SCHOOL' OR 'TO LEARN'	728	**	**	**	**	43	**	113	99	131	133	86	78	**	173	542
	63%	**	**	**	**	53%	**	61%	66%	61%	66%	69% e	62%	**	59%	65%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 61

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

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1136	767	134	127	108	1136	1036	100	451	236	232	215	687	447	1136
Effective Weighted Sample	885	693	116	121	95	885	805	81	342	180	198	178	508	376	885
Total	1158	994	83	47	34	1158	1036	122	389	288	254	226	677	480	1158
For fun	558	480	38	23	18	558	502	57	201	141	119	98	341	217	558
	48%	48%	46%	48%	53%	48%	48%	47%	52%	49%	47%	44%	50%	45%	48%
To learn	519	452	36	17	14	519	497	22	254	99	91	75	353	165	519
	45%	46%	43%	36%	42%	45%	48%	18%	65%	34%	36%	33%	52%	34%	45%
							b		bcdefg				bcdfg		bcdf
For school	519	453	30	21	14	519	479	40	205	141	100	73	345	173	519
	45%	46%	36%	45%	42%	45%	46%	33%	53%	49%	39%	32%	51%	36%	45%
							b		cdfg	df			cdfg		df
To try it	364	305	32	15	11	364	326	38	129	83	83	69	212	152	364
	31%	31%	39%	33%	33%	31%	31%	31%	33%	29%	33%	30%	31%	32%	31%
For other reasons	19	18	1	1	-	19	19	*	5	7	6	1	12	7	19
	2%	2%	1%	1%	-%	2%	2%	*%	1%	3%	2%	1%	2%	1%	2%
Don't know	101	79	12	5	4	101	76	25	10	29	32	29	40	61	101
	9%	8%	15%	11%	12%	9%	7%	20%	3%	10%	12%	13%	6%	13%	9%
			ae					a		a	ae	ae	a	aeg	a
NET 'FOR SCHOOL' OR 'TO LEARN'	728	633	48	27	21	728	682	46	303	167	146	111	470	257	728
	63%	64%	57%	57%	60%	63%	66%	38%	78%	58%	58%	49%	70%	54%	63%
							b		bcdefg				bcdfg		df

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

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

QC40. What have you used the AI technology for? (MULTI CODE)

Base : Children aged 8-17 who go online who have ever used AI technology

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1136	252	849	249	442	378	293	560	276
Effective Weighted Sample	885	199	656	201	352	281	229	435	215
Total	1158	262	857	269	478	342	286	585	278
For fun	558	134	404	141	216	180	158	275	123
	48%	51%	47%	52%	45%	53%	55%	47%	44%
							bc		
To learn	519	94	412	113	181	196	178	259	81
	45%	36%	48%	42%	38%	57%	62%	44%	29%
			a			ab	bc	c	
For school	519	112	390	100	217	179	152	255	110
	45%	43%	46%	37%	46%	52%	53%	44%	40%
						a	bc		
To try it	364	88	264	79	151	116	100	197	67
	31%	34%	31%	30%	32%	34%	35%	34%	24%
							c	c	
For other reasons	19	5	14	1	16	1	2	9	7
	2%	2%	2%	*%	3%	*%	1%	2%	3%
					ac				
Don't know	101	30	70	16	52	23	15	49	34
	9%	12%	8%	6%	11%	7%	5%	8%	12%
									a
NET 'FOR SCHOOL' OR 'TO LEARN'	728	149	554	157	287	243	218	361	146
	63%	57%	65%	58%	60%	71%	76%	62%	53%
			a			ab	bc	c	

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

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

QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)

Base : Children aged 13-17 who go online who have ever used AI technology

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	675	-	-	-	-	354	321	-	675	339	336
Effective Weighted Sample	522	-	-	-	-	281	266	-	522	262	260
Total	666	-	-	-	-	414	251	-	666	339	327
More than one that was written by a person	112	**	**	**	**	80	32	**	112	57	55
	17%	**	**	**	**	19% f	13%	**	17%	17%	17%
The same as I would trust one written by a person	234	**	**	**	**	148	86	**	234	125	109
	35%	**	**	**	**	36%	34%	**	35%	37%	33%
Less than one that was written by a person	237	**	**	**	**	131	107	**	237	107	130
	36%	**	**	**	**	32%	42% e	**	36%	32%	40% a
Don't know	83	**	**	**	**	56	27	**	83	50	33
	12%	**	**	**	**	14%	11%	**	12%	15%	10%

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

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

QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)

Base : Children aged 13-17 who go online who have ever used AI technology

		CHILD'S AGE AND GENDER													SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	675	-	-	-	-	-	-	-	-	176	178	163	158	-	-	636
Effective Weighted Sample	522	-	-	-	-	-	-	-	-	142	139	134	132	-	-	493
Total	666	-	-	-	-	-	-	-	-	214	201	125	126	-	-	638
More than one that was written by a person	112	**	**	**	**	**	**	**	**	41	39	16	16	**	**	109
	17%	**	**	**	**	**	**	**	**	19%	19%	13%	12%	**	**	17%
The same as I would trust one written by a person	234	**	**	**	**	**	**	**	**	81	67	44	42	**	**	226
	35%	**	**	**	**	**	**	**	**	38%	33%	35%	33%	**	**	35%
Less than one that was written by a person	237	**	**	**	**	**	**	**	**	56	74	51	56	**	**	226
	36%	**	**	**	**	**	**	**	**	26%	37%	41%	44%	**	**	35%
												i	i			
Don't know	83	**	**	**	**	**	**	**	**	35	21	14	13	**	**	76
	12%	**	**	**	**	**	**	**	**	17%	10%	12%	10%	**	**	12%

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

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

QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)

Base : Children aged 13-17 who go online who have ever used AI technology

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	675	455	78	78	64	675	614	61	262	136	146	130	398	276	675
Effective Weighted Sample	522	408	71	74	58	522	474	49	197	103	124	106	293	230	522
Total	666	572	44	28	21	666	593	72	222	162	155	127	384	282	666
More than one that was written by a person	112	103	**	**	**	112	108	**	61	14	27	10	74	37	112
	17%	18%	**	**	**	17%	18%	**	27%	8%	18%	8%	19%	13%	17%
									bcdefg		bd		bd		bd
The same as I would trust one written by a person	234	208	**	**	**	234	216	**	79	52	61	41	131	102	234
	35%	36%	**	**	**	35%	36%	**	36%	32%	39%	33%	34%	36%	35%
Less than one that was written by a person	237	196	**	**	**	237	192	**	58	76	52	52	133	103	237
	36%	34%	**	**	**	36%	32%	**	26%	47%	33%	41%	35%	37%	36%
										aceg		a	a	a	a
Don't know	83	66	**	**	**	83	78	**	24	21	15	23	45	38	83
	12%	12%	**	**	**	12%	13%	**	11%	13%	10%	18%	12%	14%	12%

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

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

QC41. Imagine that you read a news story online that says it has been written by AI. Which one of these best applies? "I would trust the AI generated news story..." (SINGLE CODE)

Base : Children aged 13-17 who go online who have ever used AI technology

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	675	146	506	152	271	213	159	339	172
Effective Weighted Sample	522	114	389	121	215	156	123	263	133
Total	666	150	489	149	286	192	150	349	163
More than one that was written by a person	112	35	71	23	37	48	56	44	12
	17%	23%	14%	16%	13%	25%	37%	13%	8%
		b				b	bc		
The same as I would trust one written by a person	234	52	173	66	100	59	52	126	54
	35%	35%	35%	44%	35%	31%	35%	36%	33%
				c					
Less than one that was written by a person	237	39	192	51	101	73	32	134	70
	36%	26%	39%	34%	35%	38%	21%	38%	43%
			a					a	a
Don't know	83	23	53	9	48	13	10	45	26
	12%	16%	11%	6%	17%	7%	7%	13%	16%
					ac				a

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

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

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2246	-	-	543	574	579	550	1117	1129	1142	1104
Effective Weighted Sample	1752	-	-	442	468	463	446	882	870	881	872
Total	2298	-	-	463	703	696	437	1166	1133	1175	1123
Agree	770	**	**	111	222	272	164	334	436	385	385
	33%	**	**	24%	32%	39%	38%	29%	38%	33%	34%
					c	cd	c		a		
Neither agree nor disagree	846	**	**	150	274	254	168	424	422	410	436
	37%	**	**	33%	39%	37%	38%	36%	37%	35%	39%
					c						
Disagree	611	**	**	164	192	152	102	357	254	339	271
	27%	**	**	36%	27%	22%	23%	31%	22%	29%	24%
				def					b	b	
Don't know	72	**	**	36	15	18	3	51	21	42	30
	3%	**	**	8%	2%	3%	1%	4%	2%	4%	3%
				def		f		b			

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

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

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE AND GENDER												SCHOOL YEAR		
		MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2246	-	-	-	-	281	262	289	285	292	287	280	270	-	800	1359
Effective Weighted Sample	1752	-	-	-	-	221	221	234	234	234	228	226	221	-	635	1062
Total	2298	-	-	-	-	233	229	358	345	358	338	225	211	-	756	1480
Agree	770	**	**	**	**	53	58	128	95	120	152	83	80	**	215	532
	33%	**	**	**	**	23%	25%	36%	27%	34%	45%	37%	38%	**	28%	36%
								ef		e	efghi	efh	efh			b
Neither agree nor disagree	846	**	**	**	**	70	80	118	156	135	120	87	81	**	250	570
	37%	**	**	**	**	30%	35%	33%	45%	38%	35%	39%	38%	**	33%	39%
									efgj							b
Disagree	611	**	**	**	**	92	73	104	88	90	62	53	49	**	248	351
	27%	**	**	**	**	39%	32%	29%	26%	25%	18%	24%	23%	**	33%	24%
						ghijkl	jl	j							c	
Don't know	72	**	**	**	**	18	18	9	6	13	5	2	1	**	43	27
	3%	**	**	**	**	8%	8%	2%	2%	4%	1%	1%	1%	**	6%	2%
						ghijkl	ghijkl			l					c	

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

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

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2246	1491	278	273	204	2246	1991	255	751	486	493	511	1237	1004	2246
Effective Weighted Sample	1752	1353	242	260	175	1752	1554	201	558	380	417	424	909	842	1752
Total	2298	1955	173	101	69	2298	2006	293	621	608	526	540	1229	1065	2298
Agree	770	656	55	32	26	770	684	86	245	203	169	151	448	320	770
	33%	34%	32%	32%	38%	33%	34%	29%	39%	33%	32%	28%	36%	30%	33%
									cdfg				df		d
Neither agree nor disagree	846	718	69	37	22	846	724	122	206	206	207	228	412	434	846
	37%	37%	40%	37%	31%	37%	36%	42%	33%	34%	39%	42%	33%	41%	37%
											ae	abeg		abe	
Disagree	611	523	44	26	18	611	538	73	157	171	137	146	328	282	611
	27%	27%	25%	26%	26%	27%	27%	25%	25%	28%	26%	27%	27%	27%	27%
Don't know	72	58	5	6	3	72	60	12	14	28	13	16	41	29	72
	3%	3%	3%	6%	5%	3%	3%	4%	2%	5%	2%	3%	3%	3%	3%
				ae						a					

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

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

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high''
(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2246	473	1693	509	886	678	476	1123	632
Effective Weighted Sample	1752	374	1314	407	714	499	365	873	504
Total	2298	500	1714	534	973	619	455	1162	668
Agree	770	204	531	191	325	205	172	385	211
	33%	41%	31%	36%	33%	33%	38%	33%	32%
		b							
Neither agree nor disagree	846	164	651	197	381	201	150	438	252
	37%	33%	38%	37%	39%	32%	33%	38%	38%
					c				
Disagree	611	114	486	135	237	195	128	301	179
	27%	23%	28%	25%	24%	32%	28%	26%	27%
			a			ab			
Don't know	72	18	47	12	30	18	4	37	26
	3%	4%	3%	2%	3%	3%	1%	3%	4%
								a	a

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

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

QC46. Which one of these answers best describes how you feel about your screen time – so the time you spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My screen time is too high'' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE	DISAGREE	NEITHER/ DK	AGREE	DISAGREE	NEITHER/ DK
Significance Level: 95%		a	b	c	a	b	c
Unweighted total	2246	760	598	888	863	515	868
Effective Weighted Sample	1752	583	475	694	666	409	677
Total	2298	770	611	918	880	529	889
Agree	770	770	-	-	461	77	232
	33%	100%	-%	-%	52%	15%	26%
		bc			bc		b
Neither agree nor disagree	846	-	-	846	228	163	455
	37%	-%	-%	92%	26%	31%	51%
				ab			ab
Disagree	611	-	611	-	172	284	155
	27%	-%	100%	-%	19%	54%	17%
			ac			ac	
Don't know	72	-	-	72	20	5	47
	3%	-%	-%	8%	2%	1%	5%
				ab			ab

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

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

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high'' (SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2246	-	-	543	574	579	550	1117	1129	1142	1104
Effective Weighted Sample	1752	-	-	442	468	463	446	882	870	881	872
Total	2298	-	-	463	703	696	437	1166	1133	1175	1123
Agree	880	**	**	204	288	259	131	491	389	423	458
	38%	**	**	44%	41%	37%	30%	42%	34%	36%	41%
				ef	f	f		b			a
Neither agree nor disagree	752	**	**	124	214	251	164	337	415	381	371
	33%	**	**	27%	30%	36%	37%	29%	37%	32%	33%
						c	cd		a		
Disagree	529	**	**	90	160	153	125	250	278	298	231
	23%	**	**	19%	23%	22%	29%	21%	25%	25%	21%
							cde			b	
Don't know	137	**	**	45	41	33	17	87	51	75	62
	6%	**	**	10%	6%	5%	4%	7%	4%	6%	6%
				def				b			

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

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

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high"(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
														CHILD'S AGE AND GENDER → SCHOOL YEAR		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2246	-	-	-	-	281	262	289	285	292	287	280	270	-	800	1359
Effective Weighted Sample	1752	-	-	-	-	221	221	234	234	234	228	226	221	-	635	1062
Total	2298	-	-	-	-	233	229	358	345	358	338	225	211	-	756	1480
Agree	880	**	**	**	**	97	106	143	145	117	141	65	65	**	336	522
	38%	**	**	**	**	42%	46%	40%	42%	33%	42%	29%	31%	**	44%	35%
						kl	ikl	kl	ikl		ikl				c	
Neither agree nor disagree	752	**	**	**	**	60	64	109	104	132	119	80	84	**	211	520
	33%	**	**	**	**	26%	28%	30%	30%	37%	35%	35%	40%	**	28%	35%
										ef	e	e	efgh			b
Disagree	529	**	**	**	**	53	37	81	79	91	63	73	52	**	148	366
	23%	**	**	**	**	23%	16%	23%	23%	25%	19%	32%	25%	**	20%	25%
										f		efghj	f			b
Don't know	137	**	**	**	**	23	22	25	16	19	15	8	10	**	62	73
	6%	**	**	**	**	10%	10%	7%	5%	5%	4%	3%	5%	**	8%	5%
						hjkl	hjkl								c	

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

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

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high"(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2246	1491	278	273	204	2246	1991	255	751	486	493	511	1237	1004	2246
Effective Weighted Sample	1752	1353	242	260	175	1752	1554	201	558	380	417	424	909	842	1752
Total	2298	1955	173	101	69	2298	2006	293	621	608	526	540	1229	1065	2298
Agree	880	750	62	41	27	880	776	105	265	266	190	159	531	350	880
	38%	38%	36%	41%	40%	38%	39%	36%	43%	44%	36%	29%	43%	33%	38%
									cdf	cdfg	d		cdfg		df
Neither agree nor disagree	752	639	61	32	20	752	663	89	200	170	183	196	370	379	752
	33%	33%	36%	31%	29%	33%	33%	30%	32%	28%	35%	36%	30%	36%	33%
											b	be		be	
Disagree	529	450	38	24	16	529	442	87	131	125	126	147	256	272	529
	23%	23%	22%	24%	22%	23%	22%	30%	21%	21%	24%	27%	21%	26%	23%
								a				abe		e	
Don't know	137	116	11	4	6	137	125	13	25	47	26	38	72	64	137
	6%	6%	6%	4%	9%	6%	6%	4%	4%	8%	5%	7%	6%	6%	6%
					c					a		a			

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

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

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high'(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2246	473	1693	509	886	678	476	1123	632
Effective Weighted Sample	1752	374	1314	407	714	499	365	873	504
Total	2298	500	1714	534	973	619	455	1162	668
Agree	880	211	637	199	372	249	175	445	258
	38%	42%	37%	37%	38%	40%	38%	38%	39%
Neither agree nor disagree	752	149	576	172	330	193	150	395	201
	33%	30%	34%	32%	34%	31%	33%	34%	30%
Disagree	529	109	407	141	211	147	113	245	169
	23%	22%	24%	26%	22%	24%	25%	21%	25%
Don't know	137	30	94	22	60	30	17	77	40
	6%	6%	5%	4%	6%	5%	4%	7%	6%
								a	

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

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

QC47. Now thinking about your parent – who answered the earlier questions... Which one of these answers best describes how you feel about your parent's screen time – so the time they spend looking at different screens including TV, mobile phones, laptops, tablets and gaming devices? 'My parent's screen time is too high"(SINGLE CODE)

Base : Children aged 8-17 who go online

	Total	MY SCREEN TIME IS TOO HIGH			MY PARENT'S SCREEN TIME IS TOO HIGH		
		AGREE	DISAGREE	NEITHER/ DK	AGREE	DISAGREE	NEITHER/ DK
Significance Level: 95%		a	b	c	a	b	c
Unweighted total	2246	760	598	888	863	515	868
Effective Weighted Sample	1752	583	475	694	666	409	677
Total	2298	770	611	918	880	529	889
Agree	880	461	172	248	880	-	-
	38%	60%	28%	27%	100%	-%	-%
		bc			bc		
Neither agree nor disagree	752	203	116	433	-	-	752
	33%	26%	19%	47%	-%	-%	85%
		b		ab			ab
Disagree	529	77	284	168	-	529	-
	23%	10%	47%	18%	-%	100%	-%
			ac	a		ac	
Don't know	137	29	39	69	-	-	137
	6%	4%	6%	7%	-%	-%	15%
				a			ab

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

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2246	-	-	543	574	579	550	1117	1129	1142	1104
Effective Weighted Sample	1752	-	-	442	468	463	446	882	870	881	872
Total	2298	-	-	463	703	696	437	1166	1133	1175	1123
BOTH CHILD AND PARENT TOO HIGH	461	**	**	68	142	167	83	210	251	225	235
	20%	**	**	15%	20%	24%	19%	18%	22%	19%	21%
					c	c			a		
BOTH CHILD AND PARENT NOT TOO HIGH	1109	**	**	216	335	333	225	551	558	594	515
	48%	**	**	47%	48%	48%	52%	47%	49%	51%	46%
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	**	**	43	81	105	81	124	185	159	150
	13%	**	**	9%	11%	15%	18%	11%	16%	14%	13%
						c	cd		a		
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	**	**	135	146	91	47	281	138	197	223
	18%	**	**	29%	21%	13%	11%	24%	12%	17%	20%
				def	ef			b			

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

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2246	-	-	-	-	281	262	289	285	292	287	280	270	-	800	1359
Effective Weighted Sample	1752	-	-	-	-	221	221	234	234	234	228	226	221	-	635	1062
Total	2298	-	-	-	-	233	229	358	345	358	338	225	211	-	756	1480
BOTH CHILD AND PARENT TOO HIGH	461	**	**	**	**	30	38	79	63	72	96	45	38	**	143	306
	20%	**	**	**	**	13%	17%	22%	18%	20%	28%	20%	18%	**	19%	21%
								e			e	efhikl	e			
BOTH CHILD AND PARENT NOT TOO HIGH	1109	**	**	**	**	113	103	167	168	192	141	122	104	**	348	732
	48%	**	**	**	**	49%	45%	46%	49%	54%	42%	54%	49%	**	46%	49%
										j		j				
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	**	**	**	**	23	20	49	32	49	56	39	42	**	72	226
	13%	**	**	**	**	10%	9%	14%	9%	14%	17%	17%	20%	**	10%	15%
											efh	efh	efh			b
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	**	**	**	**	67	68	64	82	46	45	20	27	**	193	216
	18%	**	**	**	**	29%	30%	18%	24%	13%	13%	9%	13%	**	26%	15%
						gijkl	gijkl	k	ijkl						c	

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

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2246	1491	278	273	204	2246	1991	255	751	486	493	511	1237	1004	2246
Effective Weighted Sample	1752	1353	242	260	175	1752	1554	201	558	380	417	424	909	842	1752
Total	2298	1955	173	101	69	2298	2006	293	621	608	526	540	1229	1065	2298
BOTH CHILD AND PARENT TOO HIGH	461	399	25	20	17	461	408	52	154	131	94	82	285	176	461
	20%	20%	14%	20%	24%	20%	20%	18%	25%	22%	18%	15%	23%	17%	20%
		b			b	b			cdfg	df			cdf		df
BOTH CHILD AND PARENT NOT TOO HIGH	1109	948	80	48	32	1109	955	154	265	269	260	312	535	572	1109
	48%	49%	46%	48%	46%	48%	48%	53%	43%	44%	49%	58%	44%	54%	48%
											ae	abceg		abeg	ae
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	257	30	12	10	309	275	34	91	72	75	68	163	144	309
	13%	13%	18%	12%	14%	13%	14%	11%	15%	12%	14%	13%	13%	14%	13%
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	351	37	21	11	420	368	52	111	135	97	77	246	174	420
	18%	18%	22%	21%	16%	18%	18%	18%	18%	22%	18%	14%	20%	16%	18%
										df			df		

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

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

AGREEMENT THAT CHILD AND/ OR PARENT'S SCREEN TIME IS TOO HIGH

Base : Children aged 8-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2246	473	1693	509	886	678	476	1123	632
Effective Weighted Sample	1752	374	1314	407	714	499	365	873	504
Total	2298	500	1714	534	973	619	455	1162	668
BOTH CHILD AND PARENT TOO HIGH	461	128	311	110	188	132	109	223	127
	20%	26%	18%	21%	19%	21%	24%	19%	19%
		b							
BOTH CHILD AND PARENT NOT TOO HIGH	1109	213	858	254	464	296	217	555	326
	48%	43%	50%	48%	48%	48%	48%	48%	49%
			a						
CHILD TOO HIGH, PARENT NOT TOO HIGH	309	76	220	80	137	73	63	162	84
	13%	15%	13%	15%	14%	12%	14%	14%	13%
PARENT TOO HIGH, CHILD NOT TOO HIGH	420	83	326	89	184	117	65	222	131
	18%	17%	19%	17%	19%	19%	14%	19%	20%
								a	a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 68

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1914	-	-	348	481	548	537	829	1085	962	952
Effective Weighted Sample	1483	-	-	282	389	436	435	649	834	736	747
Total	1945	-	-	285	581	653	426	865	1079	979	965
Yes - during lessons at school	1255	**	**	193	382	435	245	575	681	622	633
	65%	**	**	68%	66%	67%	58%	66%	63%	64%	66%
				f	f	f					
Yes - when I am in bed at night time	1132	**	**	213	410	361	149	622	509	577	554
	58%	**	**	75%	71%	55%	35%	72%	47%	59%	57%
				ef	ef	f		b			
Yes - when having meals	1117	**	**	186	339	386	206	525	592	568	549
	57%	**	**	65%	58%	59%	48%	61%	55%	58%	57%
				f	f	f		b			
Yes - all the time at school	1096	**	**	209	394	354	138	604	492	563	533
	56%	**	**	74%	68%	54%	32%	70%	46%	57%	55%
				ef	ef	f		b			
Yes - when doing homework	813	**	**	182	290	235	107	471	342	427	387
	42%	**	**	64%	50%	36%	25%	54%	32%	44%	40%
				def	ef	f		b			
Yes - when spending time with my family	667	**	**	122	208	212	125	331	337	322	345
	34%	**	**	43%	36%	32%	29%	38%	31%	33%	36%
				ef	f			b			
Yes - some other time	36	**	**	9	16	8	2	25	11	22	14
	2%	**	**	3%	3%	1%	1%	3%	1%	2%	1%
				f	f			b			
ANY RESTRICTIONS AT HOME	1621	**	**	267	522	539	293	788	832	817	803
	83%	**	**	94%	90%	83%	69%	91%	77%	83%	83%
				ef	ef	f		b			

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

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	1914	-	-	348	481	548	537	829	1085	962	952
Effective Weighted Sample	1483	-	-	282	389	436	435	649	834	736	747
Total	1945	-	-	285	581	653	426	865	1079	979	965
ANY RESTRICTIONS AT SCHOOL	1598	**	**	245	518	540	295	763	834	798	800
	82%	**	**	86%	89%	83%	69%	88%	77%	81%	83%
				f	ef	f		b			
ANY RESTRICTIONS TOTAL	1824	**	**	276	571	618	359	847	977	919	905
	94%	**	**	97%	98%	95%	84%	98%	91%	94%	94%
				f	ef	f		b			
No – I can use my phone whenever I want	113	**	**	5	9	32	67	14	99	56	57
	6%	**	**	2%	2%	5%	16%	2%	9%	6%	6%
						cd	cde		a		
Don't know	7	**	**	3	1	2	1	4	3	4	4
	*%	**	**	1%	*%	*%	*%	*%	*%	*%	*%

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

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
															CHILD'S AGE AND GENDER / SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1914	-	-	-	-	183	165	234	247	273	275	272	265	-	538	1289
Effective Weighted Sample	1483	-	-	-	-	142	139	188	201	217	219	218	217	-	423	1005
Total	1945	-	-	-	-	144	140	285	296	331	322	219	208	-	490	1392
Yes - during lessons at school	1255	**	**	**	**	98	95	184	199	215	220	126	120	**	326	904
	65%	**	**	**	**	68%	67%	64%	67%	65%	68%	57%	58%	**	67%	65%
						k			kl		kl					
Yes - when I am in bed at night time	1132	**	**	**	**	110	103	207	203	182	178	78	70	**	364	750
	58%	**	**	**	**	76%	73%	73%	69%	55%	55%	36%	34%	**	74%	54%
						ijkl	ijkl	ijkl	ijkl	kl	kl					c
Yes - when having meals	1117	**	**	**	**	99	86	168	171	193	193	107	99	**	319	768
	57%	**	**	**	**	69%	62%	59%	58%	58%	60%	49%	47%	**	65%	55%
						hikl	kl	kl	l	l	kl					c
Yes - all the time at school	1096	**	**	**	**	105	105	205	189	177	177	75	63	**	357	724
	56%	**	**	**	**	72%	75%	72%	64%	54%	55%	34%	30%	**	73%	52%
						ijkl	hijkl	ijkl	ikl	kl	kl					c
Yes - when doing homework	813	**	**	**	**	91	91	156	134	120	115	60	47	**	296	505
	42%	**	**	**	**	63%	65%	55%	45%	36%	36%	28%	23%	**	61%	36%
						hijkl	hijkl	ijkl	jkl	l	l					c
Yes - when spending time with my family	667	**	**	**	**	56	66	91	117	110	102	65	60	**	193	457
	34%	**	**	**	**	39%	47%	32%	40%	33%	32%	30%	29%	**	39%	33%
						l	gijkl		kl							c
Yes - some other time	36	**	**	**	**	6	3	11	5	3	6	2	-	**	17	18
	2%	**	**	**	**	4%	2%	4%	2%	1%	2%	1%	-%	**	4%	1%
						il	l	il								c
ANY RESTRICTIONS AT HOME	1621	**	**	**	**	133	134	262	260	267	272	155	138	**	457	1127
	83%	**	**	**	**	92%	95%	92%	88%	81%	85%	71%	66%	**	93%	81%
						ijkl	hijkl	ijkl	ikl	kl	kl					c

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

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	1914	-	-	-	-	183	165	234	247	273	275	272	265	-	538	1289
Effective Weighted Sample	1483	-	-	-	-	142	139	188	201	217	219	218	217	-	423	1005
Total	1945	-	-	-	-	144	140	285	296	331	322	219	208	-	490	1392
ANY RESTRICTIONS AT SCHOOL	1598	**	**	**	**	123	122	258	261	267	273	151	144	**	427	1141
	82%	**	**	**	**	85%	87%	90%	88%	81%	85%	69%	69%	**	87%	82%
						kl	kl	ikl	ikl	kl	kl				c	
ANY RESTRICTIONS TOTAL	1824	**	**	**	**	140	136	281	290	312	307	187	172	**	479	1303
	94%	**	**	**	**	97%	97%	98%	98%	94%	95%	86%	83%	**	98%	94%
						kl	kl	ikl	ikl	kl	kl				c	
No – I can use my phone whenever I want	113	**	**	**	**	3	2	4	4	18	15	31	35	**	8	86
	6%	**	**	**	**	2%	2%	2%	1%	5%	5%	14%	17%	**	2%	6%
										gh		efghij	efghij			b
Don't know	7	**	**	**	**	2	1	-	1	2	*	-	1	**	3	4
	*%	**	**	**	**	1%	1%	-%	*%	1%	*%	-%	*%	**	1%	*%

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

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1914	1250	241	242	181	1914	1691	223	652	403	428	428	1055	856	1914
Effective Weighted Sample	1483	1134	210	230	158	1483	1311	174	480	312	361	354	767	715	1483
Total	1945	1644	150	90	60	1945	1691	254	534	497	459	453	1031	912	1945
Yes - during lessons at school	1255	1061	103	54	38	1255	1089	166	336	340	287	292	676	578	1255
	65%	65%	69%	60%	63%	65%	64%	66%	63%	68%	62%	64%	66%	63%	65%
Yes - when I am in bed at night time	1132	959	90	52	30	1132	980	152	315	297	261	258	612	519	1132
	58%	58%	60%	58%	50%	58%	58%	60%	59%	60%	57%	57%	59%	57%	58%
Yes - when having meals	1117	946	91	50	30	1117	963	154	330	276	264	246	607	510	1117
	57%	58%	61%	55%	50%	57%	57%	61%	62%	56%	57%	54%	59%	56%	57%
			d						df						
Yes - all the time at school	1096	951	64	48	33	1096	946	149	301	288	270	236	589	506	1096
	56%	58%	42%	53%	55%	56%	56%	59%	56%	58%	59%	52%	57%	55%	56%
		b		b	b	b									
Yes - when doing homework	813	696	57	34	26	813	722	91	261	200	175	177	461	352	813
	42%	42%	38%	38%	44%	42%	43%	36%	49%	40%	38%	39%	45%	39%	42%
									bcdfg				cf		
Yes - when spending time with my family	667	567	50	31	21	667	579	88	179	183	151	154	362	305	667
	34%	34%	33%	34%	35%	34%	34%	35%	34%	37%	33%	34%	35%	33%	34%
Yes - some other time	36	28	5	2	*	36	32	4	8	11	7	9	19	16	36
	2%	2%	4%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
ANY RESTRICTIONS AT HOME	1621	1375	128	70	48	1621	1406	215	456	425	383	356	881	739	1621
	83%	84%	85%	77%	80%	83%	83%	84%	85%	85%	83%	79%	85%	81%	83%
		c	c			c			df	d			df		d
ANY RESTRICTIONS AT SCHOOL	1598	1356	124	70	48	1598	1390	208	437	418	377	366	854	742	1598
	82%	82%	83%	77%	81%	82%	82%	82%	82%	84%	82%	81%	83%	81%	82%

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

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

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1914	1250	241	242	181	1914	1691	223	652	403	428	428	1055	856	1914
Effective Weighted Sample	1483	1134	210	230	158	1483	1311	174	480	312	361	354	767	715	1483
Total	1945	1644	150	90	60	1945	1691	254	534	497	459	453	1031	912	1945
ANY RESTRICTIONS TOTAL	1824	1548	141	80	55	1824	1594	230	508	468	435	412	976	848	1824
	94%	94%	94%	89%	92%	94%	94%	91%	95%	94%	95%	91%	95%	93%	94%
		c				c			d		d		d		
No – I can use my phone whenever I want	113	92	8	9	4	113	90	23	23	28	21	40	51	62	113
	6%	6%	5%	10%	6%	6%	5%	9%	4%	6%	5%	9%	5%	7%	6%
				abe				a				aceg			
Don't know	7	5	1	*	1	7	7	1	3	1	3	*	4	3	7
	*%	*%	1%	*%	2%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%
					ae										

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1914	397	1450	434	765	574	401	960	541
Effective Weighted Sample	1483	312	1116	346	614	417	304	742	429
Total	1945	421	1452	452	832	521	378	992	564
Yes - during lessons at school	1255	254	962	288	526	347	249	632	367
	65%	60%	66%	64%	63%	67%	66%	64%	65%
Yes - when I am in bed at night time	1132	243	850	247	481	322	222	595	307
	58%	58%	59%	55%	58%	62% a	59%	60%	54%
Yes - when having meals	1117	211	875	250	472	319	229	568	313
	57%	50%	60% a	55%	57%	61%	61%	57%	56%
Yes - all the time at school	1096	232	828	251	459	317	227	552	312
	56%	55%	57%	56%	55%	61%	60%	56%	55%
Yes - when doing homework	813	152	627	195	319	250	184	421	201
	42%	36%	43% a	43%	38%	48% b	49% c	42% c	36%
Yes - when spending time with my family	667	141	495	167	282	170	126	339	196
	34%	34%	34%	37%	34%	33%	33%	34%	35%
Yes - some other time	36	15	21	12	10	12	7	22	7
	2%	4% b	1%	3%	1%	2%	2%	2%	1%
ANY RESTRICTIONS AT HOME	1621	342	1220	371	699	442	320	831	460
	83%	81%	84%	82%	84%	85%	85%	84%	82%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC47B. Are there any times when you are not allowed to use your phone? (MULTI CODE)

Base : Children aged 8-17 who go online using a smart phone

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1914	397	1450	434	765	574	401	960	541
Effective Weighted Sample	1483	312	1116	346	614	417	304	742	429
Total	1945	421	1452	452	832	521	378	992	564
ANY RESTRICTIONS AT SCHOOL	1598	342	1202	362	683	446	316	813	461
	82%	81%	83%	80%	82%	86%	84%	82%	82%
						a			
ANY RESTRICTIONS TOTAL	1824	395	1363	427	783	490	360	933	522
	94%	94%	94%	94%	94%	94%	95%	94%	93%
No – I can use my phone whenever I want	113	26	83	25	45	30	16	55	42
	6%	6%	6%	6%	5%	6%	4%	6%	7%
Don't know	7	-	6	-	4	2	2	4	*
	*%	-%	*%	-%	1%	*%	1%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	1129	-	-	-	-	579	550	-	1129	572	557
Effective Weighted Sample	870	-	-	-	-	463	446	-	870	441	430
Total	1133	-	-	-	-	696	437	-	1133	584	549
Relax	509	**	**	**	**	302	207	**	509	248	261
	45%	**	**	**	**	43%	47%	**	45%	42%	48%
Improve my mood	359	**	**	**	**	209	150	**	359	168	191
	32%	**	**	**	**	30%	34%	**	32%	29%	35%
Follow a fitness programme	210	**	**	**	**	129	81	**	210	109	101
	19%	**	**	**	**	19%	19%	**	19%	19%	18%
Healthy eating	204	**	**	**	**	118	86	**	204	100	103
	18%	**	**	**	**	17%	20%	**	18%	17%	19%
Sleep	195	**	**	**	**	129	66	**	195	93	101
	17%	**	**	**	**	18%	15%	**	17%	16%	18%
Look up health symptoms	190	**	**	**	**	104	86	**	190	77	113
	17%	**	**	**	**	15%	20%	**	17%	13%	21%
											a
Look after my mental health	182	**	**	**	**	106	76	**	182	79	102
	16%	**	**	**	**	15%	17%	**	16%	14%	19%
											a
Get support when feeling anxious	159	**	**	**	**	95	64	**	159	62	97
	14%	**	**	**	**	14%	15%	**	14%	11%	18%
											a
ANY OF THESE	785	**	**	**	**	477	308	**	785	380	406
	69%	**	**	**	**	69%	71%	**	69%	65%	74%
											a
None of these	322	**	**	**	**	200	122	**	322	189	133
	28%	**	**	**	**	29%	28%	**	28%	32%	24%
										b	

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	~c	~d	e	f	~a	b	a	b
Unweighted total	1129	-	-	-	-	579	550	-	1129	572	557
Effective Weighted Sample	870	-	-	-	-	463	446	-	870	441	430
Total	1133	-	-	-	-	696	437	-	1133	584	549
Don't know	26	**	**	**	**	19	7	**	26	15	11
	2%	**	**	**	**	3%	2%	**	2%	3%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	1129	-	-	-	-	-	-	-	-	292	287	280	270	-	-	1043
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	234	228	226	221	-	-	807
Total	1133	-	-	-	-	-	-	-	-	358	338	225	211	-	-	1071
Relax	509	**	**	**	**	**	**	**	**	151	150	96	111	**	**	485
	45%	**	**	**	**	**	**	**	**	42%	45%	43%	52% ik	**	**	45%
Improve my mood	359	**	**	**	**	**	**	**	**	94	115	74	76	**	**	341
	32%	**	**	**	**	**	**	**	**	26%	34%	33%	36% i	**	**	32%
Follow a fitness programme	210	**	**	**	**	**	**	**	**	64	65	45	36	**	**	200
	19%	**	**	**	**	**	**	**	**	18%	19%	20%	17%	**	**	19%
Healthy eating	204	**	**	**	**	**	**	**	**	56	62	45	41	**	**	191
	18%	**	**	**	**	**	**	**	**	16%	18%	20%	19%	**	**	18%
Sleep	195	**	**	**	**	**	**	**	**	65	63	28	38	**	**	184
	17%	**	**	**	**	**	**	**	**	18%	19%	13%	18%	**	**	17%
Look up health symptoms	190	**	**	**	**	**	**	**	**	43	61	34	52	**	**	176
	17%	**	**	**	**	**	**	**	**	12%	18%	15%	25% ik	**	**	16%
Look after my mental health	182	**	**	**	**	**	**	**	**	50	56	30	47	**	**	171
	16%	**	**	**	**	**	**	**	**	14%	17%	13%	22% ik	**	**	16%
Get support when feeling anxious	159	**	**	**	**	**	**	**	**	37	58	26	38	**	**	151
	14%	**	**	**	**	**	**	**	**	10%	17% i	11%	18% ik	**	**	14%
ANY OF THESE	785	**	**	**	**	**	**	**	**	231	246	149	159	**	**	747
	69%	**	**	**	**	**	**	**	**	64%	73% i	66%	75% ik	**	**	70%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
									CHILD'S AGE AND GENDER						SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	~a	~b	c
Unweighted total	1129	-	-	-	-	-	-	-	-	292	287	280	270	-	-	1043
Effective Weighted Sample	870	-	-	-	-	-	-	-	-	234	228	226	221	-	-	807
Total	1133	-	-	-	-	-	-	-	-	358	338	225	211	-	-	1071
None of these	322	**	**	**	**	**	**	**	**	116	84	73	49	**	**	300
	28%	**	**	**	**	**	**	**	**	32%	25%	32%	23%	**	**	28%
										l		l				
Don't know	26	**	**	**	**	**	**	**	**	11	8	4	3	**	**	24
	2%	**	**	**	**	**	**	**	**	3%	2%	2%	1%	**	**	2%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1129	748	139	137	105	1129	991	138	377	243	257	251	620	508	1129
Effective Weighted Sample	870	671	121	130	93	870	762	109	277	190	216	204	451	420	870
Total	1133	964	83	50	35	1133	976	157	306	305	270	252	611	521	1133
Relax	509	436	36	22	15	509	447	62	149	132	118	109	281	227	509
	45%	45%	43%	44%	42%	45%	46%	39%	49%	43%	44%	43%	46%	44%	45%
Improve my mood	359	312	21	15	11	359	317	42	131	86	78	64	218	141	359
	32%	32%	25%	30%	30%	32%	32%	27%	43%	28%	29%	25%	36%	27%	32%
									bcdefg				df		
Follow a fitness programme	210	176	15	12	8	210	187	23	79	64	43	24	143	67	210
	19%	18%	18%	24%	21%	19%	19%	15%	26%	21%	16%	10%	23%	13%	19%
									cdfg	df	d		cdfg		df
Healthy eating	204	176	12	10	6	204	185	18	83	48	46	26	131	72	204
	18%	18%	15%	19%	16%	18%	19%	12%	27%	16%	17%	10%	21%	14%	18%
									bcdfg		d		df		d
Sleep	195	163	17	8	6	195	176	18	73	45	42	34	118	76	195
	17%	17%	21%	16%	17%	17%	18%	12%	24%	15%	16%	14%	19%	15%	17%
									bcdfg						
Look up health symptoms	190	168	8	8	5	190	171	19	63	44	48	35	107	83	190
	17%	17%	10%	16%	15%	17%	17%	12%	21%	14%	18%	14%	17%	16%	17%
		b													
Look after my mental health	182	159	10	8	5	182	158	24	70	46	34	32	116	66	182
	16%	17%	12%	16%	13%	16%	16%	15%	23%	15%	13%	13%	19%	13%	16%
									bcdfg				cdf		
Get support when feeling anxious	159	135	12	8	4	159	138	21	61	36	25	36	98	61	159
	14%	14%	14%	16%	12%	14%	14%	13%	20%	12%	9%	14%	16%	12%	14%
									bcfg				c		
ANY OF THESE	785	674	54	35	22	785	681	105	241	197	190	156	438	347	785
	69%	70%	66%	70%	63%	69%	70%	67%	79%	65%	71%	62%	72%	66%	69%
									bcdefg				d		d

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 69

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	1129	748	139	137	105	1129	991	138	377	243	257	251	620	508	1129
Effective Weighted Sample	870	671	121	130	93	870	762	109	277	190	216	204	451	420	870
Total	1133	964	83	50	35	1133	976	157	306	305	270	252	611	521	1133
None of these	322	270	26	14	12	322	274	48	57	106	74	85	163	159	322
	28%	28%	31%	28%	33%	28%	28%	30%	19%	35%	27%	34%	27%	30%	28%
										ae	a	a	a	a	a
Don't know	26	20	3	1	1	26	21	5	8	1	5	11	10	16	26
	2%	2%	3%	2%	4%	2%	2%	3%	3%	*%	2%	4%	2%	3%	2%
												be		b	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1129	248	841	257	453	332	227	567	327
Effective Weighted Sample	870	193	644	201	360	245	170	441	254
Total	1133	262	828	253	487	312	214	589	324
Relax	509	122	368	121	218	141	109	259	138
	45%	47%	44%	48%	45%	45%	51%	44%	43%
Improve my mood	359	97	246	82	150	112	87	173	99
	32%	37%	30%	32%	31%	36%	41%	29%	31%
		b					bc		
Follow a fitness programme	210	40	166	36	89	71	62	104	44
	19%	15%	20%	14%	18%	23%	29%	18%	14%
						a	bc		
Healthy eating	204	37	162	53	80	60	57	100	46
	18%	14%	20%	21%	16%	19%	27%	17%	14%
							bc		
Sleep	195	55	129	53	85	47	43	101	50
	17%	21%	16%	21%	17%	15%	20%	17%	15%
Look up health symptoms	190	39	145	49	79	51	49	91	49
	17%	15%	18%	19%	16%	16%	23%	15%	15%
							bc		
Look after my mental health	182	54	118	41	76	56	53	81	48
	16%	21%	14%	16%	16%	18%	25%	14%	15%
		b					bc		
Get support when feeling anxious	159	55	95	41	66	44	42	68	49
	14%	21%	11%	16%	14%	14%	20%	12%	15%
		b					b		
ANY OF THESE	785	187	564	183	330	226	169	404	210
	69%	71%	68%	72%	68%	73%	79%	69%	65%
							bc		

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC48. Do you use websites, apps or other online services to help you with any of these things? (MULTI CODE)

Base : Children aged 13-17 who go online

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	1129	248	841	257	453	332	227	567	327
Effective Weighted Sample	870	193	644	201	360	245	170	441	254
Total	1133	262	828	253	487	312	214	589	324
None of these	322	69	247	66	143	83	42	172	106
	28%	26%	30%	26%	29%	27%	19%	29%	33%
								a	a
Don't know	26	6	18	5	13	2	4	14	8
	2%	2%	2%	2%	3%	1%	2%	2%	3%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Yes, I will answer these questions	2074	**	**	423	636	624	390	1060	1015	1067	1008
	90%	**	**	90%	91%	90%	89%	90%	90%	90%	89%
No, I would prefer not to answer these questions	233	**	**	48	67	72	47	114	118	114	119
	10%	**	**	10%	9%	10%	11%	10%	10%	10%	11%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							**SCHOOL YEAR**	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Yes, I will answer these questions	2074	**	**	**	**	216	208	328	309	319	305	204	186	**	692	1323
	90%	**	**	**	**	90%	90%	91%	90%	89%	90%	91%	88%	**	91%	89%
No, I would prefer not to answer these questions	233	**	**	**	**	23	24	31	36	39	33	21	25	**	72	158
	10%	**	**	**	**	10%	10%	9%	10%	11%	10%	9%	12%	**	9%	11%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Yes, I will answer these questions	2074	1772	150	94	58	2074	1806	268	566	545	479	480	1111	959	2074
	90%	90%	87%	92%	83%	90%	90%	91%	91%	89%	91%	89%	90%	90%	90%
		d		bd		d									
No, I would prefer not to answer these questions	233	190	23	8	12	233	207	26	59	64	49	61	123	110	233
	10%	10%	13%	8%	17%	10%	10%	9%	9%	11%	9%	11%	10%	10%	10%
			c		ace										

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCON53. The next few questions are about some of the upsetting things that might have happened to you while using mobile phones or going online. We would like you to answer them for us, but only if you would like to. If you would rather not then please say below and you will skip this section.

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
Yes, I will answer these questions	2074 90%	454 90%	1548 90%	480 90%	887 91%	567 91%	417 91%	1045 90%	605 90%
No, I would prefer not to answer these questions	233 10%	48 10%	173 10%	55 10%	88 9%	55 9%	42 9%	120 10%	64 10%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2024	-	-	498	519	519	488	1017	1007	1033	991
Effective Weighted Sample	1579	-	-	406	422	414	399	801	778	799	781
Total	2074	-	-	423	636	624	390	1060	1015	1067	1008
Yes	1128	**	**	183	345	363	238	527	601	542	586
	54%	**	**	43%	54%	58%	61%	50%	59%	51%	58%
					c	c	c		a		a
No	799	**	**	202	256	208	133	458	341	455	344
	39%	**	**	48%	40%	33%	34%	43%	34%	43%	34%
				def	e			b		b	
Don't know	136	**	**	38	32	48	17	70	66	64	72
	7%	**	**	9%	5%	8%	4%	7%	6%	6%	7%
				df							
Prefer not to say	11	**	**	-	4	5	2	4	7	5	6
	1%	**	**	-%	1%	1%	*%	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
																CHILD'S AGE AND GENDER → SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l		~a	b	c
Unweighted total	2024	-	-	-	-	260	238	266	253	256	263	251	237		-	731	1212
Effective Weighted Sample	1579	-	-	-	-	205	201	214	208	207	207	205	194		-	580	948
Total	2074	-	-	-	-	216	208	328	309	319	305	204	186		-	692	1323
Yes	1128	**	**	**	**	96	87	169	176	163	200	115	123		**	322	769
	54%	**	**	**	**	44%	42%	51%	57%	51%	66%	56%	66%		**	46%	58%
									ef		efgi	ef	efgi				b
No	799	**	**	**	**	103	100	141	115	134	74	78	55		**	315	464
	39%	**	**	**	**	48%	48%	43%	37%	42%	24%	38%	30%		**	45%	35%
						hjl	hjl	jl	j	jl		j					c
Don't know	136	**	**	**	**	17	21	16	16	21	27	9	8		**	54	80
	7%	**	**	**	**	8%	10%	5%	5%	6%	9%	5%	4%		**	8%	6%
							gkl										
Prefer not to say	11	**	**	**	**	-	-	2	2	2	3	1	*		**	1	10
	1%	**	**	**	**	-%	-%	1%	1%	1%	1%	1%	*%		**	*%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2024	1354	245	253	172	2024	1795	229	684	430	449	456	1114	905	2024
Effective Weighted Sample	1579	1227	216	241	146	1579	1400	182	510	338	381	377	819	758	1579
Total	2074	1772	150	94	58	2074	1806	268	566	545	479	480	1111	959	2074
Yes	1128	955	84	54	35	1128	973	156	349	282	257	239	631	496	1128
	54%	54%	56%	57%	61%	54%	54%	58%	62%	52%	54%	50%	57%	52%	54%
									bcdfg				df		
No	799	693	53	35	18	799	711	88	189	231	173	202	421	375	799
	39%	39%	35%	37%	31%	39%	39%	33%	33%	42%	36%	42%	38%	39%	39%
		d								a		a		a	a
Don't know	136	115	12	5	4	136	112	23	23	31	44	37	54	81	136
	7%	6%	8%	5%	7%	7%	6%	9%	4%	6%	9%	8%	5%	8%	7%
											ae	a		ae	a
Prefer not to say	11	9	1	1	*	11	11	1	4	1	4	2	5	6	11
	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 71

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53A. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. Has this ever happened to anyone you know? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2024	434	1521	460	808	619	429	1015	571
Effective Weighted Sample	1579	341	1183	366	652	456	331	785	458
Total	2074	454	1548	480	887	567	417	1045	605
Yes	1128	312	783	254	470	335	258	559	306
	54%	69%	51%	53%	53%	59%	62%	53%	51%
		b				b	bc		
No	799	115	656	202	349	199	139	412	245
	39%	25%	42%	42%	39%	35%	33%	39%	41%
			a	c					a
Don't know	136	26	102	23	66	30	17	66	53
	7%	6%	7%	5%	7%	5%	4%	6%	9%
									a
Prefer not to say	11	-	7	*	2	3	2	8	2
	1%	-%	*%	*%	*%	1%	*%	1%	*%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2024	-	-	498	519	519	488	1017	1007	1033	991
Effective Weighted Sample	1579	-	-	406	422	414	399	801	778	799	781
Total	2074	-	-	423	636	624	390	1060	1015	1067	1008
Yes	704	**	**	105	210	239	150	315	389	328	375
	34%	**	**	25%	33%	38%	38%	30%	38%	31%	37%
					c	c	c		a		a
No	1316	**	**	308	409	363	235	718	599	711	606
	63%	**	**	73%	64%	58%	60%	68%	59%	67%	60%
				def				b		b	
Don't know	38	**	**	9	11	14	4	19	18	21	16
	2%	**	**	2%	2%	2%	1%	2%	2%	2%	2%
Prefer not to say	17	**	**	1	6	8	1	8	9	6	11
	1%	**	**	*%	1%	1%	*%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER										SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l		~a	b	c
Unweighted total	2024	-	-	-	-	260	238	266	253	256	263	251	237		-	731	1212
Effective Weighted Sample	1579	-	-	-	-	205	201	214	208	207	207	205	194		-	580	948
Total	2074	-	-	-	-	216	208	328	309	319	305	204	186		-	692	1323
Yes	704	**	**	**	**	51	54	98	112	108	131	71	79		**	189	489
	34%	**	**	**	**	24%	26%	30%	36%	34%	43%	35%	42%		**	27%	37%
									ef	e	efg	ef	efg				b
No	1316	**	**	**	**	158	150	220	190	203	160	130	105		**	485	798
	63%	**	**	**	**	73%	72%	67%	61%	64%	53%	64%	57%		**	70%	60%
						hijkl	hjl	jl		j		j					c
Don't know	38	**	**	**	**	5	4	8	3	7	8	2	2		**	16	21
	2%	**	**	**	**	2%	2%	2%	1%	2%	3%	1%	1%		**	2%	2%
Prefer not to say	17	**	**	**	**	1	-	2	5	2	6	1	-		**	1	15
	1%	**	**	**	**	1%	-%	*%	2%	1%	2%	*%	-%		**	*%	1%
											f						b

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

		NATION					AREA		SOCIAL GRADE						
	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2024	1354	245	253	172	2024	1795	229	684	430	449	456	1114	905	2024
Effective Weighted Sample	1579	1227	216	241	146	1579	1400	182	510	338	381	377	819	758	1579
Total	2074	1772	150	94	58	2074	1806	268	566	545	479	480	1111	959	2074
Yes	704	603	47	34	20	704	606	97	214	157	174	158	371	332	704
	34%	34%	31%	36%	35%	34%	34%	36%	38%	29%	36%	33%	33%	35%	34%
									b		b				
No	1316	1122	98	59	37	1316	1153	163	341	374	293	304	715	598	1316
	63%	63%	65%	63%	65%	63%	64%	61%	60%	69%	61%	63%	64%	62%	63%
										acf					
Don't know	38	32	4	1	*	38	32	6	10	7	7	13	17	20	38
	2%	2%	3%	1%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%
Prefer not to say	17	15	2	-	-	17	15	2	1	7	4	5	8	9	17
	1%	1%	1%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
									a						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53B. DESCRIPTION PROVIDED FOR HOW 'PEOPLE CAN BE NASTY OR HURTFUL' AND HOW THIS COULD HAPPEN. And has this ever happened to you? (SINGLE CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2024	434	1521	460	808	619	429	1015	571
Effective Weighted Sample	1579	341	1183	366	652	456	331	785	458
Total	2074	454	1548	480	887	567	417	1045	605
Yes	704	231	448	169	285	195	165	339	198
	34%	51%	29%	35%	32%	34%	39%	32%	33%
		b					b		
No	1316	208	1066	299	585	362	247	682	382
	63%	46%	69%	62%	66%	64%	59%	65%	63%
			a						
Don't know	38	10	25	10	12	7	6	16	16
	2%	2%	2%	2%	1%	1%	1%	2%	3%
Prefer not to say	17	4	10	2	6	3	-	7	9
	1%	1%	1%	*%	1%	*%	-%	1%	2%
									a

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	700	-	-	128	176	204	192	304	396	335	365
Effective Weighted Sample	544	-	-	106	140	164	156	237	308	255	289
Total	704	-	-	105	210	239	150	315	389	328	375
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	37	79	115	91	116	207	144	178
	46%	**	**	35%	38%	48%	61%	37%	53%	44%	47%
						c	cde		a		
Face to face	303	**	**	47	94	95	67	141	163	131	173
	43%	**	**	44%	45%	40%	45%	45%	42%	40%	46%
By text or messaging apps (like WhatsApp)	302	**	**	26	87	116	73	113	189	113	189
	43%	**	**	25%	41%	49%	48%	36%	49%	34%	50%
					c	c	c		a		a
In online games	283	**	**	53	92	89	49	145	137	160	122
	40%	**	**	50%	44%	37%	32%	46%	35%	49%	33%
				ef	f			b		b	
Through other websites or apps	116	**	**	15	41	36	24	56	60	66	50
	16%	**	**	14%	20%	15%	16%	18%	15%	20%	13%
										b	
Through phone calls	109	**	**	18	29	35	27	47	62	48	61
	15%	**	**	17%	14%	15%	18%	15%	16%	15%	16%
Through video calls (like FaceTime or Zoom)	101	**	**	14	29	44	13	43	58	45	56
	14%	**	**	14%	14%	19%	9%	14%	15%	14%	15%
						f					
Through some other way	62	**	**	8	24	16	14	32	30	25	38
	9%	**	**	7%	12%	7%	9%	10%	8%	7%	10%
Don't know	5	**	**	1	2	2	1	3	2	2	3
	1%	**	**	1%	1%	1%	*%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	700	-	-	128	176	204	192	304	396	335	365
Effective Weighted Sample	544	-	-	106	140	164	156	237	308	255	289
Total	704	-	-	105	210	239	150	315	389	328	375
Prefer not to say	2	**	**	*	-	2	*	*	2	1	2
	*%	**	**	*%	-%	1%	*%	*%	1%	*%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	86	193	223	140	279	363	303	339
	91%	**	**	82%	92%	94%	93%	89%	93%	92%	90%
					c	c	c		a		
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	77	161	187	120	238	307	268	278
	78%	**	**	73%	77%	78%	80%	76%	79%	82%	74%
										b	

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
									CHILD'S AGE AND GENDER						SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~a	b	c
Unweighted total	700	-	-	-	-	66	62	84	92	91	113	94	98	-	208	455
Effective Weighted Sample	544	-	-	-	-	51	54	65	75	74	90	76	81	-	164	357
Total	704	-	-	-	-	51	54	98	112	108	131	71	79	-	189	489
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	**	**	**	**	**	**	**	69	**	**	**	71	236
	46%	**	**	**	**	**	**	**	**	**	53%	**	**	**	38%	48% b
Face to face	303	**	**	**	**	**	**	**	**	**	55	**	**	**	82	210
	43%	**	**	**	**	**	**	**	**	**	42%	**	**	**	43%	43%
By text or messaging apps (like WhatsApp)	302	**	**	**	**	**	**	**	**	**	73	**	**	**	57	231
	43%	**	**	**	**	**	**	**	**	**	56%	**	**	**	30%	47% b
In online games	283	**	**	**	**	**	**	**	**	**	39	**	**	**	90	182
	40%	**	**	**	**	**	**	**	**	**	30%	**	**	**	48% c	37%
Through other websites or apps	116	**	**	**	**	**	**	**	**	**	13	**	**	**	28	82
	16%	**	**	**	**	**	**	**	**	**	10%	**	**	**	15%	17%
Through phone calls	109	**	**	**	**	**	**	**	**	**	20	**	**	**	29	73
	15%	**	**	**	**	**	**	**	**	**	15%	**	**	**	15%	15%
Through video calls (like FaceTime or Zoom)	101	**	**	**	**	**	**	**	**	**	22	**	**	**	32	68
	14%	**	**	**	**	**	**	**	**	**	17%	**	**	**	17%	14%
Through some other way	62	**	**	**	**	**	**	**	**	**	8	**	**	**	15	46
	9%	**	**	**	**	**	**	**	**	**	6%	**	**	**	8%	9%
Don't know	5	**	**	**	**	**	**	**	**	**	-	**	**	**	1	4
	1%	**	**	**	**	**	**	**	**	**	-%	**	**	**	1%	1%
Prefer not to say	2	**	**	**	**	**	**	**	**	**	2	**	**	**	*	2
	*%	**	**	**	**	**	**	**	**	**	1%	**	**	**	*%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER										**SCHOOL YEAR**	
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l		~a	b	c
Unweighted total	700	-	-	-	-	66	62	84	92	91	113	94	98		-	208	455
Effective Weighted Sample	544	-	-	-	-	51	54	65	75	74	90	76	81		-	164	357
Total	704	-	-	-	-	51	54	98	112	108	131	71	79		-	189	489
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	**	**	**	**	**	126	**	**		**	164	454
	91%	**	**	**	**	**	**	**	**	**	96%	**	**		**	87%	93%
																	b
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	**	**	**	**	**	102	**	**		**	150	375
	78%	**	**	**	**	**	**	**	**	**	78%	**	**		**	79%	77%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	700	466	77	95	62	700	616	84	256	130	163	150	386	313	700
Effective Weighted Sample	544	424	67	92	54	544	477	68	188	99	140	124	280	264	544
Total	704	603	47	34	20	704	606	97	214	157	174	158	371	332	704
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	278	**	**	**	322	270	**	112	72	75	62	185	137	322
	46%	46%	**	**	**	46%	45%	**	52% df	46%	43%	40%	50%	41%	46%
Face to face	303	257	**	**	**	303	256	**	90	63	77	73	152	151	303
	43%	43%	**	**	**	43%	42%	**	42%	40%	44%	46%	41%	45%	43%
By text or messaging apps (like WhatsApp)	302	258	**	**	**	302	257	**	93	73	61	75	166	136	302
	43%	43%	**	**	**	43%	42%	**	44%	46%	35%	48% c	45%	41%	43%
In online games	283	245	**	**	**	283	248	**	93	66	68	54	159	123	283
	40%	41%	**	**	**	40%	41%	**	43%	42%	39%	34%	43%	37%	40%
Through other websites or apps	116	104	**	**	**	116	105	**	52	20	25	18	73	43	116
	16%	17%	**	**	**	16%	17%	**	24% bcdfg	13%	15%	11%	20% df	13%	16%
Through phone calls	109	98	**	**	**	109	95	**	51	21	18	19	72	37	109
	15%	16%	**	**	**	15%	16%	**	24% bcdfg	13%	10%	12%	20% cf	11%	15%
Through video calls (like FaceTime or Zoom)	101	89	**	**	**	101	92	**	44	23	19	15	67	34	101
	14%	15%	**	**	**	14%	15%	**	21% cdfg	15%	11%	10%	18% df	10%	14%
Through some other way	62	54	**	**	**	62	59	**	26	12	17	7	38	24	62
	9%	9%	**	**	**	9%	10%	**	12% d	8%	10%	5%	10%	7%	9%
Don't know	5	4	**	**	**	5	5	**	3	-	1	1	3	2	5
	1%	1%	**	**	**	1%	1%	**	1%	-%	*%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	~b	~c	~d	e	a	~b	a	b	c	d	e	f	g
Unweighted total	700	466	77	95	62	700	616	84	256	130	163	150	386	313	700
Effective Weighted Sample	544	424	67	92	54	544	477	68	188	99	140	124	280	264	544
Total	704	603	47	34	20	704	606	97	214	157	174	158	371	332	704
Prefer not to say	2	2	**	**	**	2	2	**	*	2	-	*	2	*	2
	*%	*%	**	**	**	*%	*%	**	*%	1%	-%	*%	1%	*%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	553	**	**	**	642	550	**	197	151	154	140	348	294	642
	91%	92%	**	**	**	91%	91%	**	92%	96%	88%	89%	94%	88%	91%
										cdf			f		
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	471	**	**	**	546	470	**	172	132	129	112	305	241	546
	78%	78%	**	**	**	78%	77%	**	80%	84%	74%	71%	82%	72%	78%
										df			df		

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	700	227	448	167	267	217	160	340	198
Effective Weighted Sample	544	179	345	134	213	159	126	260	157
Total	704	231	448	169	285	195	165	339	198
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	104	208	80	124	103	73	157	92
	46%	45%	46%	47%	43%	53%	45%	46%	47%
Face to face	303	97	196	86	119	80	71	147	86
	43%	42%	44%	51%	42%	41%	43%	43%	43%
By text or messaging apps (like WhatsApp)	302	116	180	59	125	90	81	127	92
	43%	50%	40%	35%	44%	46%	49%	38%	46%
		b					b		
In online games	283	96	177	63	119	81	71	119	91
	40%	42%	40%	37%	42%	42%	43%	35%	46%
									b
Through other websites or apps	116	46	63	29	45	35	50	42	23
	16%	20%	14%	17%	16%	18%	30%	13%	12%
							bc		
Through phone calls	109	38	67	25	40	39	42	45	22
	15%	16%	15%	15%	14%	20%	25%	13%	11%
							bc		
Through video calls (like FaceTime or Zoom)	101	34	65	26	35	33	32	49	20
	14%	15%	15%	15%	12%	17%	20%	14%	10%
							c		
Through some other way	62	24	36	12	25	20	22	26	15
	9%	10%	8%	7%	9%	10%	13%	8%	8%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions who say that someone has been nasty or hurtful to them

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	700	227	448	167	267	217	160	340	198
Effective Weighted Sample	544	179	345	134	213	159	126	260	157
Total	704	231	448	169	285	195	165	339	198
Don't know	5	1	2	3	1	-	3	1	1
	1%	*%	*%	2%	*%	-%	2%	*%	*%
Prefer not to say	2	-	2	-	*	-	-	-	2
	*%	-%	1%	-%	*%	-%	-%	-%	1%
SUMMARY - ANY COMMS TECHNOLOGY	642	213	408	145	266	184	145	312	183
	91%	92%	91%	86%	93%	94%	88%	92%	92%
					a	a			
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	183	346	132	216	160	127	260	157
	78%	79%	77%	78%	76%	82%	77%	77%	79%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2024	-	-	498	519	519	488	1017	1007	1033	991
Effective Weighted Sample	1579	-	-	406	422	414	399	801	778	799	781
Total	2074	-	-	423	636	624	390	1060	1015	1067	1008
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	37	79	115	91	116	207	144	178
	16%	**	**	9%	12%	18%	23%	11%	20%	14%	18%
						cd	cd		a		a
Face to face	303	**	**	47	94	95	67	141	163	131	173
	15%	**	**	11%	15%	15%	17%	13%	16%	12%	17%
							c				a
By text or messaging apps (like WhatsApp)	302	**	**	26	87	116	73	113	189	113	189
	15%	**	**	6%	14%	19%	19%	11%	19%	11%	19%
					c	c	c		a		a
In online games	283	**	**	53	92	89	49	145	137	160	122
	14%	**	**	13%	14%	14%	13%	14%	14%	15%	12%
Through other websites or apps	116	**	**	15	41	36	24	56	60	66	50
	6%	**	**	3%	6%	6%	6%	5%	6%	6%	5%
					c						
Through phone calls	109	**	**	18	29	35	27	47	62	48	61
	5%	**	**	4%	4%	6%	7%	4%	6%	4%	6%
Through video calls (like FaceTime or Zoom)	101	**	**	14	29	44	13	43	58	45	56
	5%	**	**	3%	5%	7%	3%	4%	6%	4%	6%
						cf					
Through some other way	62	**	**	8	24	16	14	32	30	25	38
	3%	**	**	2%	4%	3%	4%	3%	3%	2%	4%
Don't know	5	**	**	1	2	2	1	3	2	2	3
	*%	**	**	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2024	-	-	498	519	519	488	1017	1007	1033	991
Effective Weighted Sample	1579	-	-	406	422	414	399	801	778	799	781
Total	2074	-	-	423	636	624	390	1060	1015	1067	1008
Prefer not to say	2	**	**	*	-	2	*	*	2	1	2
	*%	**	**	*%	-%	*%	*%	*%	*%	*%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	86	193	223	140	279	363	303	339
	31%	**	**	20%	30%	36%	36%	26%	36%	28%	34%
					c	c	c		a		a
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	77	161	187	120	238	307	268	278
	26%	**	**	18%	25%	30%	31%	22%	30%	25%	28%
					c	c	c		a		

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2024	-	-	-	-	260	238	266	253	256	263	251	237	-	731	1212
Effective Weighted Sample	1579	-	-	-	-	205	201	214	208	207	207	205	194	-	580	948
Total	2074	-	-	-	-	216	208	328	309	319	305	204	186	-	692	1323
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	**	**	19	18	35	45	46	69	45	46	**	71	236
	16%	**	**	**	**	9%	9%	11%	15%	14%	23% efghi	22% efghi	25% efghi	**	10%	18% b
Face to face	303	**	**	**	**	23	24	40	54	40	55	27	40	**	82	210
	15%	**	**	**	**	10%	12%	12%	17% e	13%	18% e	13%	21% efgik	**	12%	16% b
By text or messaging apps (like WhatsApp)	302	**	**	**	**	9	18	32	54	43	73	29	44	**	57	231
	15%	**	**	**	**	4%	8%	10% e	18% efg	14% e	24% efgik	14% e	24% efgik	**	8%	17% b
In online games	283	**	**	**	**	31	21	50	43	50	39	29	20	**	90	182
	14%	**	**	**	**	15%	10%	15%	14%	16%	13%	14%	11%	**	13%	14%
Through other websites or apps	116	**	**	**	**	6	9	24	17	23	13	14	10	**	28	82
	6%	**	**	**	**	3%	4%	7% e	6%	7% e	4%	7%	5%	**	4%	6%
Through phone calls	109	**	**	**	**	10	9	13	16	15	20	10	17	**	29	73
	5%	**	**	**	**	4%	4%	4%	5%	5%	7%	5%	9% fg	**	4%	6%
Through video calls (like FaceTime or Zoom)	101	**	**	**	**	5	9	10	19	22	22	7	6	**	32	68
	5%	**	**	**	**	3%	4%	3%	6%	7% e	7% e	4%	3%	**	5%	5%
Through some other way	62	**	**	**	**	3	5	7	17	8	8	6	8	**	15	46
	3%	**	**	**	**	2%	2%	2%	5% e	3%	3%	3%	4%	**	2%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2024	-	-	-	-	260	238	266	253	256	263	251	237	-	731	1212
Effective Weighted Sample	1579	-	-	-	-	205	201	214	208	207	207	205	194	-	580	948
Total	2074	-	-	-	-	216	208	328	309	319	305	204	186	-	692	1323
Don't know	5	**	**	**	**	-	1	-	2	2	-	1	-	**	1	4
	*%	**	**	**	**	-%	1%	-%	1%	*%	-%	*%	-%	**	*%	*%
Prefer not to say	2	**	**	**	**	*	-	-	-	-	2	*	-	**	*	2
	*%	**	**	**	**	*%	-%	-%	-%	-%	1%	*%	-%	**	*%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	45	41	95	98	97	126	66	74	**	164	454
	31%	**	**	**	**	21%	20%	29%	32%	30%	41%	32%	40%	**	24%	34%
							f	ef	ef	efghi	ef	efg			b
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	43	34	80	81	85	102	60	60	**	150	375
	26%	**	**	**	**	20%	17%	24%	26%	27%	33%	29%	32%	**	22%	28%
							f	f	f	efg	ef	ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2024	1354	245	253	172	2024	1795	229	684	430	449	456	1114	905	2024
Effective Weighted Sample	1579	1227	216	241	146	1579	1400	182	510	338	381	377	819	758	1579
Total	2074	1772	150	94	58	2074	1806	268	566	545	479	480	1111	959	2074
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	278	18	17	10	322	270	52	112	72	75	62	185	137	322
	16%	16%	12%	18%	18%	16%	15%	19%	20% bdfg	13%	16%	13%	17%	14%	16%
Face to face	303	257	20	16	10	303	256	48	90	63	77	73	152	151	303
	15%	15%	13%	17%	17%	15%	14%	18%	16%	11%	16%	15%	14%	16%	15%
By text or messaging apps (like WhatsApp)	302	258	21	15	8	302	257	45	93	73	61	75	166	136	302
	15%	15%	14%	16%	13%	15%	14%	17%	16%	13%	13%	16%	15%	14%	15%
In online games	283	245	21	13	4	283	248	34	93	66	68	54	159	123	283
	14%	14% d	14%	14% d	7%	14% d	14%	13%	16% d	12%	14%	11%	14%	13%	14%
Through other websites or apps	116	104	5	4	3	116	105	11	52	20	25	18	73	43	116
	6%	6%	3%	4%	5%	6%	6%	4%	9% bcdfg	4%	5%	4%	7% d	4%	6%
Through phone calls	109	98	6	4	2	109	95	14	51	21	18	19	72	37	109
	5%	6%	4%	4%	3%	5%	5%	5%	9% bcdfg	4%	4%	4%	7% cf	4%	5%
Through video calls (like FaceTime or Zoom)	101	89	5	3	4	101	92	9	44	23	19	15	67	34	101
	5%	5%	3%	3%	7%	5%	5%	3%	8% bcdfg	4%	4%	3%	6% df	4%	5%
Through some other way	62	54	5	2	1	62	59	4	26	12	17	7	38	24	62
	3%	3%	4%	2%	2%	3%	3%	1%	5% df	2%	3%	2%	3%	3%	3%
Don't know	5	4	1	*	-	5	5	-	3	-	1	1	3	2	5
	*%	*%	*%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2024	1354	245	253	172	2024	1795	229	684	430	449	456	1114	905	2024
Effective Weighted Sample	1579	1227	216	241	146	1579	1400	182	510	338	381	377	819	758	1579
Total	2074	1772	150	94	58	2074	1806	268	566	545	479	480	1111	959	2074
Prefer not to say	2	2	*	-	*	2	2	-	*	2	-	*	2	*	2
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	553	41	31	17	642	550	91	197	151	154	140	348	294	642
	31%	31%	27%	33%	29%	31%	30%	34%	35%	28%	32%	29%	31%	31%	31%
									b						
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	471	35	26	14	546	470	76	172	132	129	112	305	241	546
	26%	27%	23%	27%	25%	26%	26%	28%	30%	24%	27%	23%	27%	25%	26%
									df						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2024	434	1521	460	808	619	429	1015	571
Effective Weighted Sample	1579	341	1183	366	652	456	331	785	458
Total	2074	454	1548	480	887	567	417	1045	605
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	104	208	80	124	103	73	157	92
	16%	23% b	13%	17%	14%	18%	18%	15%	15%
Face to face	303	97	196	86	119	80	71	147	86
	15%	21% b	13%	18% b	13%	14%	17%	14%	14%
By text or messaging apps (like WhatsApp)	302	116	180	59	125	90	81	127	92
	15%	26% b	12%	12%	14%	16%	20% b	12%	15%
In online games	283	96	177	63	119	81	71	119	91
	14%	21% b	11%	13%	13%	14%	17% b	11%	15%
Through other websites or apps	116	46	63	29	45	35	50	42	23
	6%	10% b	4%	6%	5%	6%	12% bc	4%	4%
Through phone calls	109	38	67	25	40	39	42	45	22
	5%	8% b	4%	5%	4%	7%	10% bc	4%	4%
Through video calls (like FaceTime or Zoom)	101	34	65	26	35	33	32	49	20
	5%	7% b	4%	5%	4%	6%	8% bc	5%	3%
Through some other way	62	24	36	12	25	20	22	26	15
	3%	5% b	2%	3%	3%	3%	5% bc	2%	2%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 74

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : Children aged 8-17 opting to answer these questions

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2024	434	1521	460	808	619	429	1015	571
Effective Weighted Sample	1579	341	1183	366	652	456	331	785	458
Total	2074	454	1548	480	887	567	417	1045	605
Don't know	5	1	2	3	1	-	3	1	1
	*%	*%	*%	1%	*%	-%	1%	*%	*%
							b		
Prefer not to say	2	-	2	-	*	-	-	-	2
	*%	-%	*%	-%	*%	-%	-%	-%	*%
SUMMARY - ANY COMMS TECHNOLOGY	642	213	408	145	266	184	145	312	183
	31%	47%	26%	30%	30%	33%	35%	30%	30%
		b							
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	183	346	132	216	160	127	260	157
	26%	40%	22%	28%	24%	28%	30%	25%	26%
		b							

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	37	79	115	91	116	207	144	178
	14%	**	**	8%	11%	17%	21%	10%	18%	12%	16%
						cd	cd		a		a
Face to face	303	**	**	47	94	95	67	141	163	131	173
	13%	**	**	10%	13%	14%	15%	12%	14%	11%	15%
							c				a
By text or messaging apps (like WhatsApp)	302	**	**	26	87	116	73	113	189	113	189
	13%	**	**	6%	12%	17%	17%	10%	17%	10%	17%
					c	c	c		a		a
In online games	283	**	**	53	92	89	49	145	137	160	122
	12%	**	**	11%	13%	13%	11%	12%	12%	14%	11%
Through other websites or apps	116	**	**	15	41	36	24	56	60	66	50
	5%	**	**	3%	6%	5%	5%	5%	5%	6%	4%
					c						
Through phone calls	109	**	**	18	29	35	27	47	62	48	61
	5%	**	**	4%	4%	5%	6%	4%	5%	4%	5%
Through video calls (like FaceTime or Zoom)	101	**	**	14	29	44	13	43	58	45	56
	4%	**	**	3%	4%	6%	3%	4%	5%	4%	5%
						cf					
Through some other way	62	**	**	8	24	16	14	32	30	25	38
	3%	**	**	2%	3%	2%	3%	3%	3%	2%	3%
Don't know	5	**	**	1	2	2	1	3	2	2	3
	*%	**	**	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
Prefer not to say	2	**	**	*	-	2	*	*	2	1	2
	*%	**	**	*%	-%	*%	*%	*%	*%	*%	*%
OPTED NOT TO ANSWER THE QUESTION	233	**	**	48	67	72	47	114	118	114	119
	10%	**	**	10%	9%	10%	11%	10%	10%	10%	11%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	86	193	223	140	279	363	303	339
	28%	**	**	18%	27%	32%	32%	24%	32%	26%	30%
					c	c	c		a		a
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	77	161	187	120	238	307	268	278
	24%	**	**	16%	23%	27%	28%	20%	27%	23%	25%
					c	c	c		a		

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

				CHILD'S AGE AND GENDER											SCHOOL YEAR		
	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17		PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l		~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271		-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222		-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212		-	764	1481
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	**	**	**	**	19	18	35	45	46	69	45	46		**	71	236
	14%	**	**	**	**	8%	8%	10%	13%	13%	21% efghi	20% efghi	22% efghi		**	9%	16% b
Face to face	303	**	**	**	**	23	24	40	54	40	55	27	40		**	82	210
	13%	**	**	**	**	9%	10%	11%	16% e	11%	16% e	12%	19% efgik		**	11%	14% b
By text or messaging apps (like WhatsApp)	302	**	**	**	**	9	18	32	54	43	73	29	44		**	57	231
	13%	**	**	**	**	4%	8%	9% e	16% efg	12% e	22% efgik	13% e	21% efgik		**	7%	16% b
In online games	283	**	**	**	**	31	21	50	43	50	39	29	20		**	90	182
	12%	**	**	**	**	13%	9%	14%	12%	14%	11%	13%	9%		**	12%	12%
Through other websites or apps	116	**	**	**	**	6	9	24	17	23	13	14	10		**	28	82
	5%	**	**	**	**	2%	4%	7% e	5%	6% e	4%	6%	5%		**	4%	6%
Through phone calls	109	**	**	**	**	10	9	13	16	15	20	10	17		**	29	73
	5%	**	**	**	**	4%	4%	4%	4%	4%	6%	4%	8% g		**	4%	5%
Through video calls (like FaceTime or Zoom)	101	**	**	**	**	5	9	10	19	22	22	7	6		**	32	68
	4%	**	**	**	**	2%	4%	3%	5%	6% e	7% e	3%	3%		**	4%	5%
Through some other way	62	**	**	**	**	3	5	7	17	8	8	6	8		**	15	46
	3%	**	**	**	**	1%	2%	2%	5% e	2%	2%	3%	4%		**	2%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
Don't know	5	**	**	**	**	-	1	-	2	2	-	1	-	**	1	4
	*%	**	**	**	**	-%	1%	-%	*%	*%	-%	*%	-%	**	*%	*%
Prefer not to say	2	**	**	**	**	*	-	-	-	-	2	*	-	**	*	2
	*%	**	**	**	**	*%	-%	-%	-%	-%	*%	*%	-%	**	*%	*%
OPTED NOT TO ANSWER THE QUESTION	233	**	**	**	**	23	24	31	36	39	33	21	25	**	72	158
	10%	**	**	**	**	10%	10%	9%	10%	11%	10%	9%	12%	**	9%	11%
SUMMARY - ANY COMMS TECHNOLOGY	642	**	**	**	**	45	41	95	98	97	126	66	74	**	164	454
	28%	**	**	**	**	19%	18%	26%	28%	27%	37%	29%	35%	**	21%	31%
								ef	ef	ef	efghi	ef	ef			b
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	**	**	**	**	43	34	80	81	85	102	60	60	**	150	375
	24%	**	**	**	**	18%	15%	22%	24%	24%	30%	27%	28%	**	20%	25%
								f	f	f	ef	ef	ef			b

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 75

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	278	18	17	10	322	270	52	112	72	75	62	185	137	322
	14%	14%	10%	16%	15%	14%	13%	18%	18%	12%	14%	12%	15%	13%	14%
				b					bdfg						
Face to face	303	257	20	16	10	303	256	48	90	63	77	73	152	151	303
	13%	13%	12%	16%	14%	13%	13%	16%	14%	10%	15%	14%	12%	14%	13%
By text or messaging apps (like WhatsApp)	302	258	21	15	8	302	257	45	93	73	61	75	166	136	302
	13%	13%	12%	15%	11%	13%	13%	15%	15%	12%	12%	14%	13%	13%	13%
In online games	283	245	21	13	4	283	248	34	93	66	68	54	159	123	283
	12%	12%	12%	13%	6%	12%	12%	12%	15%	11%	13%	10%	13%	11%	12%
		d	d	d		d			d						
Through other websites or apps	116	104	5	4	3	116	105	11	52	20	25	18	73	43	116
	5%	5%	3%	4%	4%	5%	5%	4%	8%	3%	5%	3%	6%	4%	5%
									bcdfg				d		
Through phone calls	109	98	6	4	2	109	95	14	51	21	18	19	72	37	109
	5%	5%	3%	4%	3%	5%	5%	5%	8%	3%	3%	4%	6%	3%	5%
									bcdfg				f		
Through video calls (like FaceTime or Zoom)	101	89	5	3	4	101	92	9	44	23	19	15	67	34	101
	4%	5%	3%	3%	6%	4%	5%	3%	7%	4%	4%	3%	5%	3%	4%
									bcdfg				df		
Through some other way	62	54	5	2	1	62	59	4	26	12	17	7	38	24	62
	3%	3%	3%	2%	2%	3%	3%	1%	4%	2%	3%	1%	3%	2%	3%
									df						
Don't know	5	4	1	*	-	5	5	-	3	-	1	1	3	2	5
	*%	*%	*%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
Prefer not to say	2	2	*	-	*	2	2	-	*	2	-	*	2	*	2
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%
OPTED NOT TO ANSWER THE QUESTION	233	190	23	8	12	233	207	26	59	64	49	61	123	110	233
	10%	10%	13%	8%	17%	10%	10%	9%	9%	11%	9%	11%	10%	10%	10%
			c		ace										
SUMMARY - ANY COMMS TECHNOLOGY	642	553	41	31	17	642	550	91	197	151	154	140	348	294	642
	28%	28%	23%	30%	24%	28%	27%	31%	31%	25%	29%	26%	28%	27%	28%
									b						
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	471	35	26	14	546	470	76	172	132	129	112	305	241	546
	24%	24%	20%	25%	20%	24%	23%	26%	28%	22%	24%	21%	25%	23%	24%
									bdf						

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
On social media sites or apps (like TikTok, Instagram, Snapchat)	322	104	208	80	124	103	73	157	92
	14%	21%	12%	15%	13%	17%	16%	13%	14%
		b							
Face to face	303	97	196	86	119	80	71	147	86
	13%	19%	11%	16%	12%	13%	15%	13%	13%
		b							
By text or messaging apps (like WhatsApp)	302	116	180	59	125	90	81	127	92
	13%	23%	10%	11%	13%	14%	18%	11%	14%
		b					b		
In online games	283	96	177	63	119	81	71	119	91
	12%	19%	10%	12%	12%	13%	15%	10%	14%
		b					b		
Through other websites or apps	116	46	63	29	45	35	50	42	23
	5%	9%	4%	5%	5%	6%	11%	4%	4%
		b					bc		
Through phone calls	109	38	67	25	40	39	42	45	22
	5%	7%	4%	5%	4%	6%	9%	4%	3%
		b					bc		
Through video calls (like FaceTime or Zoom)	101	34	65	26	35	33	32	49	20
	4%	7%	4%	5%	4%	5%	7%	4%	3%
		b					bc		
Through some other way	62	24	36	12	25	20	22	26	15
	3%	5%	2%	2%	3%	3%	5%	2%	2%
		b					bc		

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
Don't know	5	1	2	3	1	-	3	1	1
	*%	*%	*%	*%	*%	-%	1% b	*%	*%
Prefer not to say	2	-	2	-	*	-	-	-	2
	*%	-%	*%	-%	*%	-%	-%	-%	*%
OPTED NOT TO ANSWER THE QUESTION	233	48	173	55	88	55	42	120	64
	10%	10%	10%	10%	9%	9%	9%	10%	10%
SUMMARY - ANY COMMS TECHNOLOGY	642	213	408	145	266	184	145	312	183
	28%	42% b	24%	27%	27%	30%	32%	27%	27%
SUMMARY - ON SOCIAL MEDIA/ IN ONLINE GAMES/ THROUGH OTHER SITES OR APPS/ THROUGH VIDEO CALLS	546	183	346	132	216	160	127	260	157
	24%	36% b	20%	25%	22%	26%	28% b	22%	23%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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 SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	CHILD'S AGE 3-5	6-7	8-9	10-12	13-15	16-17	CHILD'S AGE 3-12	13-17	CHILD'S GENDER MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
PRE-SCHOOL	261	261	-	-	-	-	-	261	-	137	124
	8%	40%	-%	-%	-%	-%	-%	11%	-%	8%	7%
		bcdef						b			
PRIMARY	1599	384	450	471	293	-	-	1599	-	817	782
	47%	59%	100%	100%	42%	-%	-%	70%	-%	47%	47%
		def	adef	adef	ef			b			
SECONDARY	1481	-	-	-	409	696	375	409	1071	754	726
	43%	-%	-%	-%	58%	100%	86%	18%	95%	43%	44%
					abc	abcdf	abcd		a		
POST-SCHOOL	43	-	-	-	-	-	43	-	43	27	16
	1%	-%	-%	-%	-%	-%	10%	-%	4%	2%	1%
							abcde		a		
UNKNOWN	23	3	-	-	*	-	19	4	19	13	10
	1%	1%	-%	-%	*%	-%	4%	*%	2%	1%	1%
							abcde		a		

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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 SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
PRE-SCHOOL	261	137	124	-	-	-	-	-	-	-	-	-	-	261	-	-
	8%	41% cdefghijkl	40% cdefghijkl	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100% bc	-%	-%
PRIMARY	1599	196	189	232	218	239	232	150	143	-	-	-	-	-	1599	-
	47%	59% ghijkl	60% ghijkl	100% abghijkl	100% abghijkl	100% abghijkl	100% abghijkl	42% ijkl	41% ijkl	-%	-%	-%	-%	-%	100% ac	-%
SECONDARY	1481	-	-	-	-	-	-	208	201	358	338	188	187	-	-	1481
	43%	-%	-%	-%	-%	-%	-%	58% abcdef	58% abcdef	100% abcdefghkl	100% abcdefghkl	83% abcdefgh	88% abcdefgh	-%	-%	100% ab
POST-SCHOOL	43	-	-	-	-	-	-	-	-	-	-	27	16	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	12% abcdefghij	7% abcdefghij	-%	-%	-%
UNKNOWN	23	2	1	-	-	-	-	-	*	-	-	11	9	-	-	-
	1%	1%	*%	-%	-%	-%	-%	-%	*%	-%	-%	5% abcdefghij	4% abcdefghij	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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 SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
PRE-SCHOOL	261	216	28	8	9	261	234	27	73	62	53	65	135	118	261
	8%	7%	11%	5%	8%	8%	8%	7%	8%	7%	7%	8%	7%	8%	8%
			ace												
PRIMARY	1599	1346	127	76	50	1599	1446	152	484	423	328	360	907	687	1599
	47%	47%	50%	49%	47%	47%	48%	39%	50%	48%	43%	45%	49%	44%	47%
							b		cf				cf		
SECONDARY	1481	1281	92	64	43	1481	1280	201	394	384	361	340	778	701	1481
	43%	44%	36%	42%	41%	43%	42%	52%	41%	44%	48%	43%	42%	45%	43%
		b						a			ae			a	
POST-SCHOOL	43	32	5	4	1	43	35	7	5	6	11	21	11	32	43
	1%	1%	2%	2%	1%	1%	1%	2%	*%	1%	1%	3%	1%	2%	1%
												abeg		abe	e
UNKNOWN	23	17	2	2	2	23	22	1	8	6	4	5	14	9	23
	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
					ae										

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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 SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
PRE-SCHOOL	261	50	196	68	102	67	67	114	71
	8%	7%	8%	9%	7%	7%	9%	7%	8%
PRIMARY	1599	321	1206	360	621	480	392	753	439
	47%	45%	47%	46%	45%	50%	53%	45%	46%
						b	bc		
SECONDARY	1481	331	1094	343	634	400	276	786	411
	43%	46%	43%	43%	46%	42%	37%	47%	43%
								a	a
POST-SCHOOL	43	11	31	13	19	6	3	19	22
	1%	1%	1%	2%	1%	1%	*%	1%	2%
									ab
UNKNOWN	23	7	15	6	9	4	7	9	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Yes	3154	565	419	438	652	664	415	2075	1079	1633	1520
	93%	87%	93%	93%	93%	95%	95%	91%	95%	93%	92%
			a	a	a	a	a		a		
No	87	29	13	10	13	16	6	64	22	43	44
	3%	4%	3%	2%	2%	2%	1%	3%	2%	2%	3%
		cdf									
Child is bilingual/ trilingual – using English equally with one or more other languages	158	51	19	22	38	14	15	129	29	70	88
	5%	8%	4%	5%	5%	2%	4%	6%	3%	4%	5%
		bcef			e	e		b			
Prefer not to say	7	4	-	1	-	2	1	5	2	1	6
	*%	1%	-%	*%	-%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER								SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Yes	3154	290	275	217	202	224	215	337	315	349	316	218	197	221	1477	1391
	93%	87%	88%	93%	93%	94%	92%	94%	92%	97%	93%	97%	93%	85%	92%	94%
				ab	a	ab	a	ab		abcdfhjl	ab	abh	ab		a	a
No	87	17	12	7	6	4	6	4	9	8	8	3	3	11	46	30
	3%	5%	4%	3%	3%	2%	2%	1%	3%	2%	2%	1%	1%	4%	3%	2%
		gkl														
Child is bilingual/ trilingual – using English equally with one or more other languages	158	27	23	8	10	10	12	18	20	1	12	5	11	27	74	58
	5%	8%	7%	4%	5%	4%	5%	5%	6%	*%	4%	2%	5%	10%	5%	4%
		cijk	ik	i	i	i	i	i	ik		i		i	bc		
Prefer not to say	7	-	4	-	-	1	-	-	-	-	2	-	1	2	2	2
	*%	-%	1%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	1%	*%	*%
														bc		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Yes	3154	2677	242	136	100	3154	2777	376	893	811	695	745	1704	1440	3154
	93%	93%	95%	89%	94%	93%	92%	97%	93%	92%	92%	94%	92%	93%	93%
		c	c		c	c		a							
No	87	79	3	3	2	87	83	3	22	24	22	19	46	41	87
	3%	3%	1%	2%	2%	3%	3%	1%	2%	3%	3%	2%	2%	3%	3%
Child is bilingual/ trilingual – using English equally with one or more other languages	158	129	11	14	4	158	150	9	45	46	37	27	91	64	158
	5%	4%	4%	9%	4%	5%	5%	2%	5%	5%	5%	3%	5%	4%	5%
				abde			b								
Prefer not to say	7	7	-	-	-	7	7	-	3	-	3	1	3	4	7
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Is English your child's first or main language? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Yes	3154	681	2349	726	1291	900	700	1539	891
	93%	95%	92%	92%	93%	94%	94%	92%	94%
No	87	19	62	22	37	15	15	53	19
	3%	3%	2%	3%	3%	2%	2%	3%	2%
Child is bilingual/ trilingual – using English equally with one or more other languages	158	19	131	41	56	40	27	88	36
	5%	3%	5%	5%	4%	4%	4%	5%	4%
			a						
Prefer not to say	7	1	-	1	-	3	2	-	4
	*%	*%	-%	*%	-%	*%	*%	-%	*%
							b		b

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 78

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	2491	406	315	352	529	556	332	1603	888	1296	1195
	73%	63%	70%	75%	75%	80%	76%	71%	78%	74%	72%
			a	a	a	ab	ab		a		
Irish	30	3	4	5	7	8	3	19	11	17	13
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	1	*	-	-	-	-	1	*	1	-	1
	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%
Any other White background	119	34	11	25	15	24	10	84	34	60	59
	3%	5%	2%	5%	2%	3%	2%	4%	3%	3%	4%
		bdf		bdf							
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	76	14	11	11	18	9	13	53	22	34	41
	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%
White and Black African	61	23	12	6	10	5	4	52	9	31	30
	2%	4%	3%	1%	1%	1%	1%	2%	1%	2%	2%
		cdef	ef					b			
White and Asian	58	10	8	8	13	14	4	39	18	36	22
	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%
Any other mixed/ multiple ethnic background	40	4	6	4	12	7	7	26	14	21	19
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
ASIAN AND BRITISH ASIAN											
Indian	52	15	5	5	18	2	7	44	8	24	28
	2%	2%	1%	1%	3%	*%	2%	2%	1%	1%	2%
		e			e		e	b			
Pakistani	68	17	9	9	12	13	7	47	20	33	35
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Bangladeshi	34	8	3	4	2	11	5	18	16	18	16
	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
						d					
Chinese	19	1	1	2	5	3	6	10	9	5	14
	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%	1%
							a				a
Any other Asian background	26	4	6	3	3	4	6	17	9	10	16
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH											
Caribbean	28	4	5	3	4	6	5	18	11	10	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	242	85	39	24	45	30	17	194	48	121	120
	7%	13%	9%	5%	6%	4%	4%	9%	4%	7%	7%
		bcdef	cef					b			
Any other Black/ African/ Caribbean background	33	15	6	3	3	2	5	27	6	19	14
	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%
		cde									

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
OTHER ETHNIC GROUPS											
Arab	6	2	-	1	2	1	-	5	1	3	3
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%
Any other ethnic background	11	*	2	3	3	1	1	8	2	7	4
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	12	1	4	2	1	-	3	9	3	3	9
	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%
			e								

 Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
WHITE																
English/ Welsh/ Scottish/ Northern Irish/ British	2491	213	194	166	149	178	174	275	254	289	267	175	157	167	1128	1140
	73%	64%	62%	71%	68%	75%	75%	77%	74%	81%	79%	78%	74%	64%	71%	77%
				b		ab	ab	abd	ab	abcd	abd	abd	ab			ab
Irish	30	2	1	2	2	2	3	5	2	5	3	1	2	2	11	16
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	1	-	*	-	-	-	-	-	-	-	-	-	1	-	-	1
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%
Any other White background	119	14	20	7	4	12	13	5	9	15	9	6	4	16	60	42
	3%	4%	6%	3%	2%	5%	6%	1%	3%	4%	3%	3%	2%	6%	4%	3%
			dgjl			g	dgl							c		
MIXED OR MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	76	7	7	4	7	6	5	8	9	2	7	8	6	5	38	30
	2%	2%	2%	2%	3%	3%	2%	2%	3%	1%	2%	3%	3%	2%	2%	2%
					i							i				
White and Black African	61	11	12	8	4	3	4	5	5	3	2	1	3	10	39	12
	2%	3%	4%	4%	2%	1%	2%	1%	1%	1%	1%	*%	2%	4%	2%	1%
		jk	ijk	jk										c	c	
White and Asian	58	7	3	7	1	4	4	7	6	9	5	2	2	4	27	27
	2%	2%	1%	3%	*%	2%	2%	2%	2%	3%	2%	1%	1%	1%	2%	2%
				d						d						

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Any other mixed/ multiple ethnic background	40	3	2	1	5	3	*	7	6	4	3	4	3	2	13	23
	1%	1%	*%	1%	2%	1%	*%	2%	2%	1%	1%	2%	2%	1%	1%	2%
ASIAN AND BRITISH ASIAN																
Indian	52	9	6	1	4	1	4	9	10	2	-	4	3	5	25	21
	2%	3%	2%	*%	2%	*%	2%	2%	3%	*%	-%	2%	1%	2%	2%	1%
		cej	j		j			j	ceij							
Pakistani	68	7	11	7	3	6	3	6	5	5	8	2	5	7	34	26
	2%	2%	3%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%
Bangladeshi	34	4	5	1	2	4	1	-	2	6	5	3	2	2	15	18
	1%	1%	1%	*%	1%	2%	*%	-%	1%	2%	1%	2%	1%	1%	1%	1%
Chinese	19	-	1	-	1	-	2	2	3	-	3	2	4	-	6	12
	1%	-%	*%	-%	1%	-%	1%	1%	1%	-%	1%	1%	2%	-%	*%	1%
													acei			
Any other Asian background	26	3	1	1	5	3	1	-	3	1	3	3	3	2	11	12
	1%	1%	*%	1%	2%	1%	*%	-%	1%	*%	1%	1%	1%	1%	1%	1%
					bfgi											
BLACK AND BLACK BRITISH																
Caribbean	28	-	4	1	5	3	1	-	4	3	3	3	2	-	15	13
	1%	-%	1%	*%	2%	1%	*%	-%	1%	1%	1%	1%	1%	-%	1%	1%
					ag											
African	242	45	41	19	20	12	12	26	20	11	19	9	8	30	144	68
	7%	13%	13%	8%	9%	5%	5%	7%	6%	3%	6%	4%	4%	12%	9%	5%
		efghijkl	efghijkl	i	ikl			i						c	c	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Any other Black/ African/ Caribbean background	33	10	5	3	3	2	1	-	3	2	-	2	3	6	19	8
	1%	3%	2%	1%	1%	1%	*%	-%	1%	1%	-%	1%	1%	2%	1%	1%
		fgij	gj											c		
OTHER ETHNIC GROUPS																
Arab	6	2	-	-	-	1	1	-	2	1	-	-	-	2	1	4
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	-%	-%	-%	1%	*%	*%
Any other ethnic background	11	-	*	1	1	1	2	3	-	1	-	-	1	*	7	4
	*%	-%	*%	*%	*%	1%	1%	1%	-%	*%	-%	-%	*%	*%	*%	*%
Prefer not to say	12	-	1	3	1	-	2	-	1	-	-	-	3	1	8	3
	*%	-%	*%	1%	1%	-%	1%	-%	*%	-%	-%	-%	1%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
				NATION			AREA				SOCIAL GRADE				
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2491	2072	207	134	78	2491	2147	344	620	635	584	646	1255	1229	2491
	73%	72%	81%	87%	74%	73%	71%	88%	64%	72%	77%	82%	68%	79%	73%
			ade	abde				a		a	abeg	abeg		abeg	ae
Irish	30	13	2	*	15	30	27	3	14	6	9	2	19	11	30
	1%	*%	1%	*%	14%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
					abce				d						
Gypsy, Traveller or Irish Traveller	1	1	-	-	*	1	1	-	-	-	1	*	-	1	1
	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%
					ae										
Any other White background	119	104	9	4	2	119	109	10	25	22	46	22	47	68	119
	3%	4%	3%	2%	2%	3%	4%	3%	3%	3%	6%	3%	3%	4%	3%
											abdeg			ae	
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	76	72	2	1	1	76	68	7	20	28	7	21	48	27	76
	2%	3%	1%	*%	1%	2%	2%	2%	2%	3%	1%	3%	3%	2%	2%
		bc				c					c	c	c		c
White and Black African	61	53	6	1	2	61	55	6	26	21	6	9	46	15	61
	2%	2%	2%	*%	2%	2%	2%	2%	3%	2%	1%	1%	3%	1%	2%
		c	c			c			cdf	cf			cf		
White and Asian	58	51	4	2	-	58	55	3	15	20	12	11	35	23	58
	2%	2%	2%	2%	-%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%
		d	d	d		d									

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Any other mixed/ multiple ethnic background	40	37	1	1	1	40	34	6	12	12	4	11	23	15	40
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN															
Indian	52	49	1	2	-	52	52	-	19	13	11	9	31	21	52
	2%	2%	*%	1%	-%	2%	2%	-%	2%	1%	1%	1%	2%	1%	2%
		bd		d		d	b								
Pakistani	68	62	5	-	*	68	68	-	11	23	11	22	34	33	68
	2%	2%	2%	-%	*%	2%	2%	-%	1%	3%	1%	3%	2%	2%	2%
		cd	c			c	b			a		a			
Bangladeshi	34	33	1	1	-	34	32	2	13	6	12	3	19	14	34
	1%	1%	*%	*%	-%	1%	1%	*%	1%	1%	2%	*%	1%	1%	1%
											d				
Chinese	19	17	2	-	-	19	18	1	6	7	2	4	12	7	19
	1%	1%	1%	-%	-%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%
Any other Asian background	26	23	2	1	1	26	26	-	6	11	6	3	17	9	26
	1%	1%	1%	*%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	28	27	1	*	-	28	28	*	10	8	4	6	18	10	28
	1%	1%	*%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
African	242	222	10	6	4	242	238	3	133	59	33	17	192	50	242
	7%	8%	4%	4%	4%	7%	8%	1%	14%	7%	4%	2%	10%	3%	7%
		bcd				bcd	b		bcdefg	df	d		bcdfg		cdf

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	AREA URBAN	RURAL	SOCIAL GRADE AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Any other Black/ African/ Caribbean background	33	31	1	*	*	33	31	2	21	7	4	1	28	5	33
	1%	1%	*%	*%	*%	1%	1%	*%	2% cdfg	1%	1%	*%	2% df	*%	1% df
OTHER ETHNIC GROUPS															
Arab	6	6	-	*	1	6	6	1	4	-	3	-	4	3	6
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
Any other ethnic background	11	10	-	-	*	11	11	-	7	-	1	3	7	4	11
	*%	*%	-%	-%	*%	*%	*%	-%	1% b	-%	*%	*%	*%	*%	*%
Prefer not to say	12	9	3	*	-	12	12	-	3	5	2	1	8	3	12
	*%	*%	1%	*%	-%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
WHITE									
English/ Welsh/ Scottish/ Northern Irish/ British	2491	597	1804	572	1056	685	507	1207	758
	73%	83%	71%	72%	76%	72%	68%	72%	80%
		b			c				ab
Irish	30	8	22	8	12	9	6	16	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	1	-	1	1	-	-	-	-	1
	*%	-%	*%	*%	-%	-%	-%	-%	*%
Any other White background	119	13	93	18	53	28	25	49	39
	3%	2%	4%	2%	4%	3%	3%	3%	4%
			a						
MIXED OR MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	76	15	58	22	30	19	14	36	26
	2%	2%	2%	3%	2%	2%	2%	2%	3%
White and Black African	61	10	48	16	23	21	21	25	15
	2%	1%	2%	2%	2%	2%	3%	1%	2%
							b		
White and Asian	58	15	41	9	29	13	4	33	20
	2%	2%	2%	1%	2%	1%	1%	2%	2%
								a	a

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Any other mixed/ multiple ethnic background	40	5	33	12	12	12	8	17	15
	1%	1%	1%	1%	1%	1%	1%	1%	2%
ASIAN AND BRITISH ASIAN									
Indian	52	2	48	10	21	12	12	29	11
	2%	*%	2%	1%	1%	1%	2%	2%	1%
			a						
Pakistani	68	13	49	29	19	9	19	30	18
	2%	2%	2%	4%	1%	1%	3%	2%	2%
				bc					
Bangladeshi	34	8	21	8	12	9	10	19	5
	1%	1%	1%	1%	1%	1%	1%	1%	*%
Chinese	19	3	14	-	8	7	6	9	4
	1%	*%	1%	-%	1%	1%	1%	1%	*%
						a			
Any other Asian background	26	7	19	6	9	6	6	16	4
	1%	1%	1%	1%	1%	1%	1%	1%	*%
BLACK AND BLACK BRITISH									
Caribbean	28	4	19	8	8	8	3	19	5
	1%	1%	1%	1%	1%	1%	*%	1%	1%
African	242	15	216	59	76	91	81	137	20
	7%	2%	8%	7%	6%	10%	11%	8%	2%
			a			b	c	c	

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Any other Black/ African/ Caribbean background	33	-	33	3	8	20	17	14	2
	1%	-%	1%	*%	1%	2%	2%	1%	*%
			a			ab	bc		
OTHER ETHNIC GROUPS									
Arab	6	1	5	1	3	1	1	5	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Any other ethnic background	11	1	10	4	3	5	2	8	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	12	2	9	5	1	*	2	9	-
	*%	*%	*%	1%	*%	*%	*%	1%	-%
				bc				c	

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Hearing? Poor hearing, partial hearing, or are d/ Deaf	64 2%	15 2% d	10 2%	15 3% df	5 1%	13 2%	5 1%	45 2%	19 2%	36 2%	28 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132 4%	27 4%	19 4%	23 5%	21 3%	29 4%	13 3%	90 4%	42 4%	60 3%	72 4%
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	53 2%	11 2%	6 1%	9 2%	10 1%	13 2%	3 1%	36 2%	16 1%	33 2%	19 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54 2%	12 2%	7 2%	10 2%	7 1%	14 2%	5 1%	35 2%	18 2%	32 2%	22 1%
Breathing? Breathlessness or chest pains	52 2%	10 1%	4 1%	7 2%	9 1%	11 2%	11 2%	30 1%	22 2%	21 1%	31 2%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189	31	31	29	33	40	25	125	65	115	74
	6%	5%	7%	6%	5%	6%	6%	5%	6%	7% b	4%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58	20	6	14	7	8	3	47	11	36	21
	2%	3% df	1%	3% df	1%	1%	1%	2% b	1%	2%	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342	58	46	61	76	56	44	241	101	222	120
	10%	9%	10%	13% e	11%	8%	10%	11%	9%	13% b	7%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182	8	7	20	36	62	49	71	111	85	98
	5%	1%	2%	4% ab	5% ab	9% abcd	11% abcd	3%	10% a	5%	6%
Other illnesses/ conditions which impact or limit their daily activities	81	20	11	4	18	21	8	53	28	40	41
	2%	3% c	2%	1%	3%	3% c	2%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Nothing – no impairments or conditions that impact or limit their daily activities	2542 75%	482 74%	339 75%	345 73%	548 78% e	503 72%	326 75%	1714 75%	828 73%	1273 73%	1269 76% a
Don't know	72 2%	13 2%	12 3%	10 2%	9 1%	17 2%	9 2%	45 2%	27 2%	42 2%	30 2%
Prefer not to say	72 2%	28 4% bdef	6 1%	10 2%	12 2%	10 1%	6 1%	56 2%	16 1%	29 2%	43 3%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	720 21%	125 19%	92 21%	106 22%	134 19%	166 24%	96 22%	458 20%	262 23%	403 23% b	316 19%
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288 8%	52 8%	31 7%	46 10%	52 7%	67 10%	40 9%	181 8%	107 9%	172 10% b	116 7%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Hearing? Poor hearing, partial hearing, or are d/Deaf	64	10	5	6	4	5	10	5	*	8	5	2	3	4	38	20
	2%	3%	2%	2%	2%	2%	4%	1%	*%	2%	1%	1%	1%	2%	2%	1%
		h		h			h	hk		h						
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132	20	8	10	9	7	16	9	12	10	19	5	8	6	72	51
	4%	6%	2%	4%	4%	3%	7%	3%	3%	3%	6%	2%	4%	2%	5%	3%
							begik									
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	53	9	3	4	2	2	7	8	2	11	3	-	3	5	25	22
	2%	3%	1%	2%	1%	1%	3%	2%	*%	3%	1%	-%	1%	2%	2%	2%
		k		k			hk	k		hk						
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54	8	4	4	3	4	6	4	3	8	6	3	1	4	28	19
	2%	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%	2%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Breathing? Breathlessness or chest pains	52	5	5	2	2	1	6	2	7	7	4	3	7	3	24	25
	2%	2%	1%	1%	1%	1%	3%	1%	2%	2%	1%	1%	4% eg	1%	1%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189	24	7	21	10	14	15	18	15	25	15	12	12	12	88	82
	6%	7% b	2%	9% bdhj	5%	6%	7% b	5%	4%	7% b	4%	6%	6%	4%	6%	6%
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58	14	6	4	2	5	9	4	3	6	2	3	-	10	31	17
	2%	4% dghjkl	2% l	2%	1%	2% l	4% dhjl	1%	1%	2% l	1%	1%	-%	4% c	2%	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342	38	20	32	14	38	23	54	22	31	25	28	16	28	167	138
	10%	11%	6%	14% bdhjl	7%	16% bdhijl	10%	15% bdhijl	6%	9%	7%	12% bdh	8%	11%	10%	9%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182	4	4	6	1	10	11	17	19	30	33	18	31	-	48	126
	5%	1%	1%	3%	1%	4% bd	5% abd	5% abd	5% abd	8% abcd	10% abcdefg	8% abcd	15% abcdefghik	-%	3% a	9% ab

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Other illnesses/ conditions which impact or limit their daily activities	81	15	5	8	2	*	4	4	13	8	12	4	4	10	30	41
	2%	4%	2%	4%	1%	*%	2%	1%	4%	2%	4%	2%	2%	4%	2%	3%
		deg		e					e	e	e					
Nothing – no impairments or conditions that impact or limit their daily activities	2542	230	252	165	174	176	169	270	278	257	245	174	151	196	1206	1094
	75%	69%	80%	71%	80%	74%	73%	75%	81%	72%	73%	77%	71%	75%	75%	74%
			acil		acl				acfijl			a				
Don't know	72	10	3	6	7	5	5	6	3	13	4	2	7	6	33	32
	2%	3%	1%	2%	3%	2%	2%	2%	1%	4%	1%	1%	3%	2%	2%	2%
Prefer not to say	72	10	18	5	2	5	6	4	8	4	6	2	4	9	38	24
	2%	3%	6%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	4%	2%	2%
			cdegijkl													
SUMMARY																
ANY IMPACTING OR LIMITING CONDITIONS	720	85	40	57	36	53	53	78	56	84	82	46	49	50	321	331
	21%	25%	13%	24%	16%	22%	23%	22%	16%	24%	24%	21%	23%	19%	20%	22%
		bdh		bdh		b	b	b		bh	bdh	b	b			
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288	38	15	22	9	25	22	31	21	35	32	22	18	19	132	129
	8%	11%	5%	9%	4%	10%	9%	9%	6%	10%	9%	10%	8%	7%	8%	9%
		bd		d		bd	d			bd	bd	bd				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Hearing? Poor hearing, partial hearing, or are d/Deaf	64	58	1	3	2	64	62	1	18	12	19	14	30	33	64
	2%	2%	*%	2%	2%	2%	2%	*%	2%	1%	3%	2%	2%	2%	2%
		b				b									
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132	115	6	8	3	132	125	7	31	24	39	38	54	77	132
	4%	4%	2%	5%	3%	4%	4%	2%	3%	3%	5%	5%	3%	5%	4%
				b							be	e		abe	
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	53	48	2	2	1	53	49	3	21	14	6	9	35	15	53
	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
									cf				f		
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54	45	4	2	3	54	51	3	18	10	11	14	29	25	54
	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
					c										

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Breathing? Breathlessness or chest pains	52	43	4	4	1	52	47	6	19	11	11	11	30	22	52
	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189	160	15	9	5	189	162	27	28	47	39	73	75	112	189
	6%	6%	6%	6%	5%	6%	5%	7%	3%	5%	5%	9%	4%	7%	6%
										a	a	abceg		aeg	ae
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58	52	3	*	3	58	52	6	16	11	11	19	27	30	58
	2%	2%	1%	*%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%
		c			c	c									
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342	291	24	15	12	342	282	59	57	80	63	138	137	201	342
	10%	10%	10%	10%	11%	10%	9%	15%	6%	9%	8%	17%	7%	13%	10%
								a		a		abcefg		abceg	ae
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182	157	13	9	3	182	151	31	28	57	41	56	85	98	182
	5%	5%	5%	6%	3%	5%	5%	8%	3%	6%	5%	7%	5%	6%	5%
				d				a		a	a	ae	a	a	a

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Other illnesses/ conditions which impact or limit their daily activities	81	73	4	3	1	81	69	12	17	14	13	37	31	50	81
	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	5%	2%	3%	2%
		d										abceg		abe	
Nothing – no impairments or conditions that impact or limit their daily activities	2542	2147	199	113	83	2542	2263	278	782	671	570	516	1453	1086	2542
	75%	74%	78%	73%	78%	75%	75%	72%	81%	76%	75%	65%	79%	70%	75%
									bcdfg	df	df		dfg	d	df
Don't know	72	67	1	3	1	72	64	8	19	16	21	13	35	35	72
	2%	2%	*%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
		b		b		b									
Prefer not to say	72	62	7	2	1	72	69	4	24	18	15	12	43	28	72
	2%	2%	3%	1%	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	720	615	49	36	21	720	621	99	138	176	150	251	314	400	720
	21%	21%	19%	23%	19%	21%	21%	25%	14%	20%	20%	32%	17%	26%	21%
										a	a	abcefg		abceg	ae
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288	251	18	14	6	288	249	40	59	63	68	97	121	165	288
	8%	9%	7%	9%	6%	8%	8%	10%	6%	7%	9%	12%	7%	11%	8%
											a	abeg		abeg	ae

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Hearing? Poor hearing, partial hearing, or are d/ Deaf	64 2%	64 9% b	- -%	25 3% bc	23 2%	10 1%	24 3% bc	25 2%	14 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	132 4%	132 18% b	- -%	45 6% c	52 4%	24 3%	32 4%	61 4%	37 4%
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	53 2%	53 7% b	- -%	13 2%	23 2%	12 1%	18 2% b	19 1%	16 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	54 2%	54 7% b	- -%	14 2%	22 2%	15 2%	22 3% bc	21 1%	11 1%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Breathing? Breathlessness or chest pains	52	52	-	14	24	10	13	20	18
	2%	7%	-%	2%	2%	1%	2%	1%	2%
		b							
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	189	189	-	58	79	29	31	82	76
	6%	26%	-%	7%	6%	3%	4%	5%	8%
		b		c	c				ab
Difficulty with speech? e.g. due to a stroke, stutter or stammer	58	58	-	22	21	13	19	28	9
	2%	8%	-%	3%	2%	1%	3%	2%	1%
		b		c			c		
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	342	342	-	104	143	60	59	143	138
	10%	48%	-%	13%	10%	6%	8%	8%	15%
		b		c	c				ab

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Their mental health? Anxiety, depression, or trauma-related conditions, for example	182	182	-	40	100	29	29	70	82
	5%	25%	-%	5%	7%	3%	4%	4%	9%
		b			c				ab
Other illnesses/ conditions which impact or limit their daily activities	81	81	-	22	36	16	12	42	26
	2%	11%	-%	3%	3%	2%	2%	2%	3%
		b							
Nothing – no impairments or conditions that impact or limit their daily activities	2542	-	2542	546	1018	797	577	1303	647
	75%	-%	100%	69%	74%	83%	78%	78%	68%
			a			ab	c	c	
Don't know	72	-	-	22	25	14	13	30	20
	2%	-%	-%	3%	2%	1%	2%	2%	2%
Prefer not to say	72	-	-	15	26	13	14	30	25
	2%	-%	-%	2%	2%	1%	2%	2%	3%
SUMMARY									
ANY IMPACTING OR LIMITING CONDITIONS	720	720	-	208	315	133	140	319	257
	21%	100%	-%	26%	23%	14%	19%	19%	27%
		b		c	c				ab

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
MULTIPLE IMPACTING OR LIMITING CONDITIONS	288	288	-	86	124	52	66	112	108
	8%	40%	-%	11%	9%	5%	9%	7%	11%
		b		c	c				b

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
16 to 24	10	3	5	2	-	-	-	10	-	5	5
	*%	*%	1%	*%	-%	-%	-%	*%	-%	*%	*%
			def								
25 to 34	970	383	176	153	159	79	20	871	99	534	436
	28%	59%	39%	32%	23%	11%	5%	38%	9%	31%	26%
		bcdef	cdef	def	ef	f		b		b	
35 to 44	1463	231	210	234	335	292	160	1010	453	729	734
	43%	36%	47%	50%	48%	42%	37%	44%	40%	42%	44%
			af	aef	af	a		b			
45 to 54	749	20	48	69	182	255	176	319	430	376	373
	22%	3%	11%	15%	26%	37%	40%	14%	38%	22%	23%
			a	a	abc	abcd	abcd		a		
55 to 64	180	4	7	13	23	58	76	46	134	88	92
	5%	1%	1%	3%	3%	8%	17%	2%	12%	5%	6%
				a	a	abcd	abcde		a		
65 to 74	10	-	1	*	3	3	3	4	6	6	4
	*%	-%	*%	*%	*%	*%	1%	*%	1%	*%	*%
75 to 79	1	-	-	-	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
Refused	22	6	4	1	1	7	3	12	10	10	13
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
Base for stats	3384	642	447	470	702	689	434	2261	1123	1738	1646
Mean age of parent	39.8	33.3	36.6	38.3	40.7	43.7	46.6	37.3	44.8	39.6	40.1
			a	ab	abc	abcd	abcde		a		
Standard deviation	8.45	6.18	7.26	7.12	7.45	7.80	7.64	7.57	7.86	8.62	8.26
Standard error	.15	.26	.31	.30	.31	.33	.33	.16	.23	.21	.20

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
16 to 24	10	*	3	3	2	2	*	-	-	-	-	-	-	3	7	-
	*%	*%	1%	1%	1%	1%	*%	-%	-%	-%	-%	-%	-%	1% c	*% c	-%
25 to 34	970	216	167	90	86	83	70	93	66	38	41	14	6	169	619	180
	28%	65% bcdefghijkl	53% cdefghijkl	39% ghijkl	40% fghijkl	35% ghijkl	30% hijkl	26% ijkl	19% ijkl	11% l	12% kl	6%	3%	65% bc	39% c	12%
35 to 44	1463	108	124	113	97	115	118	153	182	156	136	84	77	82	722	636
	43%	32%	39%	49% abkl	45% a	48% akl	51% abjkl	43% a	53% abgijkl	44% a	40%	37%	36%	31%	45% a	43% a
45 to 54	749	6	15	19	29	31	37	100	82	134	121	86	89	3	207	512
	22%	2%	5%	8% a	13% ab	13% ab	16% abc	28% abcdef	24% abcdef	37% abcdefgh	36% abcdefh	38% abcdefgh	42% abcdefgh	1%	13% a	35% ab
55 to 64	180	3	1	5	2	8	5	10	13	23	35	38	37	1	34	134
	5%	1%	*%	2%	1%	3% b	2%	3% b	4% bd	6% abcdf	10% abcdefgh	17% abcdefghij	18% abcdefghij	1%	2%	9% ab
65 to 74	10	-	-	1	-	-	*	1	2	2	2	2	*	-	3	7
	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	1%	1%	*%	-%	*%	*%
75 to 79	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%
Refused	22	2	5	2	2	-	1	*	1	5	2	1	2	3	9	10
	1%	*%	1%	1%	1%	-%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%
Base for stats	3384	333	309	230	216	239	231	358	344	353	336	225	209	258	1590	1470
Mean age of parent	39.8	32.7	34.0 a	36.1 ab	37.0 ab	38.2 abc	38.5 abcd	40.6 abcdef	40.9 abcdef	43.7 abcdefgh	43.7 abcdefgh	46.5 abcdefghij	46.7 abcdefghij	32.5	37.1 a	43.7 ab
Standard deviation	8.45	6.20	6.10	7.61	6.86	7.14	7.11	7.70	7.18	7.49	8.12	7.90	7.37	5.80	7.43	7.85
Standard error	.15	.36	.36	.45	.41	.42	.44	.45	.43	.44	.48	.47	.45	.38	.18	.21

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
16 to 24	10	9	-	1	*	10	8	2	1	3	3	3	5	5	10
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
25 to 34	970	847	58	41	24	970	907	63	326	200	187	251	526	438	970
	28%	29%	23%	27%	23%	28%	30%	16%	34%	23%	25%	32%	29%	28%	28%
		bd					b		bcefg			bc	b	b	b
35 to 44	1463	1215	121	74	52	1463	1309	154	414	388	340	314	803	654	1463
	43%	42%	48%	48%	50%	43%	43%	40%	43%	44%	45%	40%	44%	42%	43%
			a	ae	ae										
45 to 54	749	641	56	32	20	749	616	134	166	234	174	174	400	348	749
	22%	22%	22%	21%	19%	22%	20%	34%	17%	27%	23%	22%	22%	22%	22%
								a		aeg	a	a	a	a	a
55 to 64	180	149	19	4	7	180	145	35	48	48	43	42	95	85	180
	5%	5%	8%	3%	7%	5%	5%	9%	5%	5%	6%	5%	5%	5%	5%
			c		c	c		a							
65 to 74	10	10	-	1	-	10	9	2	3	-	5	1	3	7	10
	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%
											b				
75 to 79	1	1	-	-	-	1	1	-	-	-	1	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Refused	22	20	1	-	1	22	22	-	5	7	3	7	12	10	22
	1%	1%	*%	-%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%
Base for stats	3384	2871	254	153	105	3384	2995	388	958	874	754	784	1832	1538	3384
Mean age of parent	39.8	39.7	40.7	39.5	40.5	39.8	39.4	43.0	38.6	40.8	40.6	39.5	39.7	40.0	39.8
			ace					a		adefg	adeg	a	a	a	a
Standard deviation	8.45	8.51	8.16	8.00	8.03	8.45	8.34	8.62	8.49	7.97	8.63	8.54	8.31	8.59	8.45
Standard error	.15	.18	.40	.39	.45	.15	.15	.46	.25	.30	.32	.31	.19	.22	.15

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
16 to 24	10	4	6	2	5	2	5	2	3
	*%	1%	*%	*%	*%	*%	1%	*%	*%
							b		
25 to 34	970	221	694	274	347	263	289	451	220
	28%	31%	27%	35%	25%	27%	39%	27%	23%
				bc			bc		
35 to 44	1463	303	1097	325	590	440	317	710	422
	43%	42%	43%	41%	43%	46%	43%	42%	44%
45 to 54	749	156	578	155	337	202	98	402	245
	22%	22%	23%	20%	24%	21%	13%	24%	26%
					a			a	a
55 to 64	180	29	145	25	95	49	31	97	51
	5%	4%	6%	3%	7%	5%	4%	6%	5%
					a				
65 to 74	10	2	8	1	6	1	1	6	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
75 to 79	1	-	1	1	-	-	-	1	-
	*%	-%	*%	*%	-%	-%	-%	*%	-%
Refused	22	4	13	9	4	1	3	11	6
	1%	1%	1%	1%	*%	*%	*%	1%	1%
				bc					
Base for stats	3384	715	2529	782	1381	956	741	1669	943
Mean age of parent	39.8	39.1	40.1	38.4	40.8	39.7	37.4	40.4	40.7
			a		ac	a		a	a
Standard deviation	8.45	8.46	8.45	8.00	8.67	8.16	8.32	8.47	8.09
Standard error	.15	.32	.17	.29	.24	.25	.29	.21	.27

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	2395	222	219	368	487	557	542	1296	1099	1205	1190
Effective Weighted Sample	1864	179	177	303	398	443	439	1018	845	931	933
Total	2400	240	162	311	595	663	428	1308	1092	1215	1186
16 to 24	6	1	3	2	-	-	-	6	-	5	2
	*%	1%	2%	1%	-%	-%	-%	*%	-%	*%	*%
			def					b			
25 to 34	600	167	85	106	143	79	19	501	99	330	269
	25%	70%	52%	34%	24%	12%	4%	38%	9%	27%	23%
		bcdef	cdef	def	ef	f		b		b	
35 to 44	996	62	60	148	290	277	159	560	436	493	503
	41%	26%	37%	47%	49%	42%	37%	43%	40%	41%	42%
			a	abf	abef	a	a				
45 to 54	614	7	11	43	142	241	171	202	412	297	317
	26%	3%	7%	14%	24%	36%	40%	15%	38%	24%	27%
				ab	abc	abcd	abcd		a		
55 to 64	164	-	3	12	19	58	74	33	132	78	87
	7%	-%	2%	4%	3%	9%	17%	3%	12%	6%	7%
				a	a	abcd	abcde		a		
65 to 74	6	-	-	*	1	2	3	2	4	5	1
	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	*%
75 to 79	1	-	-	-	-	1	-	-	1	-	1
	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	*%
Refused	13	2	1	1	1	5	3	5	8	6	7
	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%
Base for stats	2387	238	161	310	595	658	425	1304	1083	1209	1179
Mean age of parent	40.9	32.4	34.7	38.3	40.2	43.6	46.5	37.7	44.7	40.6	41.2
			a	ab	abc	abcd	abcde		a		
Standard deviation	8.51	5.54	7.03	7.50	7.32	7.79	7.63	7.66	7.86	8.74	8.27
Standard error	.17	.37	.48	.39	.33	.33	.33	.21	.24	.25	.24

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2395	112	110	118	101	184	184	238	249	279	278	274	268	95	921	1294
Effective Weighted Sample	1864	91	88	93	85	147	156	194	204	222	221	221	219	73	731	1008
Total	2400	122	117	89	73	151	161	295	300	338	326	219	209	93	861	1386
16 to 24	6	*	1	3	-	2	*	-	-	-	-	-	-	**	5	-
	*%	*%	1%	3%	-%	1%	*%	-%	-%	-%	-%	-%	-%	**	1%	-%
				ghijkl											c	
25 to 34	600	91	76	45	40	56	50	87	56	38	41	13	6	**	361	171
	25%	74%	65%	50%	55%	37%	31%	29%	19%	11%	13%	6%	3%	**	42%	12%
		cdefghijkl	cefghijkl	efghijkl	efghijkl	hijkl	hijkl	hijkl	ikl	kl	kl				c	
35 to 44	996	30	32	35	25	73	75	129	161	143	133	83	76	**	354	598
	41%	25%	27%	39%	35%	48%	47%	44%	54%	42%	41%	38%	36%	**	41%	43%
				a		abl	abl	ab	abcdgijkl	ab	ab	a				
45 to 54	614	*	6	4	7	13	30	71	71	126	115	82	89	**	115	470
	26%	*%	6%	5%	9%	8%	19%	24%	23%	37%	35%	38%	42%	**	13%	34%
			a		a	a	abcde	abcde	abcde	abcdefgh	abcdefgh	abcdefgh	abcdefgh			b
55 to 64	164	-	-	3	-	8	4	7	11	23	35	37	36	**	22	132
	7%	-%	-%	3%	-%	5%	2%	2%	4%	7%	11%	17%	17%	**	3%	10%
						abd				abdg	abcdfgh	abcdefghi	abcdefghij			b
65 to 74	6	-	-	-	-	-	*	1	-	2	-	2	*	**	*	5
	*%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	1%	*%	**	*%	*%
75 to 79	1	-	-	-	-	-	-	-	-	-	1	-	-	**	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	**	-%	*%
Refused	13	-	2	-	1	-	1	-	1	5	-	1	2	**	4	8
	1%	-%	2%	-%	1%	-%	1%	-%	*%	2%	-%	*%	1%	**	*%	1%
Base for stats	2387	122	115	89	72	151	160	295	299	332	326	218	207	**	857	1377
Mean age of parent	40.9	31.7	33.1	34.2	35.5	37.9	38.6	39.8	40.7	43.7	43.5	46.4	46.7	**	36.9	43.7
				a	ab	abcd	abcd	abcde	abcdef	abcdefgh	abcdefgh	abcdefghij	abcdefghij			b
Standard deviation	8.51	5.30	5.71	7.67	6.11	7.60	7.40	7.67	6.94	7.58	8.02	7.89	7.37	**	7.47	7.89
Standard error	.17	.50	.55	.71	.61	.56	.55	.50	.44	.46	.48	.48	.45	**	.25	.22

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2395	1595	300	277	223	2395	2163	231	901	465	533	492	1366	1025	2395
Effective Weighted Sample	1864	1441	263	263	195	1864	1684	182	684	364	443	405	1014	848	1864
Total	2400	2044	181	103	72	2400	2139	261	753	577	556	513	1330	1069	2400
16 to 24	6	5	-	1	*	6	6	-	1	2	2	1	3	3	6
	*%	*%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
25 to 34	600	531	33	20	16	600	574	25	260	103	110	126	363	236	600
	25%	26%	18%	20%	22%	25%	27%	10%	35%	18%	20%	25%	27%	22%	25%
		bc					b		bcdefg			b	bcf		bc
35 to 44	996	833	81	48	34	996	900	96	296	247	246	206	543	452	996
	41%	41%	45%	47%	47%	41%	42%	37%	39%	43%	44%	40%	41%	42%	41%
45 to 54	614	521	46	29	17	614	506	109	147	174	153	139	321	292	614
	26%	26%	26%	28%	23%	26%	24%	42%	20%	30%	28%	27%	24%	27%	26%
								a		ae	a	a	a	a	a
55 to 64	164	136	19	4	5	164	133	31	44	46	38	37	90	75	164
	7%	7%	11%	4%	7%	7%	6%	12%	6%	8%	7%	7%	7%	7%	7%
			ace					a							
65 to 74	6	5	-	1	-	6	6	-	2	-	4	*	2	4	6
	*%	*%	-%	1%	-%	*%	*%	-%	*%	-%	1%	*%	*%	*%	*%
75 to 79	1	1	-	-	-	1	1	-	-	-	1	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Refused	13	12	1	-	*	13	13	-	3	4	1	5	7	6	13
	1%	1%	*%	-%	*%	1%	1%	-%	*%	1%	*%	1%	1%	1%	1%
Base for stats	2387	2032	180	103	72	2387	2126	261	750	573	554	509	1322	1063	2387
Mean age of parent	40.9	40.7	42.2	41.2	41.3	40.9	40.4	44.8	39.0	42.1	41.8	41.2	40.4	41.5	40.9
			ae					a		aeg	aeg	a	a	aeg	a
Standard deviation	8.51	8.55	8.44	8.17	8.09	8.51	8.46	7.91	8.70	8.04	8.63	8.21	8.55	8.43	8.51
Standard error	.17	.21	.49	.49	.54	.17	.18	.52	.29	.37	.37	.37	.23	.26	.17

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : Those whose child uses any social media apps/ sites (BASED ON RESPONSES FROM PARENT OF CHILD AGED 3-17)

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2395	486	1813	556	935	751	618	1158	603
Effective Weighted Sample	1864	384	1403	440	745	563	471	907	476
Total	2400	507	1794	571	994	683	570	1191	624
16 to 24	6	3	3	-	3	1	4	2	-
	*%	1%	*%	-%	*%	*%	1%	*%	-%
25 to 34	600	129	436	173	199	189	206	282	106
	25%	25%	24%	30%	20%	28%	36%	24%	17%
				b		b	bc	c	
35 to 44	996	218	734	234	416	282	241	490	261
	41%	43%	41%	41%	42%	41%	42%	41%	42%
45 to 54	614	126	475	134	282	165	87	317	206
	26%	25%	27%	24%	28%	24%	15%	27%	33%
								a	ab
55 to 64	164	28	131	23	86	44	30	90	44
	7%	5%	7%	4%	9%	6%	5%	8%	7%
					a				
65 to 74	6	1	5	1	4	1	1	3	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%
75 to 79	1	-	1	1	-	-	-	1	-
	*%	-%	*%	*%	-%	-%	-%	*%	-%
Refused	13	4	7	5	4	1	1	7	5
	1%	1%	*%	1%	*%	*%	*%	1%	1%
Base for stats	2387	503	1787	566	990	682	569	1185	619
Mean age of parent	40.9	40.2	41.2	39.5	42.1	40.3	38.2	41.3	42.5
			a		ac			a	ab
Standard deviation	8.51	8.25	8.60	8.12	8.60	8.44	8.61	8.55	7.78
Standard error	.17	.38	.20	.35	.28	.31	.35	.25	.32

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Man	1292	270	160	170	255	294	143	856	437	724	568
	38%	42%	36%	36%	36%	42%	33%	38%	39%	41%	34%
		f				bf				b	
Woman	2107	378	287	301	445	402	294	1411	696	1020	1088
	62%	58%	64%	64%	63%	58%	67%	62%	61%	58%	66%
							ae				a
Non-binary	4	-	1	-	2	*	-	3	*	2	2
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	3	-	2	-	1	-	-	3	-	2	1
	*%	-%	1%	-%	*%	-%	-%	*%	-%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Man	1292	147	123	79	81	95	75	140	115	178	116	85	58	109	598	567
	38%	44%	39%	34%	37%	40%	32%	39%	33%	50%	34%	38%	27%	42%	37%	38%
		cfhjl	l		l	l		l		bcdefghjkl		l				
Woman	2107	187	191	151	136	144	157	216	228	181	221	140	154	152	996	911
	62%	56%	61%	65%	62%	60%	68%	60%	66%	50%	66%	62%	73%	58%	62%	62%
			i	ai	i	i	ai	i	ai		ai	i	abdegik			
Non-binary	4	-	-	*	1	-	-	1	1	-	*	-	-	-	1	3
	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%
Prefer not to say	3	-	-	2	1	-	-	-	1	-	-	-	-	-	3	-
	*%	-%	-%	1%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Man	1292	1102	97	48	45	1292	1163	129	481	295	333	181	776	514	1292
	38%	38%	38%	31%	42%	38%	39%	33%	50%	34%	44%	23%	42%	33%	38%
			c		c	c			bcdefg	d	bdfg		bdfg	d	bdf
Woman	2107	1788	155	104	60	2107	1849	258	480	585	422	609	1065	1031	2107
	62%	62%	61%	68%	57%	62%	61%	66%	50%	66%	56%	77%	58%	67%	62%
				abde						aceg	a	abcefg	a	aceg	ace
Non-binary	4	1	1	*	1	4	3	1	2	1	1	-	3	1	4
	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
			a		ae										
Prefer not to say	3	1	2	*	-	3	2	1	1	-	1	1	1	2	3
	*%	*%	1%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
			ae												

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 82

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Man	1292	221	1030	229	532	463	376	630	270
	38%	31%	41%	29%	38%	48%	51%	37%	28%
			a		a	ab	bc	c	
Woman	2107	498	1507	559	851	491	366	1047	679
	62%	69%	59%	71%	61%	51%	49%	62%	72%
		b		bc	c			a	ab
Non-binary	4	*	3	1	1	1	*	3	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%
Prefer not to say	3	-	3	1	-	1	2	1	-
	*%	-%	*%	*%	-%	*%	*%	*%	-%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
In full time employment	2054	419	262	268	416	437	253	1364	690	1078	976
	60%	65%	58%	57%	59%	63%	58%	60%	61%	62%	59%
		bcf									
In part time employment	676	94	100	107	155	143	77	457	219	318	358
	20%	15%	22%	23%	22%	20%	18%	20%	19%	18%	22%
			a	a	a	a					a
Unemployed	160	40	15	20	36	26	23	111	49	83	78
	5%	6%	3%	4%	5%	4%	5%	5%	4%	5%	5%
A student	70	12	11	15	7	20	5	46	24	35	34
	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	2%
				df		df					
Full-time responsibility for home/ family	367	75	50	53	72	53	65	250	118	188	179
	11%	12%	11%	11%	10%	8%	15%	11%	10%	11%	11%
		e					de				
Retired	27	-	5	1	4	7	10	10	17	17	10
	1%	-%	1%	*%	1%	1%	2%	*%	1%	1%	1%
			a			a	acd		a		
Other	42	5	4	6	11	10	5	27	15	24	18
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Prefer not to say	10	4	4	*	2	-	1	9	1	4	6
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 83

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER								SCHOOL YEAR		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
In full time employment	2054 60%	223 67% cfl	196 62% cf	122 53%	140 64% cf	151 63% cf	116 50%	210 58%	206 60% f	235 66% cfl	202 60% f	136 60% f	117 55%	163 62%	966 60%	895 60%
In part time employment	676 20%	36 11%	58 18% a	56 24% a	44 20% a	50 21% a	57 25% aik	76 21% a	78 23% a	62 17%	81 24% a	38 17%	39 18% a	39 15%	326 20%	300 20%
Unemployed	160 5%	22 7% i	18 6%	8 4%	7 3%	9 4%	11 5%	22 6% i	14 4%	9 2%	17 5%	13 6%	10 5%	17 6%	76 5%	59 4%
A student	70 2%	7 2%	5 2%	8 4% gl	3 1%	8 3% g	8 3% gl	2 1%	5 1%	8 2%	12 4% gl	3 1%	1 1%	5 2%	32 2%	28 2%
Full-time responsibility for home/ family	367 11%	42 13% j	32 10%	28 12% j	22 10%	21 9%	32 14% j	37 10%	35 10%	34 10%	19 6%	26 12% j	39 18% bdeghijk	32 12%	167 10%	159 11%
Retired	27 1%	- -%	- -%	5 2% abde	- -%	- -%	1 *%	3 1%	1 *%	4 1%	3 1%	5 2% abde	5 2% abde	- -%	8 *%	18 1%
Other	42 1%	4 1%	1 *%	3 1%	* *%	- -%	6 3% bdel	7 2% e	5 1%	6 2% e	4 1%	4 2% e	1 *%	1 *%	19 1%	20 1%
Prefer not to say	10 *%	- -%	4 1%	2 1%	2 1%	* *%	- -%	2 1%	- -%	- -%	- -%	1 *%	* *%	3 1% c	4 *%	2 *%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
In full time employment	2054	1745	149	92	68	2054	1857	197	788	611	459	192	1398	651	2054
	60%	60%	58%	60%	64%	60%	62%	51%	82%	69%	61%	24%	76%	42%	60%
							b		bcdefg	cdfg	df		bcdfg	d	df
In part time employment	676	570	55	32	19	676	593	83	114	170	175	214	284	390	676
	20%	20%	22%	21%	18%	20%	20%	21%	12%	19%	23%	27%	15%	25%	20%
										ae	ae	abeg	a	abeg	ae
Unemployed	160	134	12	7	6	160	140	20	2	16	18	124	18	142	160
	5%	5%	5%	5%	6%	5%	5%	5%	*%	2%	2%	16%	1%	9%	5%
										a	ae	abcefg	a	abceg	abce
A student	70	64	3	2	1	70	62	8	11	32	10	17	43	27	70
	2%	2%	1%	1%	1%	2%	2%	2%	1%	4%	1%	2%	2%	2%	2%
										acfg			a		
Full-time responsibility for home/ family	367	316	26	15	10	367	310	57	39	47	73	204	86	277	367
	11%	11%	10%	10%	10%	11%	10%	15%	4%	5%	10%	26%	5%	18%	11%
								a			abe	abcefg		abceg	abe
Retired	27	22	2	2	-	27	19	8	3	3	12	8	7	20	27
	1%	1%	1%	1%	-%	1%	1%	2%	*%	*%	2%	1%	*%	1%	1%
								a			abe			ae	
Other	42	32	6	2	2	42	27	15	4	*	9	29	4	37	42
	1%	1%	2%	1%	2%	1%	1%	4%	*%	*%	1%	4%	*%	2%	1%
			a					a			be	abceg		abeg	abe
Prefer not to say	10	8	1	1	*	10	9	1	2	2	1	4	3	5	10
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
In full time employment	2054	335	1638	322	842	791	600	1025	417
	60%	47%	64%	41%	61%	83%	81%	61%	44%
			a		a	ab	bc	c	
In part time employment	676	140	503	199	303	118	81	354	232
	20%	19%	20%	25%	22%	12%	11%	21%	24%
				c	c			a	a
Unemployed	160	60	96	83	51	6	11	71	74
	5%	8%	4%	10%	4%	1%	1%	4%	8%
		b		bc	c			a	ab
A student	70	29	38	27	23	4	17	27	25
	2%	4%	2%	3%	2%	*%	2%	2%	3%
		b		bc	c				
Full-time responsibility for home/ family	367	135	213	139	133	31	27	172	167
	11%	19%	8%	18%	10%	3%	4%	10%	18%
		b		bc	c			a	ab
Retired	27	5	22	9	11	4	3	14	9
	1%	1%	1%	1%	1%	*%	*%	1%	1%
Other	42	15	26	10	20	4	3	13	23
	1%	2%	1%	1%	1%	*%	*%	1%	2%
					c				ab
Prefer not to say	10	2	7	1	1	-	2	4	3
	*%	*%	*%	*%	*%	-%	*%	*%	*%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Income Support	178	62	24	25	33	23	11	144	34	104	74
	5%	9%	5%	5%	5%	3%	3%	6%	3%	6%	4%
		bcdef	f	f				b			
Income-based Jobseeker's Allowance	72	24	5	6	24	8	6	58	14	44	28
	2%	4%	1%	1%	3%	1%	1%	3%	1%	3%	2%
		bcef			bcef			b			
Pensions Credit (Guaranteed Credit)	84	26	8	11	15	13	11	60	24	56	29
	2%	4%	2%	2%	2%	2%	3%	3%	2%	3%	2%
		b								b	
Pensions Credit (no Guaranteed Credit)	39	9	4	3	14	7	2	30	10	21	18
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Employment and Support Allowance (ESA)	198	50	24	29	34	36	25	136	61	107	90
	6%	8%	5%	6%	5%	5%	6%	6%	5%	6%	5%
Universal Credit (and household has other earnings)	673	120	81	97	168	123	84	466	207	316	357
	20%	19%	18%	21%	24%	18%	19%	20%	18%	18%	22%
					abe						a
Universal Credit (and household has no other earnings)	327	68	44	49	60	50	57	221	106	177	150
	10%	10%	10%	10%	9%	7%	13%	10%	9%	10%	9%
							de				
Personal Independence Payment (PIP)	290	38	36	37	59	60	60	169	121	156	133
	9%	6%	8%	8%	8%	9%	14%	7%	11%	9%	8%
							abcde		a		

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE 3-5 a	6-7 b	8-9 c	10-12 d	13-15 e	16-17 f	CHILD'S AGE 3-12 a	13-17 b	CHILD'S GENDER MALE a	FEMALE b
Significance Level: 95%											
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Carer's allowance	241	55	24	31	46	47	37	157	84	135	106
	7%	8%	5%	7%	7%	7%	9%	7%	7%	8%	6%
Disability Living Allowance (DLA)	187	28	23	34	43	38	20	129	58	121	66
	5%	4%	5%	7%	6%	5%	5%	6%	5%	7%	4%
										b	
Other	24	6	5	3	4	2	3	18	6	3	21
	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%
											a
None of these - Do not receive any of these benefits	1819	322	250	256	358	395	238	1186	633	952	867
	53%	50%	56%	54%	51%	57%	55%	52%	56%	54%	52%
						a					
Don't know	46	8	4	7	10	12	6	29	17	20	27
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%
Prefer not to say	113	24	18	14	23	26	9	79	35	49	64
	3%	4%	4%	3%	3%	4%	2%	3%	3%	3%	4%
SUMMARY											
ANY BENEFITS	1427	295	178	194	312	264	184	980	448	726	701
	42%	46%	40%	41%	44%	38%	42%	43%	40%	42%	42%
		e			e						

Columns Tested: a,b,c,d,e,f - a,b - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
							CHILD'S AGE AND GENDER								SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Income Support	178	29	32	14	10	12	13	27	7	14	9	7	4	27	100	49
	5%	9%	10%	6%	5%	5%	6%	8%	2%	4%	3%	3%	2%	10%	6%	3%
		hijkl	dehijkl	hl			hl	hjkl						bc	c	
Income-based Jobseeker's Allowance	72	16	8	1	3	2	4	15	8	7	2	3	2	15	28	28
	2%	5%	2%	1%	1%	1%	2%	4%	2%	2%	1%	1%	1%	6%	2%	2%
		cdejkl						cejl						bc		
Pensions Credit (Guaranteed Credit)	84	19	8	4	4	5	6	10	5	10	3	8	3	9	42	32
	2%	6%	2%	2%	2%	2%	3%	3%	2%	3%	1%	4%	1%	3%	3%	2%
		cdehjl														
Pensions Credit (no Guaranteed Credit)	39	3	5	3	1	1	2	9	5	4	3	1	1	3	23	13
	1%	1%	2%	1%	*%	*%	1%	3%	1%	1%	1%	*%	1%	1%	1%	1%
Employment and Support Allowance (ESA)	198	27	23	13	10	12	17	21	13	16	20	18	7	17	98	83
	6%	8%	7%	6%	5%	5%	7%	6%	4%	5%	6%	8%	3%	6%	6%	6%
		hl										l				
Universal Credit (and household has other earnings)	673	49	72	46	35	46	51	81	86	52	71	43	42	48	314	296
	20%	15%	23%	20%	16%	19%	22%	23%	25%	14%	21%	19%	20%	18%	20%	20%
			ai				ai	ai	adi							
Universal Credit (and household has no other earnings)	327	42	26	25	20	18	31	34	26	28	21	30	27	35	160	121
	10%	12%	8%	11%	9%	8%	13%	10%	7%	8%	6%	13%	13%	13%	10%	8%
		j					hj					hj	j	c		
Personal Independence Payment (PIP)	290	16	22	21	15	16	21	26	33	41	19	36	24	14	113	151
	9%	5%	7%	9%	7%	7%	9%	7%	10%	11%	6%	16%	11%	5%	7%	10%
									a	aj		abcdefghj	aj			ab

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Carer's allowance	241	30	25	15	9	15	16	22	24	32	15	21	17	28	102	104
	7%	9%	8%	6%	4%	6%	7%	6%	7%	9%	4%	9%	8%	11%	6%	7%
										d		dj		b		
Disability Living Allowance (DLA)	187	18	10	17	6	17	17	32	11	29	9	8	12	10	94	79
	5%	5%	3%	7%	3%	7%	8%	9%	3%	8%	3%	3%	6%	4%	6%	5%
				dj		dj	bdhj	bdhjk		bdhjk						
Other	24	-	6	-	5	-	3	-	4	*	2	2	1	2	13	8
	1%	-%	2%	-%	2%	-%	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%
			aceg		acegi											
None of these - Do not receive any of these benefits	1819	177	145	122	128	142	113	179	179	211	184	121	117	118	863	810
	53%	53%	46%	53%	59%	60%	49%	50%	52%	59%	54%	54%	55%	45%	54%	55%
					bf	bfg				bf			b		a	a
Don't know	46	3	5	1	3	5	3	3	7	5	7	3	2	3	22	18
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	113	10	13	9	9	5	9	10	13	13	12	1	8	9	56	45
	3%	3%	4%	4%	4%	2%	4%	3%	4%	4%	4%	1%	4%	3%	4%	3%
			k	k	k		k		k	k	k		k			
SUMMARY																
ANY BENEFITS	1427	144	151	100	78	87	107	166	146	130	134	99	84	130	658	608
	42%	43%	48%	43%	36%	37%	46%	46%	42%	36%	40%	44%	40%	50%	41%	41%
			dei				dei	dei						bc		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Income Support	178	150	9	6	13	178	171	7	95	22	43	18	117	61	178
	5%	5%	4%	4%	12%	5%	6%	2%	10%	3%	6%	2%	6%	4%	5%
					abce		b		bcdefg		bd		bdf		bd
Income-based Jobseeker's Allowance	72	67	1	1	3	72	68	4	30	18	10	13	48	24	72
	2%	2%	1%	*%	3%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%
		bc			bc	bc			cf						
Pensions Credit (Guaranteed Credit)	84	76	4	2	2	84	79	6	61	5	7	10	67	18	84
	2%	3%	2%	1%	2%	2%	3%	2%	6%	1%	1%	1%	4%	1%	2%
									bcdefg				bcdfg		bcf
Pensions Credit (no Guaranteed Credit)	39	37	1	1	1	39	39	1	20	9	7	3	30	10	39
	1%	1%	*%	1%	1%	1%	1%	*%	2%	1%	1%	*%	2%	1%	1%
									dfg				df		
Employment and Support Allowance (ESA)	198	174	12	4	7	198	184	14	113	20	20	44	134	64	198
	6%	6%	5%	3%	7%	6%	6%	3%	12%	2%	3%	6%	7%	4%	6%
		c			c	c			bcdefg			bc	bcf		bcf
Universal Credit (and household has other earnings)	673	585	42	26	20	673	594	79	96	171	144	260	267	404	673
	20%	20%	17%	17%	19%	20%	20%	20%	10%	19%	19%	33%	14%	26%	20%
										ae	ae	abcefg	a	abceg	ae
Universal Credit (and household has no other earnings)	327	282	21	15	10	327	276	51	41	40	43	199	81	242	327
	10%	10%	8%	10%	10%	10%	9%	13%	4%	5%	6%	25%	4%	16%	10%
								a				abcefg		abceg	abce

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Personal Independence Payment (PIP)	290	251	15	13	11	290	254	36	60	55	50	124	115	174	290
	9%	9%	6%	8%	11%	9%	8%	9%	6%	6%	7%	16%	6%	11%	9%
					b							abcfg		abceg	ae
Carer's allowance	241	206	20	10	5	241	214	27	51	32	43	113	83	155	241
	7%	7%	8%	6%	5%	7%	7%	7%	5%	4%	6%	14%	5%	10%	7%
												abcefg		abceg	be
Disability Living Allowance (DLA)	187	153	22	7	5	187	165	22	31	36	33	87	67	120	187
	5%	5%	9%	5%	5%	5%	5%	6%	3%	4%	4%	11%	4%	8%	5%
			ace									abcefg		abceg	ae
Other	24	21	1	*	1	24	19	4	5	10	2	8	14	9	24
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
None of these - Do not receive any of these benefits	1819	1534	150	84	51	1819	1607	211	598	572	450	195	1171	645	1819
	53%	53%	59%	55%	48%	53%	53%	54%	62%	65%	59%	25%	63%	42%	53%
			ad						dfg	dfg	dfg		dfg	d	df
Don't know	46	40	3	3	1	46	43	3	11	15	8	11	27	19	46
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	113	95	9	6	4	113	100	13	18	21	26	43	39	70	113
	3%	3%	3%	4%	4%	3%	3%	3%	2%	2%	3%	5%	2%	5%	3%
											a	abeg		abe	ae
SUMMARY															
ANY BENEFITS	1427	1223	94	61	50	1427	1267	160	336	272	272	542	608	814	1427
	42%	42%	37%	40%	47%	42%	42%	41%	35%	31%	36%	68%	33%	53%	42%
		b			b							abcefg		abceg	abce

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 84

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Income Support	178	48	120	57	54	65	122	43	13
	5%	7%	5%	7%	4%	7%	16%	3%	1%
				b		b	bc		
Income-based Jobseeker's Allowance	72	19	45	21	27	23	39	18	15
	2%	3%	2%	3%	2%	2%	5%	1%	2%
							bc		
Pensions Credit (Guaranteed Credit)	84	22	59	14	25	43	48	30	7
	2%	3%	2%	2%	2%	4%	6%	2%	1%
						ab	bc		
Pensions Credit (no Guaranteed Credit)	39	16	20	11	18	10	16	17	6
	1%	2%	1%	1%	1%	1%	2%	1%	1%
		b					bc		
Employment and Support Allowance (ESA)	198	65	127	57	56	79	97	62	39
	6%	9%	5%	7%	4%	8%	13%	4%	4%
		b		b		b	bc		
Universal Credit (and household has other earnings)	673	216	435	259	307	60	86	305	282
	20%	30%	17%	33%	22%	6%	12%	18%	30%
		b		bc	c			a	ab
Universal Credit (and household has no other earnings)	327	139	169	139	118	27	37	132	156
	10%	19%	7%	18%	8%	3%	5%	8%	16%
		b		bc	c			a	ab

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Personal Independence Payment (PIP)	290	124	158	112	120	36	54	119	117
	9%	17%	6%	14%	9%	4%	7%	7%	12%
		b		bc	c				ab
Carer's allowance	241	129	111	102	79	39	52	110	80
	7%	18%	4%	13%	6%	4%	7%	7%	8%
		b		bc					
Disability Living Allowance (DLA)	187	134	51	68	63	34	37	89	62
	5%	19%	2%	9%	5%	4%	5%	5%	6%
		b		bc					
Other	24	6	17	9	9	2	2	10	11
	1%	1%	1%	1%	1%	*%	*%	1%	1%
				c					
None of these - Do not receive any of these benefits	1819	184	1588	220	771	719	422	1019	368
	53%	26%	62%	28%	56%	75%	57%	61%	39%
			a		a	ab	c	c	
Don't know	46	10	21	11	13	10	11	15	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	113	28	61	27	31	5	12	52	38
	3%	4%	2%	3%	2%	1%	2%	3%	4%
				c	c				a
SUMMARY									
ANY BENEFITS	1427	497	872	533	569	222	300	594	530
	42%	69%	34%	67%	41%	23%	40%	35%	56%
		b		bc	c		b		ab

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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 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 parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Up to £199 per week / Up to £10,399 per year	202 6%	52 8% bc	21 5%	22 5%	42 6%	39 6%	26 6%	137 6%	65 6%	108 6%	94 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	268 8%	44 7%	35 8%	36 8%	67 9%	51 7%	34 8%	183 8%	85 7%	134 8%	134 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	563 17%	101 16%	71 16%	78 17%	119 17%	120 17%	73 17%	370 16%	193 17%	284 16%	279 17%
From £500 to £699 per week / From £26,000 to £36,399 per year	592 17%	108 17%	76 17%	83 18%	132 19%	108 16%	85 19%	398 18%	193 17%	310 18%	282 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	589 17%	108 17%	58 13%	77 16% b	126 18% b	136 19% b	86 20% b	368 16%	221 20% a	308 18%	282 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472 14%	76 12%	83 19% aef	65 14%	104 15%	95 14%	48 11%	329 14%	143 13%	227 13%	245 15%
£1,500 and above per week / £78,000 and above per year	447 13%	104 16% d	63 14% d	67 14% d	62 9%	94 14% d	57 13% d	296 13%	151 13%	247 14%	199 12%

Columns Tested: a,b,c,d,e,f - a,b - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 85

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. 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 parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Don't know	116	29	16	30	14	20	6	90	26	59	57
	3%	5%	3%	6%	2%	3%	1%	4%	2%	3%	3%
		df	f	bdef				b			
Prefer not to say	158	26	28	11	37	33	23	103	56	71	87
	5%	4%	6%	2%	5%	5%	5%	5%	5%	4%	5%
			c			c			c		

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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 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 parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Up to £199 per week / Up to £10,399 per year	202	28	23	9	12	12	11	21	21	23	16	15	11	23	87	85
	6%	8%	7%	4%	5%	5%	5%	6%	6%	6%	5%	6%	5%	9%	5%	6%
		c														
From £200 to £299 per week / From £10,400 to £15,599 per year	268	22	23	21	14	17	20	32	35	24	27	18	16	19	122	123
	8%	6%	7%	9%	6%	7%	8%	9%	10%	7%	8%	8%	7%	7%	8%	8%
From £300 to £499 per week / From £15,600 to £25,999 per year	563	49	52	38	33	44	34	67	52	54	66	32	41	46	255	248
	17%	15%	17%	16%	15%	18%	15%	19%	15%	15%	20%	14%	20%	18%	16%	17%
From £500 to £699 per week / From £26,000 to £36,399 per year	592	60	48	49	27	40	43	66	65	51	58	44	41	40	273	268
	17%	18%	15%	21%	12%	17%	18%	19%	19%	14%	17%	19%	19%	15%	17%	18%
				d					d			d	d			
From £700 to £999 per week / From £36,400 to £51,999 per year	589	51	56	33	24	39	38	62	63	75	61	47	39	45	261	273
	17%	15%	18%	14%	11%	16%	16%	17%	18%	21%	18%	21%	18%	17%	16%	18%
			d						d	d	d	d	d			
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472	38	38	30	53	34	31	49	55	55	40	19	28	31	238	198
	14%	11%	12%	13%	24%	14%	13%	14%	16%	15%	12%	9%	13%	12%	15%	13%
					abcefghijkl					k	k					

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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 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 parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
								CHILD'S AGE AND GENDER							SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
£1,500 and above per week / £78,000 and above per year	447	56	48	31	32	36	31	36	26	51	43	38	19	35	225	183
	13%	17%	15%	13%	15%	15%	14%	10%	8%	14%	13%	17%	9%	13%	14%	12%
		ghl	hl	h	h	hl	h			h		ghl				
Don't know	116	21	9	8	7	14	16	4	11	9	11	3	3	16	61	36
	3%	6%	3%	4%	3%	6%	7%	1%	3%	3%	3%	1%	2%	6%	4%	2%
		gkl				gkl	bgikl							c		
Prefer not to say	158	10	16	12	16	3	8	21	16	15	18	10	13	6	77	68
	5%	3%	5%	5%	7%	1%	4%	6%	5%	4%	5%	5%	6%	2%	5%	5%
			e	e	ae			e	e	e	e	e	e			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 85

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. 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 parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Up to £199 per week / Up to £10,399 per year	202	172	15	10	6	202	180	22	21	33	33	114	54	147	202
	6%	6%	6%	6%	6%	6%	6%	6%	2%	4%	4%	14%	3%	10%	6%
									a			abcefg		abceg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	268	232	14	12	9	268	240	28	40	51	38	137	91	175	268
	8%	8%	6%	8%	8%	8%	8%	7%	4%	6%	5%	17%	5%	11%	8%
												abcefg		abceg	ace
From £300 to £499 per week / From £15,600 to £25,999 per year	563	482	41	26	14	563	487	76	62	144	132	220	207	353	563
	17%	17%	16%	17%	13%	17%	16%	20%	6%	16%	17%	28%	11%	23%	17%
										ae	ae	abcefg	a	abceg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	592	510	44	19	18	592	539	52	101	168	197	126	269	323	592
	17%	18%	17%	13%	17%	17%	18%	14%	10%	19%	26%	16%	15%	21%	17%
		c				c				ae	abdefg	a	a	adeg	ae
From £700 to £999 per week / From £36,400 to £51,999 per year	589	493	46	32	18	589	521	68	161	203	161	64	364	225	589
	17%	17%	18%	21%	17%	17%	17%	17%	17%	23%	21%	8%	20%	15%	17%
									d	adfg	adfg		df	d	df
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472	390	42	22	18	472	410	61	196	148	110	17	345	127	472
	14%	13%	16%	14%	17%	14%	14%	16%	20%	17%	15%	2%	19%	8%	14%
									cdfg	df	df		cdfg	d	df

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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 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 parents of children aged 3-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
£1,500 and above per week / £78,000 and above per year	447	380	33	19	15	447	399	47	336	70	28	9	407	37	447
	13%	13%	13%	12%	14%	13%	13%	12%	35%	8%	4%	1%	22%	2%	13%
									bcdefg	cdf	d		bcdfg		bcdf
Don't know	116	99	6	7	4	116	100	16	12	27	23	51	39	73	116
	3%	3%	2%	4%	4%	3%	3%	4%	1%	3%	3%	6%	2%	5%	3%
										a	a	abceg		aeg	ae
Prefer not to say	158	134	14	7	3	158	141	17	33	36	34	53	70	87	158
	5%	5%	6%	4%	3%	5%	5%	5%	3%	4%	5%	7%	4%	6%	5%
												abeg		ae	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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 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 parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Up to £199 per week / Up to £10,399 per year	202 6%	76 11% b	114 4%	202 26% bc	- -%	- -%	31 4%	69 4%	100 11% ab
From £200 to £299 per week / From £10,400 to £15,599 per year	268 8%	83 12% b	178 7%	151 19% bc	117 8% c	- -%	25 3%	99 6% a	141 15% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	563 17%	146 20% b	383 15%	291 37% bc	271 20% c	- -%	59 8%	269 16% a	231 24% ab
From £500 to £699 per week / From £26,000 to £36,399 per year	592 17%	130 18%	441 17%	115 14% c	477 34% ac	- -%	81 11%	312 19% a	195 21% a
From £700 to £999 per week / From £36,400 to £51,999 per year	589 17%	95 13%	480 19% a	32 4%	519 37% ac	38 4%	110 15%	352 21% ac	125 13%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	472 14%	81 11%	376 15% a	- -%	- -%	472 49% ab	139 19% c	271 16% c	61 6%

Columns Tested: a,b - a,b,c - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 85

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C9. 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 parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
£1,500 and above per week / £78,000 and above per year	447	45	389	-	-	447	263	165	16
	13%	6%	15%	-%	-%	47%	35%	10%	2%
			a			ab	bc	c	
Don't know	116	31	75	-	-	-	14	53	46
	3%	4%	3%	-%	-%	-%	2%	3%	5%
									a
Prefer not to say	158	32	107	-	-	-	21	90	36
	5%	4%	4%	-%	-%	-%	3%	5%	4%
								a	

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3406	578	569	555	574	579	551	2276	1130	1726	1680
Effective Weighted Sample	2645	460	453	451	468	463	447	1775	870	1327	1320
Total	3406	648	450	471	703	696	437	2273	1133	1747	1659
Doing well	744	186	99	113	132	139	75	530	214	406	338
	22%	29%	22%	24%	19%	20%	17%	23%	19%	23%	20%
		bdef		f				b			
Getting by	1680	291	225	209	366	373	216	1091	589	837	843
	49%	45%	50%	44%	52%	54%	50%	48%	52%	48%	51%
					ac	ac					
Struggling	950	159	121	146	199	181	144	625	324	490	459
	28%	25%	27%	31%	28%	26%	33%	28%	29%	28%	28%
				a			ae				
Don't know	14	8	2	2	2	-	-	14	-	7	7
	*%	1%	*%	1%	*%	-%	-%	1%	-%	*%	*%
		ef						b			
Prefer not to say	18	5	3	-	5	4	2	13	6	7	11
	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3406	290	288	287	282	288	267	289	285	292	287	280	271	240	1713	1360
Effective Weighted Sample	2645	229	232	226	227	227	224	234	234	234	228	226	222	185	1346	1063
Total	3406	334	314	232	218	239	232	358	345	358	338	225	212	261	1599	1481
Doing well	744	96	90	57	42	60	53	77	55	74	65	43	33	67	392	276
	22%	29%	29%	24%	19%	25%	23%	22%	16%	21%	19%	19%	15%	26%	25%	19%
		dhijkl	dhijkl	hl		hl	l							c	c	
Getting by	1680	151	140	109	116	108	102	180	185	181	192	108	108	114	753	786
	49%	45%	45%	47%	53%	45%	44%	50%	54%	51%	57%	48%	51%	44%	47%	53%
					f				bf		abcef					ab
Struggling	950	80	79	64	57	71	75	99	100	101	80	75	69	71	439	411
	28%	24%	25%	28%	26%	30%	32%	28%	29%	28%	24%	33%	32%	27%	27%	28%
							j					aj	aj			
Don't know	14	6	2	1	1	-	2	-	2	-	-	-	-	6	6	2
	*%	2%	1%	*%	*%	-%	1%	-%	*%	-%	-%	-%	-%	2%	*%	*%
		egijk												bc		
Prefer not to say	18	2	3	1	2	-	-	1	3	3	2	-	2	3	10	6
	1%	1%	1%	1%	1%	-%	-%	*%	1%	1%	*%	-%	1%	1%	1%	*%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024. **Table 86**

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d	ALL UK e	URBAN a	RURAL b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%															
Unweighted total	3406	2250	420	415	321	3406	3060	345	1160	730	735	769	1890	1504	3406
Effective Weighted Sample	2645	2036	363	396	278	2645	2378	271	873	563	612	635	1393	1247	2645
Total	3406	2892	255	153	106	3406	3017	388	963	881	757	791	1845	1548	3406
Doing well	744	642	48	27	26	744	691	53	423	125	149	47	547	196	744
	22%	22%	19%	18%	25%	22%	23%	14%	44%	14%	20%	6%	30%	13%	22%
		c			c		b		bcdefg	d	bdf		bcdfg	d	bdf
Getting by	1680	1412	138	80	50	1680	1477	203	431	504	396	349	935	745	1680
	49%	49%	54%	52%	47%	49%	49%	52%	45%	57%	52%	44%	51%	48%	49%
										adefg	ad		ad		ad
Struggling	950	808	68	44	29	950	819	131	104	248	203	385	352	588	950
	28%	28%	27%	28%	28%	28%	27%	34%	11%	28%	27%	49%	19%	38%	28%
								a		ae	ae	abcefg	a	abceg	ae
Don't know	14	13	-	1	-	14	14	-	*	4	3	4	4	7	14
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	18	16	*	2	*	18	17	2	5	*	6	6	6	12	18
	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%
												b		b	

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

Prepared by Critical Research : 0203 643 9043

All interviewing conducted using an online panel. Any break column with 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. How well would you say your household is managing financially at the moment? Would you say you are... (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3406	699	2573	778	1315	1044	803	1661	913
Effective Weighted Sample	2645	546	1991	614	1042	779	616	1285	725
Total	3406	720	2542	791	1385	956	744	1680	950
Doing well	744	140	577	107	195	406	744	-	-
	22%	19%	23%	14%	14%	42% ab	100% bc	-%	-%
Getting by	1680	319	1303	345	735	456	-	1680	-
	49%	44%	51% a	44%	53% ac	48%	-%	100% ac	-%
Struggling	950	257	647	331	449	88	-	-	950
	28%	36% b	25%	42% bc	32% c	9%	-%	-%	100% ab
Don't know	14	2	5	5	2	4	-	-	-
	*%	*%	*%	1%	*%	*%	-%	-%	-%
Prefer not to say	18	2	11	2	3	2	-	-	-
	1%	*%	*%	*%	*%	*%	-%	-%	-%

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	f	a	b	a	b
Unweighted total	2259	-	-	555	574	579	551	1129	1130	1149	1110
Effective Weighted Sample	1761	-	-	451	468	463	447	891	870	886	875
Total	2307	-	-	471	703	696	437	1174	1133	1181	1126
A lot	205	**	**	56	63	61	26	118	87	124	81
	9%	**	**	12%	9%	9%	6%	10%	8%	11%	7%
				f						b	
A moderate amount	329	**	**	92	109	88	40	201	128	173	156
	14%	**	**	19%	16%	13%	9%	17%	11%	15%	14%
				ef	f			b			
A little	708	**	**	229	251	164	65	480	229	357	351
	31%	**	**	49%	36%	23%	15%	41%	20%	30%	31%
				def	ef	f		b			
None at all	1064	**	**	95	280	383	306	375	689	526	538
	46%	**	**	20%	40%	55%	70%	32%	61%	45%	48%
					c	cd	cde		a		

Columns Tested: a,b,c,d,e,f - a,b - a,b

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2024. 7TH OCTOBER TO 3RD NOVEMBER 2024.

Table 87

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C11. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
									CHILD'S AGE AND GENDER						SCHOOL YEAR	
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	k	l	~a	b	c
Unweighted total	2259	-	-	-	-	288	267	289	285	292	287	280	271	-	812	1360
Effective Weighted Sample	1761	-	-	-	-	227	224	234	234	234	228	226	222	-	644	1063
Total	2307	-	-	-	-	239	232	358	345	358	338	225	212	-	764	1481
A lot	205	**	**	**	**	27	28	42	21	41	21	14	12	**	84	115
	9%	**	**	**	**	11%	12%	12%	6%	11%	6%	6%	6%	**	11%	8%
						hjkl	hjkl	hjkl		hjkl						c
A moderate amount	329	**	**	**	**	52	39	59	50	43	45	19	21	**	137	183
	14%	**	**	**	**	22%	17%	17%	15%	12%	13%	8%	10%	**	18%	12%
						hijkl	kl	kl	k							c
A little	708	**	**	**	**	109	120	129	122	82	81	38	27	**	359	337
	31%	**	**	**	**	46%	52%	36%	35%	23%	24%	17%	13%	**	47%	23%
						ghijkl	ghijkl	ijkl	ijkl	l	l					c
None at all	1064	**	**	**	**	51	45	128	152	193	191	155	151	**	184	845
	46%	**	**	**	**	21%	19%	36%	44%	54%	56%	69%	71%	**	24%	57%
								ef	ef	efgh	efgh	efghij	efghij			b

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	NATION					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	2259	1498	280	275	206	2259	2003	256	756	490	495	513	1246	1008	2259
Effective Weighted Sample	1761	1359	244	262	176	1761	1562	202	563	382	419	425	915	845	1761
Total	2307	1962	174	102	70	2307	2013	294	625	609	527	541	1234	1068	2307
A lot	205	177	14	7	7	205	188	18	91	39	37	38	130	75	205
	9%	9%	8%	7%	10%	9%	9%	6%	15%	6%	7%	7%	11%	7%	9%
									bcdefg				bcdf		
A moderate amount	329	291	18	9	12	329	296	34	104	82	72	71	186	143	329
	14%	15%	10%	9%	17%	14%	15%	11%	17%	13%	14%	13%	15%	13%	14%
		c			bc	c									
A little	708	595	61	34	17	708	621	88	189	186	167	163	376	330	708
	31%	30%	35%	34%	25%	31%	31%	30%	30%	31%	32%	30%	30%	31%	31%
			d	d											
None at all	1064	898	81	52	33	1064	909	155	240	302	252	269	542	520	1064
	46%	46%	46%	51%	48%	46%	45%	53%	38%	50%	48%	50%	44%	49%	46%
								a		a	a	a	a	ae	a

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with 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. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	2259	476	1703	512	889	682	482	1127	635
Effective Weighted Sample	1761	375	1321	409	717	502	370	876	506
Total	2307	502	1721	535	975	622	459	1164	669
A lot	205	70	129	53	69	68	105	61	40
	9%	14%	7%	10%	7%	11%	23%	5%	6%
		b				b	bc		
A moderate amount	329	93	221	89	145	73	71	180	77
	14%	19%	13%	17%	15%	12%	16%	15%	11%
		b		c				c	
A little	708	150	523	153	289	202	118	381	207
	31%	30%	30%	29%	30%	32%	26%	33%	31%
								a	
None at all	1064	188	849	240	472	279	165	543	346
	46%	37%	49%	45%	48%	45%	36%	47%	52%
			a					a	a

Columns Tested: a,b - a,b,c - a,b,c

All interviewing conducted using an online panel. Any break column with 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	CHILD'S AGE						CHILD'S AGE		CHILD'S GENDER	
		3-5	6-7	8-9	10-12	13-15	16-17	3-12	13-17	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b
Unweighted total	3137	533	521	507	534	534	508	2095	1042	1599	1538
Effective Weighted Sample	2432	422	412	413	434	427	412	1628	805	1227	1206
Total	3132	593	407	429	651	643	408	2080	1051	1617	1515
Most Financially Vulnerable	791	146	109	111	171	147	106	538	253	388	403
	25%	25%	27%	26%	26%	23%	26%	26%	24%	24%	27%
Potentially Financially Vulnerable	1385	259	151	183	306	295	192	898	487	738	646
	44%	44%	37%	43%	47%	46%	47%	43%	46%	46%	43%
		b			b	b	b				
Least Financially Vulnerable	956	188	147	136	175	201	110	645	312	491	466
	31%	32%	36%	32%	27%	31%	27%	31%	30%	30%	31%
			df								

Columns Tested: a,b,c,d,e,f - a,b - a,b

All interviewing conducted using an online panel. Any break column with 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	MALE 3-5	FEMALE 3-5	MALE 6-7	FEMALE 6-7	MALE 8-9	FEMALE 8-9	MALE 10-12	FEMALE 10-12	MALE 13-15	FEMALE 13-15	MALE 16-17	FEMALE 16-17	PRE-SCHOOL	PRIMARY	SECONDARY
						CHILD'S AGE AND GENDER									SCHOOL YEAR	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c
Unweighted total	3137	266	267	264	257	266	241	272	262	270	264	261	247	221	1575	1262
Effective Weighted Sample	2432	208	214	206	206	210	203	219	215	217	210	210	203	170	1232	989
Total	3132	303	289	212	195	222	207	334	318	334	310	212	196	238	1461	1377
Most Financially Vulnerable	791	67	79	58	51	54	57	85	85	71	77	52	54	68	360	343
	25%	22%	27%	27%	26%	25%	27%	26%	27%	21%	25%	25%	27%	29%	25%	25%
Potentially Financially Vulnerable	1385	142	116	93	57	95	87	160	146	146	149	101	91	102	621	634
	44%	47%	40%	44%	29%	43%	42%	48%	46%	44%	48%	47%	46%	43%	42%	46%
		d	d	d		d	d	d	d	d	d	d	d			
Least Financially Vulnerable	956	94	94	61	86	72	63	88	87	117	85	59	51	67	480	400
	31%	31%	32%	29%	44%	33%	31%	26%	27%	35%	27%	28%	26%	28%	33%	29%
					abcefghjkl											

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - a,b,c

All interviewing conducted using an online panel. Any break column with 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					AREA		SOCIAL GRADE						
		ENGLAND	SCOTLAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	g
Unweighted total	3137	2070	387	380	300	3137	2823	313	1108	677	678	667	1785	1345	3137
Effective Weighted Sample	2432	1873	333	362	259	2432	2190	245	833	522	564	551	1314	1115	2432
Total	3132	2659	235	140	98	3132	2777	354	917	819	700	688	1736	1388	3132
Most Financially Vulnerable	791	680	45	36	29	791	700	91	109	153	174	353	262	527	791
	25%	26%	19%	26%	30%	25%	25%	26%	12%	19%	25%	51%	15%	38%	25%
		b		b	b	b				a	abe	abcefg	a	abceg	abe
Potentially Financially Vulnerable	1385	1174	113	62	35	1385	1231	154	260	434	381	306	694	687	1385
	44%	44%	48%	44%	36%	44%	44%	43%	28%	53%	54%	45%	40%	50%	44%
		d	d	d		d				adeg	adeg	a	a	aeg	ae
Least Financially Vulnerable	956	804	77	42	34	956	846	110	549	231	145	29	780	174	956
	31%	30%	33%	30%	34%	31%	30%	31%	60%	28%	21%	4%	45%	13%	31%
									bcdefg	cdf	df		bcdfg	d	cdf

Columns Tested: a,b,c,d,e - a,b - a,b,c,d,e,f,g

All interviewing conducted using an online panel. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX			FINANCIAL WELLBEING		
		ANY	NONE	MOST	POTEN-TIALLY	LEAST	DOING WELL	GETTING BY	STRUGGLING
Significance Level: 95%		a	b	a	b	c	a	b	c
Unweighted total	3137	637	2395	778	1315	1044	767	1522	834
Effective Weighted Sample	2432	496	1852	614	1042	779	587	1176	661
Total	3132	656	2361	791	1385	956	709	1537	868
Most Financially Vulnerable	791	208	546	791	-	-	107	345	331
	25%	32%	23%	100%	-%	-%	15%	22%	38%
			b	bc				a	ab
Potentially Financially Vulnerable	1385	315	1018	-	1385	-	195	735	449
	44%	48%	43%	-%	100%	-%	28%	48%	52%
					ac			a	a
Least Financially Vulnerable	956	133	797	-	-	956	406	456	88
	31%	20%	34%	-%	-%	100%	57%	30%	10%
			a			ab	bc	c	

Columns Tested: a,b - a,b,c - a,b,c