

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

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| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                       |    |
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| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                       |    |
| QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE) .....                                                                                                   | 23 |
| Base : Children aged 8-17 who go online (excluding non-users)                                                                                                                                                                                                                                                                                                                  |    |
| QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE) .....                                                                                | 25 |
| Base : Children aged 8-17 who go online (excluding non-users)                                                                                                                                                                                                                                                                                                                  |    |
| QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like BuzzFeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE) ..... | 27 |
| Base : Children aged 8-17 who go online (excluding non-users)                                                                                                                                                                                                                                                                                                                  |    |
| QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE) .....                                                                    | 29 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                       |    |
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| Base : Children aged 13-17 who go online who think the post is genuine                                                                                                                                                                                                                                                                                                         |    |
| QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE) .....                                                                                                                                                                                                                                   | 35 |
| Base : Children aged 13-17 who go online who do not think the post is genuine                                                                                                                                                                                                                                                                                                  |    |
| QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE) .....                                                                                                                 | 39 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                       |    |
| QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE) .....                                                                                                                                                                                                                                                                  | 43 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                                        |    |
| QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE) .....                                                                                                                                      | 45 |
| Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online                                                                                                                                                                                                                                                                |    |

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

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| QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE) .....                                                  | 47 |
| Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online                                                                                                                                                                                                                                                 |    |
| QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE) .....                                                                                                                                                                                                     | 49 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE) .....                                                                                                                                                                                                                                                             | 51 |
| Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty                                                                                                                                                                                                                                        |    |
| QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE) .....                                                                                                                                                                                                                                                             | 55 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE) .....                                                                                                                                                                                                          | 59 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE) .....                                                                                                                                                                                                                                                      | 61 |
| Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months                                                                                                                                                                                                                                       |    |
| QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE) .....                                                                                                                                                                                                                                                                 | 63 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE) .....                                                                                                                                                                                                                                                                   | 65 |
| Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely                                                                                                                                                                                                                                       |    |
| QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE) .....                                                                                                                                                                                                                                                                   | 69 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE) .....                                                                                                                                                                                                                                                         | 73 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE) .....                                                                                                                                                                                                                              | 75 |
| Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks                                                                                                                                                                                                                                        |    |
| QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE) .....                                                                                                                                                                                                                              | 79 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE) .....                                                                                                                                                                                           | 83 |
| Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks                                                                                                                                                                                                                                        |    |
| QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE) .....                                                                                                                                                                                           | 85 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC37. INFLUENCER SCENARIO - SYDNEY SWEENEY INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Sydney Sweeney on social media. Here is a recent post from Sydney Sweeney that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Sydney Sweeney might share a post about the product shown? (MULTI CODE) .....            | 87 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                        |    |
| QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE) ..... | 89 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                        |    |
| QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE) .....                                                                                                                                                                                                                                    | 91 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                         |    |
| QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE) .....                                                                                                                                                                                     | 93 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                        |    |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE) .....                                                                                                                                                                                                                                                                                                   | 95  |
| Base : Children aged 13-17 who go online who think the example social media profile IS genuine                                                                                                                                                                                                                                                                                                                                                       |     |
| QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE) .....                                                                                                                                                                                                                                                                                               | 99  |
| Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine                                                                                                                                                                                                                                                                                                                                                   |     |
| QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE) .....                                                                                                                                                                                                                                                                                               | 103 |
| Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine                                                                                                                                                                                                                                                                                                                                     |     |
| QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE) .....                                                                                                                                                                                                                           | 106 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| QC58. Which of these have you ever done? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                                                                                                          | 110 |
| Base : Children aged 13-17 who go online                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| QC41. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age. Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE) ..... | 114 |
| Base : Children aged 8-17 who go online                                                                                                                                                                                                                                                                                                                                                                                                              |     |
| QC42. Which one of these answers best describes what you think about these online tools or algorithms? "I'm happy for apps to use information they have collected about me to decide what to show me" (SINGLE CODE) .....                                                                                                                                                                                                                            | 116 |
| Base : Children aged 8-17 who go online who know of recommender tools or algorithms                                                                                                                                                                                                                                                                                                                                                                  |     |
| SUMMARY OF SCHOOL YEARS .....                                                                                                                                                                                                                                                                                                                                                                                                                        | 118 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C11. Is English your child's first or main language? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                                             | 120 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                | 122 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                                                                      | 126 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                                                          | 132 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                                                       | 134 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C6. What is your working status? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                                                                 | 136 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE) .....                                                                                                                                                                                                                                                                                                            | 138 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| 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) .....                                                                                                                                                     | 142 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C10. How well would you say your household is managing financially at the moment? Would you say you are.. (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                        | 145 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |
| C10. How much help did your child receive in completing the questions today? (SINGLE CODE) .....                                                                                                                                                                                                                                                                                                                                                     | 147 |
| Base : All parents of children aged 8-17                                                                                                                                                                                                                                                                                                                                                                                                             |     |

FINANCIAL VULNERABILITY ..... 149  
Base : Those where it is possible to calculate the Financial Vulnerability Index

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**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 2040        | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample | 1481        | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288        |
| Total                     | 2040        | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278        |
| North East                | 77<br>4%    | 4<br>5%                                   | 11<br>4%   | 4<br>2%                                     | 14<br>3%   | **<br>**                                    | 22<br>5%   | 2<br>2%                                     | 8<br>3%    |
| Yorkshire and Humberside  | 170<br>8%   | 7<br>8%                                   | 30<br>10%  | 12<br>8%                                    | 43<br>9%   | **<br>**                                    | 41<br>9%   | 7<br>7%                                     | 19<br>7%   |
| North West                | 233<br>11%  | 7<br>8%                                   | 24<br>8%   | 22<br>14%                                   | 58<br>13%  | **<br>**                                    | 64<br>14%  | 7<br>8%                                     | 24<br>9%   |
| West Midlands             | 189<br>9%   | 8<br>8%                                   | 27<br>9%   | 17<br>11%                                   | 63<br>14%  | **<br>**                                    | 29<br>6%   | 6<br>7%                                     | 16<br>6%   |
| East Midlands             | 150<br>7%   | 9<br>10%                                  | 24<br>8%   | 20<br>13%                                   | 18<br>4%   | **<br>**                                    | 40<br>9%   | 6<br>6%                                     | 13<br>5%   |
| East of England           | 197<br>10%  | 13<br>14%                                 | 19<br>6%   | 15<br>10%                                   | 46<br>10%  | **<br>**                                    | 47<br>10%  | 6<br>7%                                     | 28<br>10%  |
| South West                | 163<br>8%   | 7<br>7%                                   | 21<br>7%   | 8<br>5%                                     | 37<br>8%   | **<br>**                                    | 24<br>5%   | 15<br>16%                                   | 28<br>10%  |
| South East                | 282<br>14%  | 14<br>15%                                 | 35<br>11%  | 33<br>21%                                   | 44<br>10%  | **<br>**                                    | 53<br>12%  | 14<br>15%                                   | 66<br>24%  |
| London                    | 266<br>13%  | 10<br>11%                                 | 64<br>21%  | 9<br>6%                                     | 66<br>14%  | **<br>**                                    | 52<br>11%  | 12<br>13%                                   | 31<br>11%  |
| <b>SUMMARY</b>            |             |                                           |            |                                             |            |                                             |            |                                             |            |
| England                   | 1727<br>85% | 80<br>85%                                 | 255<br>84% | 139<br>88%                                  | 388<br>85% | **<br>**                                    | 373<br>82% | 75<br>80%                                   | 235<br>85% |
| Scotland                  | 154<br>8%   | 5<br>6%                                   | 24<br>8%   | 8<br>5%                                     | 33<br>7%   | **<br>**                                    | 45<br>10%  | 9<br>9%                                     | 20<br>7%   |

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

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**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total          | 2040  | 118                                          | 375       | 118                                            | 376       | 97                                             | 389       | 123                                            | 370       |
| Effective Weighted Sample | 1481  | 91                                           | 292       | 90                                             | 274       | 80                                             | 294       | 96                                             | 288       |
| Total                     | 2040  | 94                                           | 303       | 158                                            | 458       | 124                                            | 453       | 93                                             | 278       |
| Wales                     | 94    | 5                                            | 14        | 7                                              | 20        | **                                             | 21        | 7                                              | 12        |
|                           | 5%    | 6%                                           | 5%        | 4%                                             | 4%        | **                                             | 5%        | 7%                                             | 4%        |
| Northern Ireland          | 65    | 4                                            | 10        | 3                                              | 16        | **                                             | 14        | 3                                              | 11        |
|                           | 3%    | 4%                                           | 3%        | 2%                                             | 4%        | **                                             | 3%        | 3%                                             | 4%        |

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

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**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

|                           | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |                | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |            |
|---------------------------|-------------|----------------------------------------|-----------------|----------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|----------------|------------------------------------------|-----------------|------------|
|                           |             | MOST                                   | POTEN-<br>TIALY | LEAST          | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST          | MOST                                     | POTEN-<br>TIALY | LEAST      |
| Significance Level: 95%   |             | a                                      | b               | c              | a                                        | b               | ~c       | a                                        | b               | c              | a                                        | b               | c          |
| Unweighted total          | 2040        | 131                                    | 192             | 155            | 175                                      | 193             | 93       | 139                                      | 205             | 121            | 134                                      | 189             | 158        |
| Effective Weighted Sample | 1481        | 102                                    | 149             | 122            | 131                                      | 142             | 70       | 108                                      | 160             | 92             | 105                                      | 147             | 122        |
| Total                     | 2040        | 99                                     | 158             | 130            | 191                                      | 249             | 131      | 157                                      | 238             | 156            | 102                                      | 143             | 118        |
| North East                | 77<br>4%    | 2<br>2%                                | 10<br>6%        | 3<br>2%        | 3<br>1%                                  | 9<br>4%         | **<br>** | 6<br>4%                                  | 13<br>6%        | 11<br>7%       | 3<br>3%                                  | 7<br>5%<br>c    | 1<br>1%    |
| Yorkshire and Humberside  | 170<br>8%   | 9<br>9%                                | 18<br>11%       | 10<br>8%       | 14<br>7%                                 | 19<br>8%        | **<br>** | 18<br>12%                                | 12<br>5%        | 17<br>11%      | 8<br>8%                                  | 13<br>9%        | 5<br>4%    |
| North West                | 233<br>11%  | 12<br>12%                              | 13<br>8%        | 7<br>6%        | 22<br>11%                                | 40<br>16%       | **<br>** | 25<br>16%                                | 28<br>12%       | 25<br>16%      | 10<br>10%                                | 9<br>6%         | 12<br>10%  |
| West Midlands             | 189<br>9%   | 12<br>12%                              | 13<br>8%        | 14<br>11%      | 34<br>18%                                | 29<br>12%       | **<br>** | 17<br>11%<br>b                           | 9<br>4%         | 12<br>8%       | 11<br>10%<br>c                           | 8<br>6%         | 4<br>4%    |
| East Midlands             | 150<br>7%   | 14<br>14%<br>bc                        | 9<br>6%         | 7<br>5%        | 15<br>8%                                 | 15<br>6%        | **<br>** | 16<br>10%                                | 21<br>9%        | 12<br>7%       | 5<br>5%                                  | 10<br>7%        | 5<br>4%    |
| East of England           | 197<br>10%  | 10<br>10%                              | 15<br>10%       | 6<br>4%        | 23<br>12%                                | 20<br>8%        | **<br>** | 16<br>10%                                | 36<br>15%<br>c  | 8<br>5%        | 5<br>5%                                  | 17<br>12%       | 11<br>10%  |
| South West                | 163<br>8%   | 4<br>4%                                | 17<br>11%<br>a  | 8<br>6%        | 7<br>3%                                  | 22<br>9%        | **<br>** | 6<br>4%                                  | 16<br>7%        | 15<br>9%       | 14<br>14%                                | 17<br>12%       | 13<br>11%  |
| South East                | 282<br>14%  | 14<br>14%                              | 12<br>8%        | 21<br>16%<br>b | 23<br>12%                                | 35<br>14%       | **<br>** | 25<br>16%<br>c                           | 34<br>14%<br>c  | 9<br>6%        | 18<br>18%                                | 26<br>18%       | 31<br>26%  |
| London                    | 266<br>13%  | 7<br>7%                                | 27<br>17%<br>a  | 33<br>25%<br>a | 20<br>11%                                | 24<br>10%       | **<br>** | 9<br>6%                                  | 27<br>11%       | 24<br>15%<br>a | 10<br>10%                                | 13<br>9%        | 19<br>16%  |
| <b>SUMMARY</b>            |             |                                        |                 |                |                                          |                 |          |                                          |                 |                |                                          |                 |            |
| England                   | 1727<br>85% | 84<br>85%                              | 133<br>85%      | 109<br>84%     | 159<br>83%                               | 213<br>86%      | **<br>** | 138<br>88%                               | 196<br>82%      | 133<br>85%     | 84<br>83%                                | 120<br>84%      | 100<br>85% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 1**

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

**QD1/ QD2. NATION/ REGION**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
| Significance Level: 95%   |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Unweighted total          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| Scotland                  | 154   | 6                                      | 11              | 12    | 15                                       | 20              | **    | 9                                        | 25              | 11    | 9                                        | 11              | 8     |
|                           | 8%    | 6%                                     | 7%              | 9%    | 8%                                       | 8%              | **    | 6%                                       | 10%             | 7%    | 9%                                       | 7%              | 7%    |
| Wales                     | 94    | 4                                      | 9               | 6     | 11                                       | 10              | **    | 6                                        | 11              | 6     | 5                                        | 7               | 7     |
|                           | 5%    | 4%                                     | 6%              | 4%    | 6%                                       | 4%              | **    | 4%                                       | 5%              | 4%    | 5%                                       | 5%              | 6%    |
| Northern Ireland          | 65    | 4                                      | 5               | 4     | 6                                        | 6               | **    | 4                                        | 7               | 6     | 4                                        | 6               | 3     |
|                           | 3%    | 4%                                     | 3%              | 3%    | 3%                                       | 3%              | **    | 2%                                       | 3%              | 4%    | 4%                                       | 4%              | 3%    |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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 8-17

|                            | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|----------------------------|------------|-------------------------------------------|-----------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|
|                            |            | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%    |            |                                           |           |                                             |            |                                             |            |                                             |           |
| Unweighted total           | 2040       | 118                                       | 375       | 118                                         | 376        | 97                                          | 389        | 123                                         | 370       |
| Effective Weighted Sample  | 1481       | 91                                        | 292       | 90                                          | 274        | 80                                          | 294        | 96                                          | 288       |
| Total                      | 2040       | 94                                        | 303       | 158                                         | 458        | 124                                         | 453        | 93                                          | 278       |
| Large city                 | 597<br>29% | 25<br>27%                                 | 98<br>32% | 38<br>24%                                   | 124<br>27% | **<br>**                                    | 134<br>30% | 23<br>25%                                   | 90<br>32% |
| Smaller city or large town | 466<br>23% | 28<br>29%                                 | 79<br>26% | 49<br>31%                                   | 96<br>21%  | **<br>**                                    | 99<br>22%  | 16<br>17%                                   | 52<br>19% |
| Medium town                | 425<br>21% | 16<br>17%                                 | 51<br>17% | 37<br>23%                                   | 107<br>23% | **<br>**                                    | 91<br>20%  | 21<br>23%                                   | 54<br>19% |
| Small town                 | 318<br>16% | 13<br>14%                                 | 45<br>15% | 21<br>13%                                   | 83<br>18%  | **<br>**                                    | 67<br>15%  | 19<br>20%                                   | 48<br>17% |
| Rural area                 | 234<br>11% | 13<br>14%                                 | 29<br>10% | 13<br>8%                                    | 48<br>11%  | **<br>**                                    | 61<br>14%  | 14<br>15%                                   | 34<br>12% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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 8-17

|                            | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|----------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                            |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
| Significance Level: 95%    |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Unweighted total           | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample  | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                      | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| Large city                 | 597   | 24                                     | 41              | 58    | 54                                       | 63              | **    | 40                                       | 69              | 68    | 28                                       | 35              | 48    |
|                            | 29%   | 24%                                    | 26%             | 44%   | 28%                                      | 25%             | **    | 25%                                      | 29%             | 43%   | 28%                                      | 24%             | 41%   |
|                            |       |                                        |                 | ab    |                                          |                 |       |                                          |                 | ab    |                                          |                 | ab    |
| Smaller city or large town | 466   | 23                                     | 53              | 25    | 38                                       | 57              | **    | 34                                       | 54              | 31    | 21                                       | 29              | 20    |
|                            | 23%   | 24%                                    | 34%             | 19%   | 20%                                      | 23%             | **    | 21%                                      | 23%             | 20%   | 20%                                      | 20%             | 17%   |
|                            |       |                                        | c               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Medium town                | 425   | 17                                     | 26              | 25    | 51                                       | 61              | **    | 32                                       | 56              | 26    | 19                                       | 38              | 18    |
|                            | 21%   | 17%                                    | 16%             | 19%   | 27%                                      | 24%             | **    | 20%                                      | 23%             | 17%   | 18%                                      | 26%             | 15%   |
|                            |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          | c               |       |
| Small town                 | 318   | 24                                     | 22              | 11    | 28                                       | 48              | **    | 28                                       | 28              | 13    | 21                                       | 23              | 21    |
|                            | 16%   | 25%                                    | 14%             | 8%    | 15%                                      | 19%             | **    | 18%                                      | 12%             | 8%    | 21%                                      | 16%             | 18%   |
|                            |       | bc                                     |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Rural area                 | 234   | 11                                     | 16              | 11    | 19                                       | 20              | **    | 24                                       | 31              | 18    | 13                                       | 19              | 12    |
|                            | 11%   | 11%                                    | 10%             | 9%    | 10%                                      | 8%              | **    | 15%                                      | 13%             | 12%   | 13%                                      | 13%             | 10%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

|                           | Total       | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |                 |
|---------------------------|-------------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|-----------------|
|                           |             | ANY<br>a                                     | NONE<br>b  | ANY<br>a                                       | NONE<br>b  | ANY<br>~a                                      | NONE<br>b  | ANY<br>a                                       | NONE<br>b       |
| Significance Level: 95%   |             | a                                            | b          | a                                              | b          | ~a                                             | b          | a                                              | b               |
| Unweighted total          | 2040        | 118                                          | 375        | 118                                            | 376        | 97                                             | 389        | 123                                            | 370             |
| Effective Weighted Sample | 1481        | 91                                           | 292        | 90                                             | 274        | 80                                             | 294        | 96                                             | 288             |
| Total                     | 2040        | 94                                           | 303        | 158                                            | 458        | 124                                            | 453        | 93                                             | 278             |
| A                         | 154<br>8%   | 7<br>8%                                      | 41<br>14%  | 5<br>3%                                        | 15<br>3%   | **<br>**                                       | 41<br>9%   | 7<br>8%                                        | 32<br>11%       |
| B                         | 409<br>20%  | 17<br>18%                                    | 58<br>19%  | 32<br>20%                                      | 105<br>23% | **<br>**                                       | 88<br>19%  | 10<br>11%                                      | 66<br>24%<br>a  |
| C1                        | 528<br>26%  | 24<br>25%                                    | 85<br>28%  | 42<br>27%                                      | 112<br>24% | **<br>**                                       | 111<br>25% | 26<br>28%                                      | 77<br>28%       |
| C2                        | 458<br>22%  | 17<br>18%                                    | 65<br>21%  | 26<br>16%                                      | 119<br>26% | **<br>**                                       | 116<br>26% | 22<br>24%                                      | 52<br>19%       |
| D                         | 281<br>14%  | 9<br>9%                                      | 41<br>14%  | 24<br>15%                                      | 64<br>14%  | **<br>**                                       | 69<br>15%  | 11<br>12%                                      | 31<br>11%       |
| E                         | 198<br>10%  | 20<br>22%<br>b                               | 13<br>4%   | 24<br>15%                                      | 44<br>10%  | **<br>**                                       | 28<br>6%   | 16<br>17%<br>b                                 | 18<br>7%        |
| Don't know                | 10<br>*%    | -<br>-%                                      | -<br>-%    | 5<br>3%<br>b                                   | -<br>-%    | **<br>**                                       | -<br>-%    | -<br>-%                                        | 2<br>1%         |
| <b>SUMMARY</b>            |             |                                              |            |                                                |            |                                                |            |                                                |                 |
| AB                        | 563<br>28%  | 24<br>25%                                    | 99<br>33%  | 37<br>23%                                      | 120<br>26% | **<br>**                                       | 128<br>28% | 18<br>19%                                      | 98<br>35%<br>a  |
| DE                        | 480<br>24%  | 29<br>31%<br>b                               | 54<br>18%  | 48<br>30%                                      | 108<br>24% | **<br>**                                       | 97<br>21%  | 27<br>29%<br>b                                 | 50<br>18%       |
| ABC1                      | 1092<br>54% | 48<br>51%                                    | 184<br>61% | 79<br>50%                                      | 232<br>51% | **<br>**                                       | 240<br>53% | 44<br>47%                                      | 175<br>63%<br>a |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total          | 2040  | 118                                          | 375       | 118                                            | 376       | 97                                             | 389       | 123                                            | 370       |
| Effective Weighted Sample | 1481  | 91                                           | 292       | 90                                             | 274       | 80                                             | 294       | 96                                             | 288       |
| Total                     | 2040  | 94                                           | 303       | 158                                            | 458       | 124                                            | 453       | 93                                             | 278       |
| C2DE                      | 938   | 46                                           | 119       | 74                                             | 226       | **                                             | 213       | 49                                             | 101       |
|                           | 46%   | 49%                                          | 39%       | 47%                                            | 49%       | **                                             | 47%       | 53%                                            | 37%       |
|                           |       |                                              |           |                                                |           |                                                |           | b                                              |           |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

|                           | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                  | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |                  | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |                 |
|---------------------------|-------------|----------------------------------------|-----------------|------------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|------------------|------------------------------------------|-----------------|-----------------|
|                           |             | MOST                                   | POTEN-<br>TIALY | LEAST            | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST            | MOST                                     | POTEN-<br>TIALY | LEAST           |
|                           |             | a                                      | b               | c                | a                                        | b               | ~c       | a                                        | b               | c                | a                                        | b               | c               |
| Significance Level: 95%   |             |                                        |                 |                  |                                          |                 |          |                                          |                 |                  |                                          |                 |                 |
| Unweighted total          | 2040        | 131                                    | 192             | 155              | 175                                      | 193             | 93       | 139                                      | 205             | 121              | 134                                      | 189             | 158             |
| Effective Weighted Sample | 1481        | 102                                    | 149             | 122              | 131                                      | 142             | 70       | 108                                      | 160             | 92               | 105                                      | 147             | 122             |
| Total                     | 2040        | 99                                     | 158             | 130              | 191                                      | 249             | 131      | 157                                      | 238             | 156              | 102                                      | 143             | 118             |
| A                         | 154<br>8%   | 6<br>6%                                | 8<br>5%         | 35<br>26%<br>ab  | 1<br>*%                                  | 4<br>2%         | **<br>** | 6<br>4%                                  | 8<br>3%         | 26<br>17%<br>ab  | 5<br>5%                                  | 7<br>5%         | 28<br>24%<br>ab |
| B                         | 409<br>20%  | 13<br>13%                              | 25<br>16%       | 36<br>28%<br>ab  | 25<br>13%                                | 61<br>24%<br>a  | **<br>** | 11<br>7%                                 | 45<br>19%<br>a  | 49<br>31%<br>ab  | 11<br>11%                                | 25<br>18%       | 36<br>31%<br>ab |
| C1                        | 528<br>26%  | 18<br>18%                              | 51<br>32%<br>a  | 38<br>29%        | 35<br>18%                                | 73<br>29%<br>a  | **<br>** | 34<br>22%                                | 60<br>25%       | 37<br>24%        | 31<br>30%                                | 41<br>29%       | 29<br>25%       |
| C2                        | 458<br>22%  | 18<br>18%                              | 38<br>24%       | 19<br>15%        | 46<br>24%                                | 65<br>26%       | **<br>** | 33<br>21%                                | 69<br>29%       | 37<br>24%        | 18<br>17%                                | 34<br>24%       | 19<br>16%       |
| D                         | 281<br>14%  | 22<br>22%<br>c                         | 26<br>17%<br>c  | 2<br>1%          | 42<br>22%<br>b                           | 29<br>11%       | **<br>** | 43<br>27%<br>bc                          | 41<br>17%<br>c  | 5<br>3%          | 14<br>14%<br>c                           | 22<br>16%<br>c  | 4<br>4%         |
| E                         | 198<br>10%  | 20<br>20%<br>bc                        | 10<br>6%<br>c   | 1<br>1%          | 42<br>22%<br>b                           | 15<br>6%        | **<br>** | 29<br>19%<br>bc                          | 15<br>6%<br>c   | 1<br>1%          | 21<br>21%<br>bc                          | 12<br>8%<br>c   | 1<br>1%         |
| Don't know                | 10<br>*%    | 2<br>2%                                | -<br>-%         | -<br>-%          | -<br>-%                                  | 3<br>1%         | **<br>** | -<br>-%                                  | -<br>-%         | -<br>-%          | 2<br>2%                                  | 2<br>1%         | -<br>-%         |
| <b>SUMMARY</b>            |             |                                        |                 |                  |                                          |                 |          |                                          |                 |                  |                                          |                 |                 |
| AB                        | 563<br>28%  | 19<br>19%                              | 33<br>21%       | 70<br>54%<br>ab  | 26<br>14%                                | 65<br>26%<br>a  | **<br>** | 17<br>11%                                | 53<br>22%<br>a  | 76<br>48%<br>ab  | 16<br>16%                                | 32<br>22%       | 65<br>55%<br>ab |
| DE                        | 480<br>24%  | 42<br>43%<br>bc                        | 36<br>23%<br>c  | 3<br>2%          | 84<br>44%<br>b                           | 43<br>17%       | **<br>** | 72<br>46%<br>bc                          | 56<br>24%<br>c  | 6<br>4%          | 35<br>35%<br>c                           | 34<br>24%<br>c  | 5<br>4%         |
| ABC1                      | 1092<br>54% | 37<br>37%                              | 84<br>53%<br>a  | 108<br>83%<br>ab | 61<br>32%                                | 138<br>55%<br>a | **<br>** | 51<br>33%                                | 113<br>47%<br>a | 113<br>72%<br>ab | 47<br>46%                                | 73<br>51%       | 94<br>80%<br>ab |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 3**

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

**QG. HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2040  | 131                                    | 192         | 155   | 175                                      | 193         | 93    | 139                                      | 205         | 121   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149         | 122   | 131                                      | 142         | 70    | 108                                      | 160         | 92    | 105                                      | 147         | 122   |
| Total                     | 2040  | 99                                     | 158         | 130   | 191                                      | 249         | 131   | 157                                      | 238         | 156   | 102                                      | 143         | 118   |
| C2DE                      | 938   | 61                                     | 74          | 22    | 130                                      | 108         | **    | 105                                      | 125         | 43    | 53                                       | 68          | 24    |
|                           | 46%   | 61%                                    | 47%         | 17%   | 68%                                      | 43%         | **    | 67%                                      | 53%         | 28%   | 52%                                      | 48%         | 20%   |
|                           |       | bc                                     | c           |       | b                                        |             |       | bc                                       | c           |       | c                                        | c           |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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 8-17

|                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |            | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |            | a                                         | b          | a                                           | b          | ~a                                          | b          | a                                           | b          |
| Unweighted total          | 2040       | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample | 1481       | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288        |
| Total                     | 2040       | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278        |
| Boy, aged 8 to 9          | 213<br>10% | 51<br>54%                                 | 153<br>50% | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | -<br>-%                                     | -<br>-%    |
| Boy, aged 10 to 12        | 328<br>16% | -<br>-%                                   | -<br>-%    | 101<br>64%                                  | 216<br>47% | **<br>**                                    | -<br>-%    | -<br>-%                                     | -<br>-%    |
|                           |            |                                           |            | b                                           |            |                                             |            |                                             |            |
| Boy, aged 13 to 15        | 308<br>15% | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 223<br>49% | -<br>-%                                     | -<br>-%    |
| Boy, aged 16 to 17        | 195<br>10% | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | 50<br>54%                                   | 142<br>51% |
| Girl, aged 8 to 9         | 200<br>10% | 43<br>46%                                 | 150<br>50% | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | -<br>-%                                     | -<br>-%    |
| Girl, aged 10 to 12       | 310<br>15% | -<br>-%                                   | -<br>-%    | 57<br>36%                                   | 243<br>53% | **<br>**                                    | -<br>-%    | -<br>-%                                     | -<br>-%    |
|                           |            |                                           |            | a                                           |            |                                             |            |                                             |            |
| Girl, aged 13 to 15       | 297<br>15% | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 230<br>51% | -<br>-%                                     | -<br>-%    |
| Girl, aged 16 to 17       | 189<br>9%  | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | 43<br>46%                                   | 136<br>49% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| Boy, aged 8 to 9          | 213   | 54                                     | 85              | 64    | -                                        | -               | **    | -                                        | -               | -     | -                                        | -               | -     |
|                           | 10%   | 54%                                    | 54%             | 49%   | -%                                       | -%              | **    | -%                                       | -%              | -%    | -%                                       | -%              | -%    |
| Boy, aged 10 to 12        | 328   | -                                      | -               | -     | 106                                      | 131             | **    | -                                        | -               | -     | -                                        | -               | -     |
|                           | 16%   | -%                                     | -%              | -%    | 56%                                      | 53%             | **    | -%                                       | -%              | -%    | -%                                       | -%              | -%    |
| Boy, aged 13 to 15        | 308   | -                                      | -               | -     | -                                        | -               | **    | 84                                       | 115             | 83    | -                                        | -               | -     |
|                           | 15%   | -%                                     | -%              | -%    | -%                                       | -%              | **    | 54%                                      | 48%             | 54%   | -%                                       | -%              | -%    |
| Boy, aged 16 to 17        | 195   | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | 47                                       | 72              | 70    |
|                           | 10%   | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | 46%                                      | 51%             | 59%   |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | a     |
| Girl, aged 8 to 9         | 200   | 45                                     | 73              | 67    | -                                        | -               | **    | -                                        | -               | -     | -                                        | -               | -     |
|                           | 10%   | 46%                                    | 46%             | 51%   | -%                                       | -%              | **    | -%                                       | -%              | -%    | -%                                       | -%              | -%    |
| Girl, aged 10 to 12       | 310   | -                                      | -               | -     | 85                                       | 117             | **    | -                                        | -               | -     | -                                        | -               | -     |
|                           | 15%   | -%                                     | -%              | -%    | 44%                                      | 47%             | **    | -%                                       | -%              | -%    | -%                                       | -%              | -%    |
| Girl, aged 13 to 15       | 297   | -                                      | -               | -     | -                                        | -               | **    | 73                                       | 123             | 72    | -                                        | -               | -     |
|                           | 15%   | -%                                     | -%              | -%    | -%                                       | -%              | **    | 46%                                      | 52%             | 46%   | -%                                       | -%              | -%    |
| Girl, aged 16 to 17       | 189   | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | 55                                       | 71              | 48    |
|                           | 9%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | 54%                                      | 49%             | 41%   |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       | c                                        |                 |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 5**

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

**GENDER OF CHILD**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |      |
|---------------------------|-------|----------------------------------------------|------|------------------------------------------------|------|------------------------------------------------|------|------------------------------------------------|------|
|                           |       | ANY                                          | NONE | ANY                                            | NONE | ANY                                            | NONE | ANY                                            | NONE |
| Significance Level: 95%   |       | a                                            | b    | a                                              | b    | ~a                                             | b    | a                                              | b    |
| Unweighted total          | 2040  | 118                                          | 375  | 118                                            | 376  | 97                                             | 389  | 123                                            | 370  |
| Effective Weighted Sample | 1481  | 91                                           | 292  | 90                                             | 274  | 80                                             | 294  | 96                                             | 288  |
| Total                     | 2040  | 94                                           | 303  | 158                                            | 458  | 124                                            | 453  | 93                                             | 278  |
| Boy                       | 1044  | 51                                           | 153  | 101                                            | 216  | **                                             | 223  | 50                                             | 142  |
|                           | 51%   | 54%                                          | 50%  | 64%                                            | 47%  | **                                             | 49%  | 54%                                            | 51%  |
|                           |       |                                              |      | b                                              |      |                                                |      |                                                |      |
| Girl                      | 996   | 43                                           | 150  | 57                                             | 243  | **                                             | 230  | 43                                             | 136  |
|                           | 49%   | 46%                                          | 50%  | 36%                                            | 53%  | **                                             | 51%  | 46%                                            | 49%  |
|                           |       |                                              |      | a                                              |      |                                                |      |                                                |      |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 5**

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

**GENDER OF CHILD**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2040  | 131                                    | 192         | 155   | 175                                      | 193         | 93    | 139                                      | 205         | 121   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149         | 122   | 131                                      | 142         | 70    | 108                                      | 160         | 92    | 105                                      | 147         | 122   |
| Total                     | 2040  | 99                                     | 158         | 130   | 191                                      | 249         | 131   | 157                                      | 238         | 156   | 102                                      | 143         | 118   |
| Boy                       | 1044  | 54                                     | 85          | 64    | 106                                      | 131         | **    | 84                                       | 115         | 83    | 47                                       | 72          | 70    |
|                           | 51%   | 54%                                    | 54%         | 49%   | 56%                                      | 53%         | **    | 54%                                      | 48%         | 54%   | 46%                                      | 51%         | 59%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             | a     |
| Girl                      | 996   | 45                                     | 73          | 67    | 85                                       | 117         | **    | 73                                       | 123         | 72    | 55                                       | 71          | 48    |
|                           | 49%   | 46%                                    | 46%         | 51%   | 44%                                      | 47%         | **    | 46%                                      | 52%         | 46%   | 54%                                      | 49%         | 41%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       | c                                        |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 6**

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

**QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total      | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |            |
|---------------------------|------------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|
|                           |            | ANY<br>~a                                    | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>b  | ANY<br>a                                       | NONE<br>b  |
| Significance Level: 95%   |            |                                              |            |                                                |            |                                                |            |                                                |            |
| Unweighted total          | 1019       | -                                            | -          | -                                              | -          | 97                                             | 388        | 123                                            | 370        |
| Effective Weighted Sample | 751        | -                                            | -          | -                                              | -          | 80                                             | 293        | 96                                             | 288        |
| Total                     | 987        | -                                            | -          | -                                              | -          | 124                                            | 451        | 93                                             | 278        |
| Yes                       | 919<br>93% | **<br>**                                     | **<br>**   | **<br>**                                       | **<br>**   | **<br>**                                       | 422<br>94% | 84<br>90%                                      | 266<br>96% |
|                           |            |                                              |            |                                                |            |                                                |            |                                                | a          |
| No                        | 21<br>2%   | **<br>**                                     | **<br>**   | **<br>**                                       | **<br>**   | **<br>**                                       | 11<br>2%   | 2<br>2%                                        | 3<br>1%    |
| Don't know                | 47<br>5%   | **<br>**                                     | **<br>**   | **<br>**                                       | **<br>**   | **<br>**                                       | 18<br>4%   | 7<br>8%                                        | 8<br>3%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 6**

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

**QC11B. When you see or read things online, are you confident at recognising what is advertising and what is not? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|---------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| Yes                       | 919   | **                                     | **                    | **          | **                                       | **                    | **          | 141                                      | 232                  | 139        | 95                                       | 137                  | 112        |
|                           | 93%   | **                                     | **                    | **          | **                                       | **                    | **          | 90%                                      | 97%                  | 90%        | 93%                                      | 96%                  | 95%        |
|                           |       |                                        |                       |             |                                          |                       |             |                                          | ac                   |            |                                          |                      |            |
| No                        | 21    | **                                     | **                    | **          | **                                       | **                    | **          | 6                                        | 2                    | 8          | *                                        | 1                    | 4          |
|                           | 2%    | **                                     | **                    | **          | **                                       | **                    | **          | 4%                                       | 1%                   | 5%         | *%                                       | 1%                   | 3%         |
|                           |       |                                        |                       |             |                                          |                       |             |                                          |                      | b          |                                          |                      |            |
| Don't know                | 47    | **                                     | **                    | **          | **                                       | **                    | **          | 9                                        | 5                    | 7          | 7                                        | 5                    | 2          |
|                           | 5%    | **                                     | **                    | **          | **                                       | **                    | **          | 6%                                       | 2%                   | 5%         | 7%                                       | 3%                   | 2%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 7**

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

**QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                     | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| Yes                       | 727<br>74% | **                                        | **         | **                                          | **         | **                                          | 342<br>76% | 60<br>64%                                   | 210<br>76% |
|                           |            |                                           |            |                                             |            |                                             |            |                                             | a          |
| No                        | 113<br>11% | **                                        | **         | **                                          | **         | **                                          | 49<br>11%  | 14<br>15%                                   | 26<br>9%   |
| Don't know                | 147<br>15% | **                                        | **         | **                                          | **         | **                                          | 59<br>13%  | 20<br>22%                                   | 41<br>15%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 7**

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

**QC11D. Are you confident at judging whether what you see online is real or fake? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|---------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| Yes                       | 727   | **                                     | **                    | **          | **                                       | **                    | **          | 120                                      | 176                  | 114        | 83                                       | 100                  | 84         |
|                           | 74%   | **                                     | **                    | **          | **                                       | **                    | **          | 76%                                      | 74%                  | 74%        | 81%<br>b                                 | 70%                  | 71%        |
| No                        | 113   | **                                     | **                    | **          | **                                       | **                    | **          | 18                                       | 25                   | 23         | 8                                        | 17                   | 13         |
|                           | 11%   | **                                     | **                    | **          | **                                       | **                    | **          | 12%                                      | 11%                  | 15%        | 8%                                       | 12%                  | 11%        |
| Don't know                | 147   | **                                     | **                    | **          | **                                       | **                    | **          | 19                                       | 37                   | 17         | 11                                       | 26                   | 21         |
|                           | 15%   | **                                     | **                    | **          | **                                       | **                    | **          | 12%                                      | 15%                  | 11%        | 11%                                      | 18%                  | 18%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                    | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|--------------------------------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                    |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                                            |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                   | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample                                          | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                                              | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| To help with my schoolwork/ homework                               | 774<br>78% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 368<br>82% | 66<br>71%                                   | 215<br>77% |
| To build or maintain friendships                                   | 642<br>65% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 282<br>63% | 56<br>60%                                   | 193<br>69% |
| To find useful information about any problems or issues I may have | 582<br>59% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 268<br>60% | 52<br>56%                                   | 174<br>63% |
| To learn a new skill                                               | 540<br>55% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 244<br>54% | 51<br>55%                                   | 164<br>59% |
| To develop creative skills                                         | 457<br>46% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 210<br>47% | 48<br>51%                                   | 132<br>48% |
| To find out about the news                                         | 448<br>45% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 191<br>42% | 36<br>38%                                   | 160<br>58% |
|                                                                    |            |                                           |            |                                             |            |                                             |            |                                             | a          |
| To understand what other people think and feel about things        | 405<br>41% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 178<br>39% | 36<br>39%                                   | 117<br>42% |
| To develop skills with reading and numbers                         | 392<br>40% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 194<br>43% | 34<br>37%                                   | 108<br>39% |
| To find out more about or to support causes or organisations       | 222<br>22% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 92<br>20%  | 16<br>17%                                   | 83<br>30%  |
|                                                                    |            |                                           |            |                                             |            |                                             |            |                                             | a          |
| None of these apply to me                                          | 4<br>*%    | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | *<br>*%    | -<br>-%                                     | 1<br>*%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>~a                                    | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |            |                                                |            |                                                |           |                                                |           |
| Unweighted total          | 1019  | -                                            | -          | -                                              | -          | 97                                             | 388       | 123                                            | 370       |
| Effective Weighted Sample | 751   | -                                            | -          | -                                              | -          | 80                                             | 293       | 96                                             | 288       |
| Total                     | 987   | -                                            | -          | -                                              | -          | 124                                            | 451       | 93                                             | 278       |
| Don't know                | 7     | **                                           | **         | **                                             | **         | **                                             | 3         | 2                                              | -         |
|                           | 1%    | **                                           | **         | **                                             | **         | **                                             | 1%        | 2%                                             | -%        |
|                           |       |                                              |            |                                                |            |                                                |           | b                                              |           |
| <b>SUMMARY</b>            |       |                                              |            |                                                |            |                                                |           |                                                |           |
| ANY OF THESE BENEFITS     | 976   | **                                           | **         | **                                             | **         | **                                             | 447       | 92                                             | 277       |
|                           | 99%   | **                                           | **         | **                                             | **         | **                                             | 99%       | 98%                                            | 100%      |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                    | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|--------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                    |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                    |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                            |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                   | 1019  | -                                      | -               | -     | -                                        | -               | -     | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample                                          | 751   | -                                      | -               | -     | -                                        | -               | -     | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                                                              | 987   | -                                      | -               | -     | -                                        | -               | -     | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| To help with my schoolwork/ homework                               | 774   | **                                     | **              | **    | **                                       | **              | **    | 115                                      | 192             | 132   | 70                                       | 103             | 98    |
|                                                                    | 78%   | **                                     | **              | **    | **                                       | **              | **    | 73%                                      | 81%             | 86%   | 69%                                      | 72%             | 83%   |
|                                                                    |       |                                        |                 |       |                                          |                 |       |                                          |                 | a     |                                          |                 | ab    |
| To build or maintain friendships                                   | 642   | **                                     | **              | **    | **                                       | **              | **    | 94                                       | 157             | 107   | 63                                       | 100             | 83    |
|                                                                    | 65%   | **                                     | **              | **    | **                                       | **              | **    | 60%                                      | 66%             | 70%   | 62%                                      | 70%             | 70%   |
| To find useful information about any problems or issues I may have | 582   | **                                     | **              | **    | **                                       | **              | **    | 82                                       | 143             | 104   | 53                                       | 88              | 79    |
|                                                                    | 59%   | **                                     | **              | **    | **                                       | **              | **    | 52%                                      | 60%             | 68%   | 52%                                      | 61%             | 67%   |
|                                                                    |       |                                        |                 |       |                                          |                 |       |                                          |                 | a     |                                          |                 | a     |
| To learn a new skill                                               | 540   | **                                     | **              | **    | **                                       | **              | **    | 74                                       | 126             | 86    | 56                                       | 86              | 72    |
|                                                                    | 55%   | **                                     | **              | **    | **                                       | **              | **    | 47%                                      | 53%             | 56%   | 55%                                      | 60%             | 61%   |
| To develop creative skills                                         | 457   | **                                     | **              | **    | **                                       | **              | **    | 63                                       | 102             | 83    | 43                                       | 70              | 62    |
|                                                                    | 46%   | **                                     | **              | **    | **                                       | **              | **    | 40%                                      | 43%             | 54%   | 42%                                      | 49%             | 53%   |
| To find out about the news                                         | 448   | **                                     | **              | **    | **                                       | **              | **    | 51                                       | 102             | 73    | 52                                       | 82              | 61    |
|                                                                    | 45%   | **                                     | **              | **    | **                                       | **              | **    | 33%                                      | 43%             | 48%   | 51%                                      | 58%             | 51%   |
|                                                                    |       |                                        |                 |       |                                          |                 |       |                                          |                 | a     |                                          |                 |       |
| To understand what other people think and feel about things        | 405   | **                                     | **              | **    | **                                       | **              | **    | 67                                       | 98              | 62    | 36                                       | 61              | 53    |
|                                                                    | 41%   | **                                     | **              | **    | **                                       | **              | **    | 43%                                      | 41%             | 40%   | 35%                                      | 43%             | 45%   |
| To develop skills with reading and numbers                         | 392   | **                                     | **              | **    | **                                       | **              | **    | 43                                       | 97              | 84    | 34                                       | 52              | 58    |
|                                                                    | 40%   | **                                     | **              | **    | **                                       | **              | **    | 27%                                      | 41%             | 54%   | 34%                                      | 36%             | 49%   |
|                                                                    |       |                                        |                 |       |                                          |                 |       |                                          | a               | ab    |                                          |                 | ab    |
| To find out more about or to support causes or organisations       | 222   | **                                     | **              | **    | **                                       | **              | **    | 26                                       | 45              | 40    | 23                                       | 38              | 40    |
|                                                                    | 22%   | **                                     | **              | **    | **                                       | **              | **    | 16%                                      | 19%             | 26%   | 23%                                      | 27%             | 34%   |
| None of these apply to me                                          | 4     | **                                     | **              | **    | **                                       | **              | **    | 2                                        | 2               | -     | *                                        | *               | -     |
|                                                                    | *%    | **                                     | **              | **    | **                                       | **              | **    | 1%                                       | 1%              | -%    | *%                                       | *%              | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC13. Being online can help you do many different things. Which of these does it help you with? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|---------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| Don't know                | 7     | **                                     | **                    | **          | **                                       | **                    | **          | 2                                        | -                    | 1          | 2                                        | -                    | -          |
|                           | 1%    | **                                     | **                    | **          | **                                       | **                    | **          | 1%                                       | -%                   | 1%         | 2%                                       | -%                   | -%         |
| <b>SUMMARY</b>            |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| ANY OF THESE BENEFITS     | 976   | **                                     | **                    | **          | **                                       | **                    | **          | 153                                      | 237                  | 153        | 99                                       | 143                  | 118        |
|                           | 99%   | **                                     | **                    | **          | **                                       | **                    | **          | 98%                                      | 99%                  | 99%        | 98%                                      | 100%                 | 100%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 9**

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

**QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>~a                                 | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 1872        | 92                                        | 304        | 105                                         | 337        | 97                                          | 382        | 122                                         | 368        |
| Effective Weighted Sample | 1358        | 72                                        | 240        | 80                                          | 246        | 80                                          | 289        | 95                                          | 287        |
| Total                     | 1872        | 70                                        | 244        | 143                                         | 412        | 124                                         | 442        | 93                                          | 276        |
| All is true               | 185<br>10%  | **<br>**                                  | 27<br>11%  | 19<br>14%                                   | 44<br>11%  | **<br>**                                    | 34<br>8%   | 7<br>8%                                     | 19<br>7%   |
| Most is true              | 466<br>25%  | **<br>**                                  | 58<br>24%  | 31<br>22%                                   | 106<br>26% | **<br>**                                    | 105<br>24% | 17<br>19%                                   | 68<br>25%  |
| Some is true              | 1194<br>64% | **<br>**                                  | 151<br>62% | 89<br>62%                                   | 260<br>63% | **<br>**                                    | 302<br>68% | 66<br>71%                                   | 189<br>68% |
| Don't know                | 28<br>2%    | **<br>**                                  | 8<br>3%    | 4<br>2%                                     | 2<br>*0%   | **<br>**                                    | 2<br>*0%   | 2<br>2%                                     | -<br>-%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 9**

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

**QC15A. Do you use social media apps or sites - like Instagram, TikTok, Snapchat, Facebook, YouTube, etc.? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                           |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Significance Level: 95%   |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Unweighted total          | 1872  | 100                                    | 153         | 135   | 154                                      | 175         | 85    | 137                                      | 203         | 119   | 133                                      | 188         | 157   |
| Effective Weighted Sample | 1358  | 78                                     | 119         | 108   | 116                                      | 128         | 65    | 107                                      | 158         | 90    | 104                                      | 146         | 121   |
| Total                     | 1872  | 72                                     | 120         | 116   | 166                                      | 228         | 123   | 155                                      | 236         | 151   | 101                                      | 143         | 117   |
| All is true               | 185   | 3                                      | 15          | 14    | 18                                       | 25          | **    | 22                                       | 24          | 11    | 8                                        | 9           | 10    |
|                           | 10%   | 4%                                     | 13%         | 12%   | 11%                                      | 11%         | **    | 14%                                      | 10%         | 8%    | 8%                                       | 6%          | 9%    |
|                           |       |                                        | a           |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Most is true              | 466   | 20                                     | 28          | 33    | 41                                       | 59          | **    | 30                                       | 64          | 43    | 30                                       | 32          | 27    |
|                           | 25%   | 27%                                    | 23%         | 28%   | 25%                                      | 26%         | **    | 20%                                      | 27%         | 28%   | 30%                                      | 22%         | 23%   |
| Some is true              | 1194  | 46                                     | 70          | 68    | 101                                      | 144         | **    | 98                                       | 147         | 97    | 61                                       | 102         | 80    |
|                           | 64%   | 64%                                    | 58%         | 58%   | 61%                                      | 63%         | **    | 63%                                      | 62%         | 64%   | 60%                                      | 71%         | 68%   |
| Don't know                | 28    | 3                                      | 7           | 2     | 5                                        | -           | **    | 5                                        | 2           | -     | 2                                        | 1           | 1     |
|                           | 2%    | 5%                                     | 6%          | 1%    | 3%                                       | -%          | **    | 3%                                       | 1%          | -%    | 2%                                       | 1%          | 1%    |
|                           |       |                                        |             |       | b                                        |             |       |                                          |             |       |                                          |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 10**

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

**QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |                 | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|------------|-------------------------------------------|-----------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |            | ANY<br>a                                  | NONE<br>b       | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |            |                                           |                 |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 1898       | 109                                       | 343             | 104                                         | 347        | 91                                          | 374        | 106                                         | 354        |
| Effective Weighted Sample | 1378       | 84                                        | 269             | 79                                          | 251        | 75                                          | 284        | 83                                          | 276        |
| Total                     | 1899       | 85                                        | 281             | 139                                         | 423        | 116                                         | 435        | 81                                          | 266        |
| All is true               | 649<br>34% | 42<br>50%                                 | 112<br>40%      | 45<br>32%                                   | 143<br>34% | **<br>**                                    | 158<br>36% | 24<br>30%                                   | 76<br>29%  |
| Most is true              | 747<br>39% | 21<br>25%                                 | 112<br>40%<br>a | 45<br>32%                                   | 178<br>42% | **<br>**                                    | 154<br>35% | 29<br>35%                                   | 125<br>47% |
| Some is true              | 464<br>24% | 18<br>21%                                 | 54<br>19%       | 49<br>35%<br>b                              | 98<br>23%  | **<br>**                                    | 114<br>26% | 25<br>30%                                   | 63<br>24%  |
| Don't know                | 39<br>2%   | 4<br>4%                                   | 4<br>2%         | 1<br>1%                                     | 4<br>1%    | **<br>**                                    | 8<br>2%    | 4<br>5%<br>b                                | 2<br>1%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 10**

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

**QC15B. Do you use apps or sites for school work or homework – like BBC Bitesize or apps or sites suggested by your teachers? IF YOU DO - Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                           |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 1898  | 117                                    | 176         | 145   | 154                                      | 179         | 88    | 132                                      | 198         | 118   | 125                                      | 176         | 149   |
| Effective Weighted Sample | 1378  | 90                                     | 137         | 115   | 115                                      | 131         | 65    | 103                                      | 155         | 89    | 98                                       | 138         | 115   |
| Total                     | 1899  | 88                                     | 144         | 124   | 170                                      | 228         | 120   | 147                                      | 232         | 151   | 96                                       | 134         | 110   |
| All is true               | 649   | 30                                     | 56          | 58    | 60                                       | 72          | **    | 52                                       | 79          | 60    | 23                                       | 38          | 34    |
|                           | 34%   | 34%                                    | 39%         | 47%   | 35%                                      | 31%         | **    | 35%                                      | 34%         | 40%   | 24%                                      | 29%         | 31%   |
| Most is true              | 747   | 28                                     | 57          | 47    | 57                                       | 92          | **    | 42                                       | 94          | 65    | 44                                       | 56          | 53    |
|                           | 39%   | 31%                                    | 40%         | 38%   | 34%                                      | 40%         | **    | 29%                                      | 41%         | 43%   | 46%                                      | 42%         | 48%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             | a     |                                          |             |       |
| Some is true              | 464   | 24                                     | 27          | 19    | 51                                       | 62          | **    | 49                                       | 53          | 26    | 27                                       | 37          | 20    |
|                           | 24%   | 27%                                    | 19%         | 15%   | 30%                                      | 27%         | **    | 34%                                      | 23%         | 17%   | 28%                                      | 28%         | 18%   |
|                           |       | c                                      |             |       |                                          |             |       | c                                        |             |       |                                          |             |       |
| Don't know                | 39    | 7                                      | 4           | *     | 1                                        | 2           | **    | 4                                        | 6           | -     | 2                                        | 3           | 3     |
|                           | 2%    | 8%                                     | 3%          | *%    | 1%                                       | 1%          | **    | 3%                                       | 3%          | -%    | 2%                                       | 2%          | 2%    |
|                           |       | c                                      |             |       |                                          |             |       |                                          |             |       |                                          |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 11**

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

**QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |      |
|---------------------------|-------|-------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|
|                           |       | ANY                                       | NONE | ANY                                         | NONE | ANY                                         | NONE | ANY                                         | NONE |
| Significance Level: 95%   |       | ~a                                        | b    | ~a                                          | b    | ~a                                          | b    | a                                           | b    |
| Unweighted total          | 1632  | 84                                        | 273  | 85                                          | 284  | 82                                          | 335  | 103                                         | 326  |
| Effective Weighted Sample | 1188  | 65                                        | 214  | 65                                          | 204  | 67                                          | 258  | 80                                          | 257  |
| Total                     | 1637  | 65                                        | 218  | 116                                         | 339  | 106                                         | 403  | 80                                          | 246  |
| All is true               | 337   | **                                        | 65   | **                                          | 80   | **                                          | 62   | 13                                          | 40   |
|                           | 21%   | **                                        | 30%  | **                                          | 24%  | **                                          | 15%  | 16%                                         | 16%  |
| Most is true              | 698   | **                                        | 79   | **                                          | 127  | **                                          | 185  | 37                                          | 126  |
|                           | 43%   | **                                        | 36%  | **                                          | 37%  | **                                          | 46%  | 46%                                         | 51%  |
| Some is true              | 507   | **                                        | 50   | **                                          | 111  | **                                          | 142  | 25                                          | 77   |
|                           | 31%   | **                                        | 23%  | **                                          | 33%  | **                                          | 35%  | 31%                                         | 31%  |
| Don't know                | 96    | **                                        | 24   | **                                          | 20   | **                                          | 14   | 5                                           | 4    |
|                           | 6%    | **                                        | 11%  | **                                          | 6%   | **                                          | 4%   | 7%                                          | 1%   |
|                           |       |                                           |      |                                             |      |                                             |      | b                                           |      |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 11**

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

**QC15C. Do you use apps or sites about news and what is going on in the world – like BBC News, CBBC Newsround, newspaper apps or sites like the Daily Mail or Guardian, or news apps or sites like Buzzfeed? IF YOU DO – Do you believe that all of the information you see on these apps or sites is true, most of it is true, or just some of it is true? (SINGLE CODE)**

Base : Children aged 8-17 who go online (excluding non-users)

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                           |       | ~a                                     | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Significance Level: 95%   |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Unweighted total          | 1632  | 85                                     | 135         | 128   | 122                                      | 151         | 74    | 113                                      | 181         | 111   | 118                                      | 164         | 141   |
| Effective Weighted Sample | 1188  | 65                                     | 105         | 102   | 90                                       | 110         | 54    | 89                                       | 143         | 85    | 93                                       | 129         | 110   |
| Total                     | 1637  | 63                                     | 107         | 108   | 133                                      | 193         | 99    | 128                                      | 217         | 145   | 91                                       | 127         | 104   |
| All is true               | 337   | **                                     | 31          | 42    | 27                                       | 43          | **    | 29                                       | 35          | 21    | 22                                       | 12          | 18    |
|                           | 21%   | **                                     | 29%         | 39%   | 20%                                      | 22%         | **    | 23%                                      | 16%         | 15%   | 25%                                      | 10%         | 18%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       | b                                        |             |       |
| Most is true              | 698   | **                                     | 41          | 38    | 54                                       | 76          | **    | 55                                       | 85          | 77    | 37                                       | 64          | 57    |
|                           | 43%   | **                                     | 38%         | 35%   | 40%                                      | 39%         | **    | 43%                                      | 39%         | 53%   | 41%                                      | 50%         | 55%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             | b     |                                          |             | a     |
| Some is true              | 507   | **                                     | 23          | 23    | 43                                       | 68          | **    | 40                                       | 84          | 42    | 25                                       | 47          | 28    |
|                           | 31%   | **                                     | 22%         | 21%   | 32%                                      | 35%         | **    | 31%                                      | 39%         | 29%   | 28%                                      | 37%         | 27%   |
| Don't know                | 96    | **                                     | 12          | 5     | 9                                        | 7           | **    | 4                                        | 12          | 5     | 6                                        | 4           | 1     |
|                           | 6%    | **                                     | 11%         | 5%    | 7%                                       | 3%          | **    | 3%                                       | 6%          | 3%    | 7%                                       | 3%          | 1%    |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       | c                                        |             |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|---------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                           |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%   |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total          | 1019  | -                                         | -          | -                                           | -          | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample | 751   | -                                         | -          | -                                           | -          | 80                                          | 293       | 96                                          | 288       |
| Total                     | 987   | -                                         | -          | -                                           | -          | 124                                         | 451       | 93                                          | 278       |
| Yes                       | 900   | **                                        | **         | **                                          | **         | **                                          | 418       | 84                                          | 250       |
|                           | 91%   | **                                        | **         | **                                          | **         | **                                          | 93%       | 89%                                         | 90%       |
| No                        | 39    | **                                        | **         | **                                          | **         | **                                          | 15        | 5                                           | 12        |
|                           | 4%    | **                                        | **         | **                                          | **         | **                                          | 3%        | 6%                                          | 4%        |
| Don't know                | 49    | **                                        | **         | **                                          | **         | **                                          | 18        | 5                                           | 15        |
|                           | 5%    | **                                        | **         | **                                          | **         | **                                          | 4%        | 5%                                          | 6%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC59A. MISINFORMATION SCENARIO - NHS TOP TIPS TO IMPROVE YOUR MENTAL WELLBEING INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) was scrolling through (his/ her) social media, and saw this post (SCREENSHOT). Do you think that this social media post is genuine? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | ~a                                     | ~b          | ~c    | ~a                                       | ~b          | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 1019  | -                                      | -           | -     | -                                        | -           | -     | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 751   | -                                      | -           | -     | -                                        | -           | -     | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                     | 987   | -                                      | -           | -     | -                                        | -           | -     | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| Yes                       | 900   | **                                     | **          | **    | **                                       | **          | **    | 141                                      | 228         | 146   | 92                                       | 129         | 105   |
|                           | 91%   | **                                     | **          | **    | **                                       | **          | **    | 90%                                      | 96%         | 95%   | 90%                                      | 90%         | 89%   |
| No                        | 39    | **                                     | **          | **    | **                                       | **          | **    | 5                                        | 7           | 3     | 6                                        | 5           | 7     |
|                           | 4%    | **                                     | **          | **    | **                                       | **          | **    | 3%                                       | 3%          | 2%    | 6%                                       | 4%          | 6%    |
| Don't know                | 49    | **                                     | **          | **    | **                                       | **          | **    | 10                                       | 3           | 5     | 4                                        | 9           | 6     |
|                           | 5%    | **                                     | **          | **    | **                                       | **          | **    | 6%                                       | 1%          | 3%    | 4%                                       | 6%          | 5%    |
|                           |       |                                        |             |       |                                          |             |       | b                                        |             |       |                                          |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 13**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who think the post is genuine

|                                                                                                      | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|------------------------------------------------------------------------------------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                                                      |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                                                              |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total                                                                                     | 918   | -                                         | -          | -                                           | -          | 87                                          | 354       | 111                                         | 331       |
| Effective Weighted Sample                                                                            | 679   | -                                         | -          | -                                           | -          | 73                                          | 269       | 86                                          | 260       |
| Total                                                                                                | 900   | -                                         | -          | -                                           | -          | 112                                         | 418       | 84                                          | 250       |
| NHS LOGO IN POST                                                                                     | 530   | **                                        | **         | **                                          | **         | **                                          | 267       | 47                                          | 149       |
|                                                                                                      | 59%   | **                                        | **         | **                                          | **         | **                                          | 64%       | 57%                                         | 59%       |
| NHS PROFILE LOGO                                                                                     | 262   | **                                        | **         | **                                          | **         | **                                          | 120       | 23                                          | 83        |
|                                                                                                      | 29%   | **                                        | **         | **                                          | **         | **                                          | 29%       | 28%                                         | 33%       |
| NHS USERNAME                                                                                         | 253   | **                                        | **         | **                                          | **         | **                                          | 104       | 26                                          | 77        |
|                                                                                                      | 28%   | **                                        | **         | **                                          | **         | **                                          | 25%       | 31%                                         | 31%       |
| VERIFIED TICK                                                                                        | 243   | **                                        | **         | **                                          | **         | **                                          | 103       | 23                                          | 73        |
|                                                                                                      | 27%   | **                                        | **         | **                                          | **         | **                                          | 25%       | 28%                                         | 29%       |
| HASHTAG 3 #NHS                                                                                       | 216   | **                                        | **         | **                                          | **         | **                                          | 90        | 30                                          | 70        |
|                                                                                                      | 24%   | **                                        | **         | **                                          | **         | **                                          | 22%       | 36%                                         | 28%       |
| TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH' | 155   | **                                        | **         | **                                          | **         | **                                          | 73        | 15                                          | 39        |
|                                                                                                      | 17%   | **                                        | **         | **                                          | **         | **                                          | 17%       | 19%                                         | 15%       |
| IMAGE IN POST                                                                                        | 99    | **                                        | **         | **                                          | **         | **                                          | 41        | 15                                          | 22        |
|                                                                                                      | 11%   | **                                        | **         | **                                          | **         | **                                          | 10%       | 18%                                         | 9%        |
|                                                                                                      |       |                                           |            |                                             |            |                                             |           | b                                           |           |
| TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'                                                  | 98    | **                                        | **         | **                                          | **         | **                                          | 41        | 10                                          | 26        |
|                                                                                                      | 11%   | **                                        | **         | **                                          | **         | **                                          | 10%       | 12%                                         | 10%       |
| HASHTAG 2 #POLLEN                                                                                    | 91    | **                                        | **         | **                                          | **         | **                                          | 35        | 12                                          | 30        |
|                                                                                                      | 10%   | **                                        | **         | **                                          | **         | **                                          | 8%        | 14%                                         | 12%       |
| 'nhs' UNDER POST                                                                                     | 88    | **                                        | **         | **                                          | **         | **                                          | 39        | 9                                           | 26        |
|                                                                                                      | 10%   | **                                        | **         | **                                          | **         | **                                          | 9%        | 11%                                         | 10%       |
| HASHTAG 1 #HAYFEVER                                                                                  | 87    | **                                        | **         | **                                          | **         | **                                          | 36        | 12                                          | 26        |
|                                                                                                      | 10%   | **                                        | **         | **                                          | **         | **                                          | 9%        | 15%                                         | 10%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 13**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who think the post is genuine

|                                                     | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|-----------------------------------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                     |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                             |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total                                    | 918   | -                                         | -          | -                                           | -          | 87                                          | 354       | 111                                         | 331       |
| Effective Weighted Sample                           | 679   | -                                         | -          | -                                           | -          | 73                                          | 269       | 86                                          | 260       |
| Total                                               | 900   | -                                         | -          | -                                           | -          | 112                                         | 418       | 84                                          | 250       |
| TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...' | 83    | **                                        | **         | **                                          | **         | **                                          | 26        | 7                                           | 21        |
|                                                     | 9%    | **                                        | **         | **                                          | **         | **                                          | 6%        | 8%                                          | 8%        |
| 'HAY FEVER' TEXT                                    | 51    | **                                        | **         | **                                          | **         | **                                          | 21        | 7                                           | 9         |
|                                                     | 6%    | **                                        | **         | **                                          | **         | **                                          | 5%        | 8%                                          | 4%        |
| LIKES COUNT                                         | 34    | **                                        | **         | **                                          | **         | **                                          | 12        | 6                                           | 10        |
|                                                     | 4%    | **                                        | **         | **                                          | **         | **                                          | 3%        | 7%                                          | 4%        |
| LIKE BUTTON                                         | 16    | **                                        | **         | **                                          | **         | **                                          | 5         | 1                                           | 4         |
|                                                     | 2%    | **                                        | **         | **                                          | **         | **                                          | 1%        | 1%                                          | 2%        |
| COMMENTS COUNT                                      | 8     | **                                        | **         | **                                          | **         | **                                          | 2         | *                                           | 3         |
|                                                     | 1%    | **                                        | **         | **                                          | **         | **                                          | 1%        | 1%                                          | 1%        |
| COMMENT BUTTON                                      | 5     | **                                        | **         | **                                          | **         | **                                          | *         | -                                           | 2         |
|                                                     | 1%    | **                                        | **         | **                                          | **         | **                                          | *%        | -%                                          | 1%        |
| SHARE BUTTON                                        | 5     | **                                        | **         | **                                          | **         | **                                          | *         | 1                                           | 1         |
|                                                     | 1%    | **                                        | **         | **                                          | **         | **                                          | *%        | 1%                                          | *%        |
| BOOKMARK BUTTON                                     | 4     | **                                        | **         | **                                          | **         | **                                          | *         | 1                                           | 2         |
|                                                     | *%    | **                                        | **         | **                                          | **         | **                                          | *%        | 1%                                          | 1%        |
| DATE OF POST                                        | 3     | **                                        | **         | **                                          | **         | **                                          | -         | -                                           | 2         |
|                                                     | *%    | **                                        | **         | **                                          | **         | **                                          | -%        | -%                                          | 1%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 13**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who think the post is genuine

|                                                                                                      | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|------------------------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                                                      |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                                                      |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                                                     | 918   | -                                      | -               | -     | -                                        | -               | -     | 123                                      | 193             | 113   | 118                                      | 171             | 141   |
| Effective Weighted Sample                                                                            | 679   | -                                      | -               | -     | -                                        | -               | -     | 96                                       | 152             | 86    | 93                                       | 135             | 108   |
| Total                                                                                                | 900   | -                                      | -               | -     | -                                        | -               | -     | 141                                      | 228             | 146   | 92                                       | 129             | 105   |
| NHS LOGO IN POST                                                                                     | 530   | **                                     | **              | **    | **                                       | **              | **    | 80                                       | 131             | 96    | 49                                       | 71              | 70    |
|                                                                                                      | 59%   | **                                     | **              | **    | **                                       | **              | **    | 56%                                      | 57%             | 66%   | 54%                                      | 55%             | 67%   |
| NHS PROFILE LOGO                                                                                     | 262   | **                                     | **              | **    | **                                       | **              | **    | 26                                       | 65              | 52    | 27                                       | 40              | 36    |
|                                                                                                      | 29%   | **                                     | **              | **    | **                                       | **              | **    | 18%                                      | 29%             | 36%   | 30%                                      | 31%             | 35%   |
|                                                                                                      |       |                                        |                 |       |                                          |                 |       |                                          |                 | a     |                                          |                 |       |
| NHS USERNAME                                                                                         | 253   | **                                     | **              | **    | **                                       | **              | **    | 27                                       | 74              | 39    | 26                                       | 37              | 35    |
|                                                                                                      | 28%   | **                                     | **              | **    | **                                       | **              | **    | 19%                                      | 32%             | 27%   | 29%                                      | 28%             | 33%   |
|                                                                                                      |       |                                        |                 |       |                                          |                 |       |                                          | a               |       |                                          |                 |       |
| VERIFIED TICK                                                                                        | 243   | **                                     | **              | **    | **                                       | **              | **    | 21                                       | 61              | 53    | 26                                       | 29              | 38    |
|                                                                                                      | 27%   | **                                     | **              | **    | **                                       | **              | **    | 15%                                      | 27%             | 37%   | 28%                                      | 23%             | 37%   |
|                                                                                                      |       |                                        |                 |       |                                          |                 |       |                                          | a               | a     |                                          |                 | b     |
| HASHTAG 3 #NHS                                                                                       | 216   | **                                     | **              | **    | **                                       | **              | **    | 19                                       | 59              | 29    | 25                                       | 44              | 28    |
|                                                                                                      | 24%   | **                                     | **              | **    | **                                       | **              | **    | 13%                                      | 26%             | 20%   | 27%                                      | 34%             | 27%   |
|                                                                                                      |       |                                        |                 |       |                                          |                 |       |                                          | a               |       |                                          |                 |       |
| TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH' | 155   | **                                     | **              | **    | **                                       | **              | **    | 24                                       | 41              | 21    | 13                                       | 27              | 15    |
|                                                                                                      | 17%   | **                                     | **              | **    | **                                       | **              | **    | 17%                                      | 18%             | 15%   | 14%                                      | 21%             | 14%   |
| IMAGE IN POST                                                                                        | 99    | **                                     | **              | **    | **                                       | **              | **    | 15                                       | 19              | 18    | 14                                       | 14              | 8     |
|                                                                                                      | 11%   | **                                     | **              | **    | **                                       | **              | **    | 11%                                      | 9%              | 12%   | 16%                                      | 11%             | 7%    |
| TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'                                                  | 98    | **                                     | **              | **    | **                                       | **              | **    | 12                                       | 22              | 22    | 14                                       | 13              | 8     |
|                                                                                                      | 11%   | **                                     | **              | **    | **                                       | **              | **    | 8%                                       | 10%             | 15%   | 15%                                      | 10%             | 7%    |
| HASHTAG 2 #POLLEN                                                                                    | 91    | **                                     | **              | **    | **                                       | **              | **    | 10                                       | 18              | 16    | 11                                       | 19              | 12    |
|                                                                                                      | 10%   | **                                     | **              | **    | **                                       | **              | **    | 7%                                       | 8%              | 11%   | 12%                                      | 15%             | 12%   |
| 'nhs' UNDER POST                                                                                     | 88    | **                                     | **              | **    | **                                       | **              | **    | 10                                       | 23              | 16    | 10                                       | 16              | 8     |
|                                                                                                      | 10%   | **                                     | **              | **    | **                                       | **              | **    | 7%                                       | 10%             | 11%   | 11%                                      | 12%             | 7%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 13**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this IS a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who think the post is genuine

|                                                     | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-----------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                     |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                     |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                             |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                    | 918   | -                                      | -               | -     | -                                        | -               | -     | 123                                      | 193             | 113   | 118                                      | 171             | 141   |
| Effective Weighted Sample                           | 679   | -                                      | -               | -     | -                                        | -               | -     | 96                                       | 152             | 86    | 93                                       | 135             | 108   |
| Total                                               | 900   | -                                      | -               | -     | -                                        | -               | -     | 141                                      | 228             | 146   | 92                                       | 129             | 105   |
| HASHTAG 1 #HAYFEVER                                 | 87    | **                                     | **              | **    | **                                       | **              | **    | 8                                        | 18              | 16    | 9                                        | 20              | 10    |
|                                                     | 10%   | **                                     | **              | **    | **                                       | **              | **    | 5%                                       | 8%              | 11%   | 10%                                      | 15%             | 9%    |
| TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...' | 83    | **                                     | **              | **    | **                                       | **              | **    | 15                                       | 26              | 10    | 7                                        | 14              | 6     |
|                                                     | 9%    | **                                     | **              | **    | **                                       | **              | **    | 10%                                      | 11%             | 7%    | 8%                                       | 11%             | 6%    |
| 'HAY FEVER' TEXT                                    | 51    | **                                     | **              | **    | **                                       | **              | **    | 6                                        | 5               | 17    | 8                                        | 5               | 3     |
|                                                     | 6%    | **                                     | **              | **    | **                                       | **              | **    | 4%                                       | 2%              | 11%   | 9%                                       | 4%              | 3%    |
|                                                     |       |                                        |                 |       |                                          |                 |       |                                          |                 | b     |                                          |                 |       |
| LIKES COUNT                                         | 34    | **                                     | **              | **    | **                                       | **              | **    | 3                                        | 10              | 5     | 4                                        | 4               | 7     |
|                                                     | 4%    | **                                     | **              | **    | **                                       | **              | **    | 2%                                       | 4%              | 3%    | 5%                                       | 3%              | 6%    |
| LIKE BUTTON                                         | 16    | **                                     | **              | **    | **                                       | **              | **    | 5                                        | 2               | 4     | 1                                        | 2               | 2     |
|                                                     | 2%    | **                                     | **              | **    | **                                       | **              | **    | 3%                                       | 1%              | 3%    | 1%                                       | 2%              | 2%    |
| COMMENTS COUNT                                      | 8     | **                                     | **              | **    | **                                       | **              | **    | *                                        | 2               | 2     | 1                                        | *               | 1     |
|                                                     | 1%    | **                                     | **              | **    | **                                       | **              | **    | *%                                       | 1%              | 1%    | 1%                                       | *%              | 1%    |
| COMMENT BUTTON                                      | 5     | **                                     | **              | **    | **                                       | **              | **    | 2                                        | *               | *     | 1                                        | -               | 1     |
|                                                     | 1%    | **                                     | **              | **    | **                                       | **              | **    | 2%                                       | *%              | *%    | 1%                                       | -%              | 1%    |
| SHARE BUTTON                                        | 5     | **                                     | **              | **    | **                                       | **              | **    | 2                                        | *               | *     | 1                                        | -               | -     |
|                                                     | 1%    | **                                     | **              | **    | **                                       | **              | **    | 2%                                       | *%              | *%    | 1%                                       | -%              | -%    |
| BOOKMARK BUTTON                                     | 4     | **                                     | **              | **    | **                                       | **              | **    | *                                        | *               | *     | 1                                        | -               | 2     |
|                                                     | *%    | **                                     | **              | **    | **                                       | **              | **    | *%                                       | *%              | *%    | 1%                                       | -%              | 2%    |
| DATE OF POST                                        | 3     | **                                     | **              | **    | **                                       | **              | **    | -                                        | *               | -     | 1                                        | -               | 1     |
|                                                     | *%    | **                                     | **              | **    | **                                       | **              | **    | -%                                       | *%              | -%    | 1%                                       | -%              | 1%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 14**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who do not think the post is genuine

|                                                                                                      | Total     | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                                                      |           | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b |
| Significance Level: 95%                                                                              |           |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                                                     | 101       | -                                         | -          | -                                           | -          | 10                                          | 34         | 12                                          | 39         |
| Effective Weighted Sample                                                                            | 73        | -                                         | -          | -                                           | -          | 7                                           | 25         | 10                                          | 28         |
| Total                                                                                                | 87        | -                                         | -          | -                                           | -          | 12                                          | 33         | 10                                          | 27         |
| IMAGE IN POST                                                                                        | 20<br>23% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH' | 20<br>23% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| 'nhs' UNDER POST                                                                                     | 16<br>18% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'                                                  | 15<br>17% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'                                                  | 14<br>17% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| COMMENTS COUNT                                                                                       | 8<br>9%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| HASHTAG 3 #NHS                                                                                       | 8<br>9%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| HASHTAG 1 #HAYFEVER                                                                                  | 7<br>8%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| HASHTAG 2 #POLLEN                                                                                    | 7<br>8%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NHS USERNAME                                                                                         | 4<br>5%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| LIKES COUNT                                                                                          | 4<br>5%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 14**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who do not think the post is genuine

|                           | Total   | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|---------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |         | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b |
| Significance Level: 95%   |         |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 101     | -                                         | -          | -                                           | -          | 10                                          | 34         | 12                                          | 39         |
| Effective Weighted Sample | 73      | -                                         | -          | -                                           | -          | 7                                           | 25         | 10                                          | 28         |
| Total                     | 87      | -                                         | -          | -                                           | -          | 12                                          | 33         | 10                                          | 27         |
| 'HAY FEVER' TEXT          | 3<br>4% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| DATE OF POST              | 2<br>2% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NHS LOGO IN POST          | 2<br>2% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| VERIFIED TICK             | 2<br>2% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| SHARE BUTTON              | 1<br>1% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NHS PROFILE LOGO          | 1<br>1% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| COMMENT BUTTON            | *<br>*% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 14**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who do not think the post is genuine

|                                                                                                      | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|------------------------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                                                      |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                                                      |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | ~a                                       | ~b              | ~c    | ~a                                       | ~b              | ~c    |
| Significance Level: 95%                                                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                                                     | 101   | -                                      | -               | -     | -                                        | -               | -     | 16                                       | 12              | 7     | 16                                       | 18              | 17    |
| Effective Weighted Sample                                                                            | 73    | -                                      | -               | -     | -                                        | -               | -     | 13                                       | 8               | 5     | 12                                       | 12              | 14    |
| Total                                                                                                | 87    | -                                      | -               | -     | -                                        | -               | -     | 16                                       | 10              | 8     | 10                                       | 14              | 13    |
| IMAGE IN POST                                                                                        | 20    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 23%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| TEXT IN POST - 'HERE ARE SOME THINGS YOU CAN DO TO EASE YOUR SYMPTOMS WHEN THE POLLEN COUNT IS HIGH' | 20    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 23%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| 'nhs' UNDER POST                                                                                     | 16    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 18%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| TEXT UNDER POST - 'THERE ARE HIGH POLLEN LEVELS...'                                                  | 15    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 17%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| TEXT UNDER POST - 'IF YOU SUFFER FROM HAY FEVER...'                                                  | 14    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 17%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| COMMENTS COUNT                                                                                       | 8     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 9%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| HASHTAG 3 #NHS                                                                                       | 8     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 9%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| HASHTAG 1 #HAYFEVER                                                                                  | 7     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 8%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| HASHTAG 2 #POLLEN                                                                                    | 7     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 8%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| NHS USERNAME                                                                                         | 4     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 5%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| LIKES COUNT                                                                                          | 4     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                                                                                                      | 5%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 14**

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

**QC59B. Still thinking about this post, now click or tap on anything that makes you think that this is NOT a genuine post. (MULTI CODE)**

Base : Children aged 13-17 who go online who do not think the post is genuine

|                           | Total   | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                       |             |
|---------------------------|---------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|
|                           |         | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c |
| Significance Level: 95%   |         |                                        |                       |             |                                          |                       |             |                                          |                       |             |                                          |                       |             |
| Unweighted total          | 101     | -                                      | -                     | -           | -                                        | -                     | -           | 16                                       | 12                    | 7           | 16                                       | 18                    | 17          |
| Effective Weighted Sample | 73      | -                                      | -                     | -           | -                                        | -                     | -           | 13                                       | 8                     | 5           | 12                                       | 12                    | 14          |
| Total                     | 87      | -                                      | -                     | -           | -                                        | -                     | -           | 16                                       | 10                    | 8           | 10                                       | 14                    | 13          |
| 'HAY FEVER' TEXT          | 3<br>4% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| DATE OF POST              | 2<br>2% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NHS LOGO IN POST          | 2<br>2% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| VERIFIED TICK             | 2<br>2% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| SHARE BUTTON              | 1<br>1% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NHS PROFILE LOGO          | 1<br>1% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| COMMENT BUTTON            | *<br>*% | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 15**

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

**QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------------------------------------------------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                                                           |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                                                                                   |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                                                          | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample                                                                                 | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                                                                                     | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| See whether it's a company you have heard of                                                              | 498<br>50% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 222<br>49% | 44<br>47%                                   | 158<br>57% |
| Ask someone else if they have used the website/ app                                                       | 478<br>48% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 208<br>46% | 48<br>51%                                   | 135<br>49% |
| Check the general look of the website/ app – for example the layout, colours or how professional it looks | 439<br>44% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 185<br>41% | 43<br>46%                                   | 157<br>56% |
| Check some types of information across a number of websites/ apps to be sure it's correct                 | 417<br>42% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 187<br>42% | 40<br>43%                                   | 134<br>48% |
| Look at how up to date the information on the website/ app is                                             | 410<br>42% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 165<br>37% | 39<br>42%                                   | 144<br>52% |
| Use a fact checking website/ app like Full Fact                                                           | 252<br>25% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 116<br>26% | 27<br>28%                                   | 73<br>26%  |
| Something else                                                                                            | 18<br>2%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 7<br>2%    | *<br>*%                                     | 5<br>2%    |
| Don't know                                                                                                | 40<br>4%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 21<br>5%   | 7<br>8%                                     | 3<br>1%    |
| No – I don't think about this                                                                             | 54<br>5%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 32<br>7%   | 5<br>6%                                     | 11<br>4%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 15**

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

**QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|-----------------------------------------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                           |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                   |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total                                          | 1019  | -                                         | -          | -                                           | -          | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample                                 | 751   | -                                         | -          | -                                           | -          | 80                                          | 293       | 96                                          | 288       |
| Total                                                     | 987   | -                                         | -          | -                                           | -          | 124                                         | 451       | 93                                          | 278       |
| <b>SUMMARY</b>                                            |       |                                           |            |                                             |            |                                             |           |                                             |           |
| CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED | 893   | **                                        | **         | **                                          | **         | **                                          | 398       | 81                                          | 264       |
|                                                           | 90%   | **                                        | **         | **                                          | **         | **                                          | 88%       | 87%                                         | 95%       |
|                                                           |       |                                           |            |                                             |            |                                             |           |                                             | a         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 15**

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

**QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|-----------------------------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                                                                                                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%                                                                                   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total                                                                                          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample                                                                                 | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                                                                                                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| See whether it's a company you have heard of                                                              | 498   | **                                     | **                    | **          | **                                       | **                    | **          | 74                                       | 114                  | 90         | 58                                       | 69                   | 72         |
|                                                                                                           | 50%   | **                                     | **                    | **          | **                                       | **                    | **          | 47%                                      | 48%                  | 59%        | 57%                                      | 48%                  | 61%        |
| Ask someone else if they have used the website/ app                                                       | 478   | **                                     | **                    | **          | **                                       | **                    | **          | 81                                       | 113                  | 76         | 47                                       | 66                   | 70         |
|                                                                                                           | 48%   | **                                     | **                    | **          | **                                       | **                    | **          | 51%                                      | 47%                  | 49%        | 46%                                      | 46%                  | 59%        |
| Check the general look of the website/ app – for example the layout, colours or how professional it looks | 439   | **                                     | **                    | **          | **                                       | **                    | **          | 49                                       | 92                   | 78         | 49                                       | 73                   | 71         |
|                                                                                                           | 44%   | **                                     | **                    | **          | **                                       | **                    | **          | 31%                                      | 39%                  | 51%        | 48%                                      | 51%                  | 61%        |
| Check some types of information across a number of websites/ apps to be sure it's correct                 | 417   | **                                     | **                    | **          | **                                       | **                    | **          | 55                                       | 90                   | 72         | 47                                       | 63                   | 65         |
|                                                                                                           | 42%   | **                                     | **                    | **          | **                                       | **                    | **          | 35%                                      | 38%                  | 47%        | 47%                                      | 44%                  | 55%        |
| Look at how up to date the information on the website/ app is                                             | 410   | **                                     | **                    | **          | **                                       | **                    | **          | 54                                       | 90                   | 61         | 52                                       | 67                   | 64         |
|                                                                                                           | 42%   | **                                     | **                    | **          | **                                       | **                    | **          | 35%                                      | 38%                  | 40%        | 51%                                      | 47%                  | 54%        |
| Use a fact checking website/ app like Full Fact                                                           | 252   | **                                     | **                    | **          | **                                       | **                    | **          | 32                                       | 55                   | 53         | 24                                       | 37                   | 37         |
|                                                                                                           | 25%   | **                                     | **                    | **          | **                                       | **                    | **          | 21%                                      | 23%                  | 35%        | 23%                                      | 26%                  | 32%        |
| Something else                                                                                            | 18    | **                                     | **                    | **          | **                                       | **                    | **          | 2                                        | 3                    | 7          | 1                                        | 2                    | 2          |
|                                                                                                           | 2%    | **                                     | **                    | **          | **                                       | **                    | **          | 2%                                       | 1%                   | 4%         | 1%                                       | 2%                   | 2%         |
| Don't know                                                                                                | 40    | **                                     | **                    | **          | **                                       | **                    | **          | 6                                        | 11                   | 5          | 2                                        | 4                    | 2          |
|                                                                                                           | 4%    | **                                     | **                    | **          | **                                       | **                    | **          | 4%                                       | 5%                   | 3%         | 2%                                       | 3%                   | 1%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 15**

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

**QC18. When you look for information online, do you ever think about whether you can trust the information to be true and accurate? IF YOU DO – Which of these things – if any – do you check to see if the information is true or accurate? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|-----------------------------------------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                                                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%                                   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total                                          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample                                 | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                                                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| No – I don't think about this                             | 54    | **                                     | **                    | **          | **                                       | **                    | **          | 12                                       | 9                    | 6          | 3                                        | 7                    | 6          |
|                                                           | 5%    | **                                     | **                    | **          | **                                       | **                    | **          | 7%                                       | 4%                   | 4%         | 3%                                       | 5%                   | 5%         |
| <b>SUMMARY</b>                                            |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| CHILD THINKS ABOUT WHETHER THE INFORMATION CAN BE TRUSTED | 893   | **                                     | **                    | **          | **                                       | **                    | **          | 139                                      | 219                  | 142        | 97                                       | 132                  | 111        |
|                                                           | 90%   | **                                     | **                    | **          | **                                       | **                    | **          | 88%                                      | 92%                  | 92%        | 95%                                      | 92%                  | 94%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 16**

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

**QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |      |
|---------------------------|-------|-------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|
|                           |       | ANY                                       | NONE | ANY                                         | NONE | ANY                                         | NONE | ANY                                         | NONE |
| Significance Level: 95%   |       | a                                         | b    | a                                           | b    | ~a                                          | b    | a                                           | b    |
| Unweighted total          | 2037  | 118                                       | 374  | 117                                         | 376  | 97                                          | 388  | 123                                         | 370  |
| Effective Weighted Sample | 1479  | 91                                        | 291  | 89                                          | 274  | 80                                          | 293  | 96                                          | 288  |
| Total                     | 2036  | 94                                        | 303  | 157                                         | 458  | 124                                         | 451  | 93                                          | 278  |
| Yes                       | 1933  | 84                                        | 275  | 139                                         | 443  | **                                          | 436  | 92                                          | 275  |
|                           | 95%   | 90%                                       | 91%  | 88%                                         | 97%  | **                                          | 97%  | 98%                                         | 99%  |
|                           |       |                                           |      | a                                           |      |                                             |      |                                             |      |
| No                        | 89    | 9                                         | 26   | 16                                          | 14   | **                                          | 10   | 2                                           | 2    |
|                           | 4%    | 9%                                        | 9%   | 10%                                         | 3%   | **                                          | 2%   | 2%                                          | 1%   |
|                           |       |                                           |      | b                                           |      |                                             |      |                                             |      |
| Don't know                | 14    | 1                                         | 2    | 2                                           | 1    | **                                          | 4    | -                                           | 1    |
|                           | 1%    | 1%                                        | 1%   | 1%                                          | *%   | **                                          | 1%   | -%                                          | *%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 16**

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

**QC25. Do you ever use sites or apps like Google, Bing or Yahoo to look for things online? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Unweighted total          | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                     | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Yes                       | 1933  | 83                                     | 143             | 124   | 179                                      | 232             | **    | 147                                      | 232             | 152   | 99                                       | 142             | 117   |
|                           | 95%   | 84%                                    | 91%             | 95%   | 94%                                      | 94%             | **    | 94%                                      | 97%             | 99%   | 97%                                      | 99%             | 99%   |
|                           |       |                                        |                 | a     |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| No                        | 89    | 13                                     | 14              | 5     | 8                                        | 16              | **    | 7                                        | 7               | 2     | 2                                        | 1               | 1     |
|                           | 4%    | 13%                                    | 9%              | 4%    | 4%                                       | 6%              | **    | 4%                                       | 3%              | 1%    | 2%                                       | 1%              | 1%    |
|                           |       |                                        |                 | c     |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Don't know                | 14    | 3                                      | *               | 2     | 3                                        | -               | **    | 3                                        | -               | -     | 1                                        | *               | -     |
|                           | 1%    | 3%                                     | *%              | 1%    | 2%                                       | -%              | **    | 2%                                       | -%              | -%    | 1%                                       | *%              | -%    |
|                           |       | b                                      |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 17**

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

**QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)**

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

|                                                                                           | Total       | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |                 | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |                 | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |            |
|-------------------------------------------------------------------------------------------|-------------|----------------------------------------------|-----------------|------------------------------------------------|-----------------|------------------------------------------------|------------|------------------------------------------------|------------|
|                                                                                           |             | ANY<br>a                                     | NONE<br>b       | ANY<br>a                                       | NONE<br>b       | ANY<br>~a                                      | NONE<br>b  | ANY<br>a                                       | NONE<br>b  |
| Significance Level: 95%                                                                   |             |                                              |                 |                                                |                 |                                                |            |                                                |            |
| Unweighted total                                                                          | 1940        | 106                                          | 342             | 107                                            | 364             | 92                                             | 377        | 120                                            | 364        |
| Effective Weighted Sample                                                                 | 1410        | 82                                           | 268             | 82                                             | 266             | 75                                             | 284        | 93                                             | 284        |
| Total                                                                                     | 1933        | 84                                           | 275             | 139                                            | 443             | 118                                            | 436        | 92                                             | 275        |
| I think that if they have been listed in the search results these websites can be trusted | 522<br>27%  | 36<br>42%                                    | 86<br>31%       | 46<br>33%                                      | 119<br>27%      | **<br>**                                       | 88<br>20%  | 26<br>28%                                      | 58<br>21%  |
| I think that some of these websites can be trusted and some can't                         | 1227<br>63% | 36<br>42%                                    | 153<br>56%<br>a | 71<br>51%                                      | 284<br>64%<br>a | **<br>**                                       | 320<br>73% | 59<br>64%                                      | 203<br>74% |
| I don't really think about whether the website can be trusted                             | 130<br>7%   | 8<br>10%                                     | 20<br>7%        | 14<br>10%                                      | 33<br>7%        | **<br>**                                       | 23<br>5%   | 6<br>7%                                        | 12<br>4%   |
| Don't know                                                                                | 53<br>3%    | 5<br>5%                                      | 17<br>6%        | 8<br>6%                                        | 7<br>2%         | **<br>**                                       | 4<br>1%    | 1<br>1%                                        | 2<br>1%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 17**

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

**QC26. When you use Google, Bing or other search websites to look for something online, you are given a list of websites in the results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)**

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

|                                                                                           | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |           | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |           |
|-------------------------------------------------------------------------------------------|-------------|----------------------------------------|-------------|-----------|------------------------------------------|-------------|----------|------------------------------------------|-------------|------------|------------------------------------------|-------------|-----------|
|                                                                                           |             | MOST                                   | POTENTIALLY | LEAST     | MOST                                     | POTENTIALLY | LEAST    | MOST                                     | POTENTIALLY | LEAST      | MOST                                     | POTENTIALLY | LEAST     |
| Significance Level: 95%                                                                   |             | a                                      | b           | c         | a                                        | b           | ~c       | a                                        | b           | c          | a                                        | b           | c         |
| Unweighted total                                                                          | 1940        | 112                                    | 174         | 148       | 168                                      | 181         | 91       | 131                                      | 199         | 119        | 130                                      | 185         | 157       |
| Effective Weighted Sample                                                                 | 1410        | 88                                     | 135         | 117       | 127                                      | 133         | 68       | 101                                      | 155         | 90         | 101                                      | 145         | 121       |
| Total                                                                                     | 1933        | 83                                     | 143         | 124       | 179                                      | 232         | 127      | 147                                      | 232         | 152        | 99                                       | 142         | 117       |
| I think that if they have been listed in the search results these websites can be trusted | 522<br>27%  | 25<br>31%                              | 47<br>33%   | 46<br>37% | 56<br>31%                                | 58<br>25%   | **<br>** | 42<br>29%                                | 62<br>27%   | 30<br>20%  | 27<br>28%                                | 27<br>19%   | 31<br>26% |
| I think that some of these websites can be trusted and some can't                         | 1227<br>63% | 44<br>53%                              | 75<br>52%   | 63<br>51% | 103<br>58%                               | 148<br>64%  | **<br>** | 86<br>58%                                | 159<br>69%  | 117<br>77% | 66<br>66%                                | 106<br>75%  | 82<br>70% |
| I don't really think about whether the website can be trusted                             | 130<br>7%   | 6<br>7%                                | 10<br>7%    | 11<br>9%  | 16<br>9%                                 | 20<br>9%    | **<br>** | 16<br>11%                                | 9<br>4%     | 4<br>3%    | 5<br>5%                                  | 8<br>6%     | 4<br>4%   |
| Don't know                                                                                | 53<br>3%    | 8<br>10%                               | 12<br>8%    | 3<br>2%   | 4<br>2%                                  | 6<br>2%     | **<br>** | 2<br>2%                                  | 2<br>1%     | *<br>*%    | 1<br>1%                                  | *<br>*%     | 1<br>1%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 18**

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

**QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)**

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

|                                              | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|----------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                              |            | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                      |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                             | 1940       | 106                                       | 342        | 107                                         | 364        | 92                                          | 377        | 120                                         | 364        |
| Effective Weighted Sample                    | 1410       | 82                                        | 268        | 82                                          | 266        | 75                                          | 284        | 93                                          | 284        |
| Total                                        | 1933       | 84                                        | 275        | 139                                         | 443        | 118                                         | 436        | 92                                          | 275        |
| These are adverts/ they have paid to be here | 952<br>49% | 26<br>31%                                 | 102<br>37% | 48<br>35%                                   | 195<br>44% | **<br>**                                    | 253<br>58% | 60<br>65%                                   | 186<br>68% |
| These are the most popular results           | 828<br>43% | 33<br>40%                                 | 128<br>47% | 63<br>45%                                   | 178<br>40% | **<br>**                                    | 189<br>43% | 37<br>40%                                   | 122<br>44% |
| These are the best results                   | 617<br>32% | 38<br>45%                                 | 99<br>36%  | 55<br>39%                                   | 142<br>32% | **<br>**                                    | 112<br>26% | 25<br>27%                                   | 75<br>27%  |
| Anything else                                | 19<br>1%   | 1<br>1%                                   | 2<br>1%    | 1<br>1%                                     | 3<br>1%    | **<br>**                                    | 4<br>1%    | 3<br>3%                                     | 2<br>1%    |
| Don't know                                   | 111<br>6%  | 10<br>11%                                 | 19<br>7%   | 7<br>5%                                     | 36<br>8%   | **<br>**                                    | 10<br>2%   | 5<br>6%                                     | 11<br>4%   |
| <b>SUMMARY</b>                               |            |                                           |            |                                             |            |                                             |            |                                             |            |
| ONLY GAVE THE CORRECT RESPONSE               | 639<br>33% | 19<br>23%                                 | 67<br>24%  | 30<br>21%                                   | 139<br>31% | **<br>**                                    | 175<br>40% | 39<br>43%                                   | 120<br>44% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 18**

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

**QC28. GOOGLE SEARCH SCENARIO - SEARCH FOR 'CHILDREN'S TRAINERS'. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) used Google to search for 'children's trainers' - the search results looked like this (SCREENSHOT). Look at the top four results, do you know why these appear first? (MULTI CODE)**

Base : Children aged 8-17 who go online and ever use sites like Google, Bing or Yahoo to look for things online

|                                              | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |           | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |           | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |           |
|----------------------------------------------|------------|----------------------------------------|-------------|-----------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-----------|------------------------------------------|-------------|-----------|
|                                              |            | MOST                                   | POTENTIALLY | LEAST     | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST     | MOST                                     | POTENTIALLY | LEAST     |
| Significance Level: 95%                      |            | a                                      | b           | c         | a                                        | b           | ~c    | a                                        | b           | c         | a                                        | b           | c         |
| Unweighted total                             | 1940       | 112                                    | 174         | 148       | 168                                      | 181         | 91    | 131                                      | 199         | 119       | 130                                      | 185         | 157       |
| Effective Weighted Sample                    | 1410       | 88                                     | 135         | 117       | 127                                      | 133         | 68    | 101                                      | 155         | 90        | 101                                      | 145         | 121       |
| Total                                        | 1933       | 83                                     | 143         | 124       | 179                                      | 232         | 127   | 147                                      | 232         | 152       | 99                                       | 142         | 117       |
| These are adverts/ they have paid to be here | 952<br>49% | 29<br>35%                              | 46<br>32%   | 51<br>41% | 72<br>40%                                | 96<br>42%   | **    | 70<br>48%                                | 127<br>55%  | 99<br>65% | 56<br>56%                                | 94<br>66%   | 93<br>80% |
| These are the most popular results           | 828<br>43% | 29<br>35%                              | 68<br>48%   | 62<br>50% | 80<br>44%                                | 93<br>40%   | **    | 60<br>41%                                | 98<br>42%   | 66<br>44% | 54<br>54%                                | 58<br>41%   | 45<br>39% |
| These are the best results                   | 617<br>32% | 32<br>39%                              | 55<br>38%   | 50<br>41% | 57<br>32%                                | 77<br>33%   | **    | 43<br>29%                                | 66<br>28%   | 42<br>28% | 35<br>35%                                | 38<br>27%   | 30<br>26% |
| Anything else                                | 19<br>1%   | -<br>-%                                | 1<br>1%     | 2<br>2%   | 1<br>1%                                  | *<br>*%     | **    | 1<br>1%                                  | 2<br>1%     | 1<br>1%   | 1<br>1%                                  | 1<br>1%     | 3<br>2%   |
| Don't know                                   | 111<br>6%  | 5<br>7%                                | 12<br>8%    | 6<br>5%   | 9<br>5%                                  | 14<br>6%    | **    | 8<br>6%                                  | 3<br>1%     | 2<br>1%   | 6<br>6%                                  | 5<br>4%     | 2<br>2%   |
| <b>SUMMARY</b>                               |            |                                        |             |           |                                          |             |       |                                          |             |           |                                          |             |           |
| ONLY GAVE THE CORRECT RESPONSE               | 639<br>33% | 26<br>31%                              | 28<br>20%   | 31<br>25% | 45<br>25%                                | 74<br>32%   | **    | 49<br>33%                                | 90<br>39%   | 68<br>45% | 29<br>30%                                | 62<br>43%   | 63<br>54% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                | Total       | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |            |
|--------------------------------|-------------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|
|                                |             | ANY<br>a                                     | NONE<br>b  | ANY<br>a                                       | NONE<br>b  | ANY<br>~a                                      | NONE<br>b  | ANY<br>a                                       | NONE<br>b  |
| Significance Level: 95%        |             |                                              |            |                                                |            |                                                |            |                                                |            |
| Unweighted total               | 2037        | 118                                          | 374        | 117                                            | 376        | 97                                             | 388        | 123                                            | 370        |
| Effective Weighted Sample      | 1479        | 91                                           | 291        | 89                                             | 274        | 80                                             | 293        | 96                                             | 288        |
| Total                          | 2036        | 94                                           | 303        | 157                                            | 458        | 124                                            | 451        | 93                                             | 278        |
| I would always tell someone    | 1140<br>56% | 63<br>67%                                    | 197<br>65% | 100<br>63%                                     | 280<br>61% | **<br>**                                       | 236<br>52% | 41<br>44%                                      | 108<br>39% |
| I would sometimes tell someone | 728<br>36%  | 26<br>28%                                    | 92<br>30%  | 49<br>31%                                      | 161<br>35% | **<br>**                                       | 168<br>37% | 37<br>40%                                      | 136<br>49% |
| I would not tell someone       | 71<br>3%    | 2<br>3%                                      | 7<br>2%    | 1<br>1%                                        | 10<br>2%   | **<br>**                                       | 18<br>4%   | 3<br>3%                                        | 18<br>6%   |
| Don't know                     | 85<br>4%    | 3<br>3%                                      | 7<br>2%    | 7<br>4%                                        | 7<br>2%    | **<br>**                                       | 21<br>5%   | 13<br>13%                                      | 17<br>6%   |
| Prefer not to say              | 11<br>1%    | -<br>-%                                      | -<br>-%    | -<br>-%                                        | 1<br>*%    | **<br>**                                       | 7<br>2%    | -<br>-%                                        | -<br>-%    |
| <b>SUMMARY</b>                 |             |                                              |            |                                                |            |                                                |            |                                                |            |
| WOULD TELL SOMEONE             | 1869<br>92% | 89<br>95%                                    | 289<br>95% | 149<br>95%                                     | 441<br>96% | **<br>**                                       | 404<br>90% | 78<br>83%                                      | 244<br>88% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30A. If you saw something online that you found worrying or nasty in some way (that you didn't like) would you tell someone about it? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|--------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%        |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total               | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample      | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                          | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| I would always tell someone    | 1140  | 65                                     | 101             | 84    | 118                                      | 154             | **    | 82                                       | 125             | 83    | 43                                       | 58              | 49    |
|                                | 56%   | 66%                                    | 64%             | 65%   | 62%                                      | 62%             | **    | 52%                                      | 53%             | 54%   | 42%                                      | 40%             | 42%   |
| I would sometimes tell someone | 728   | 26                                     | 48              | 41    | 65                                       | 82              | **    | 55                                       | 88              | 61    | 46                                       | 66              | 53    |
|                                | 36%   | 26%                                    | 31%             | 31%   | 34%                                      | 33%             | **    | 35%                                      | 37%             | 39%   | 45%                                      | 46%             | 45%   |
| I would not tell someone       | 71    | 3                                      | 2               | 5     | 4                                        | 3               | **    | 7                                        | 13              | 7     | 9                                        | 6               | 7     |
|                                | 3%    | 3%                                     | 1%              | 4%    | 2%                                       | 1%              | **    | 5%                                       | 5%              | 4%    | 9%                                       | 4%              | 6%    |
| Don't know                     | 85    | 5                                      | 6               | *     | 4                                        | 8               | **    | 9                                        | 11              | 3     | 4                                        | 13              | 9     |
|                                | 4%    | 5%                                     | 4%              | *%    | 2%                                       | 3%              | **    | 6%                                       | 5%              | 2%    | 4%                                       | 9%              | 8%    |
|                                |       | c                                      | c               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Prefer not to say              | 11    | -                                      | -               | -     | 1                                        | -               | **    | 4                                        | 1               | 1     | -                                        | -               | -     |
|                                | 1%    | -%                                     | -%              | -%    | *%                                       | -%              | **    | 2%                                       | *%              | 1%    | -%                                       | -%              | -%    |
| <b>SUMMARY</b>                 |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| WOULD TELL SOMEONE             | 1869  | 91                                     | 149             | 125   | 183                                      | 236             | **    | 137                                      | 213             | 143   | 89                                       | 124             | 102   |
|                                | 92%   | 92%                                    | 95%             | 96%   | 96%                                      | 96%             | **    | 87%                                      | 90%             | 93%   | 88%                                      | 87%             | 87%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

|                                   | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                   |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%           |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                  | 1869        | 111                                       | 358        | 110                                         | 361        | 85                                          | 349        | 104                                         | 326        |
| Effective Weighted Sample         | 1351        | 86                                        | 279        | 84                                          | 262        | 70                                          | 263        | 81                                          | 254        |
| Total                             | 1869        | 89                                        | 289        | 149                                         | 441        | 108                                         | 404        | 78                                          | 244        |
| A parent                          | 1662<br>89% | 83<br>93%                                 | 260<br>90% | 130<br>88%                                  | 415<br>94% | **<br>**                                    | 356<br>88% | 64<br>82%                                   | 209<br>86% |
|                                   |             |                                           |            |                                             | a          |                                             |            |                                             |            |
| My friend                         | 587<br>31%  | 15<br>17%                                 | 70<br>24%  | 36<br>24%                                   | 118<br>27% | **<br>**                                    | 145<br>36% | 30<br>38%                                   | 110<br>45% |
| My brother/ sister                | 522<br>28%  | 23<br>25%                                 | 79<br>27%  | 44<br>30%                                   | 99<br>22%  | **<br>**                                    | 106<br>26% | 26<br>34%                                   | 82<br>34%  |
| A teacher                         | 448<br>24%  | 33<br>37%                                 | 72<br>25%  | 43<br>29%                                   | 100<br>23% | **<br>**                                    | 83<br>21%  | 14<br>19%                                   | 54<br>22%  |
|                                   |             | b                                         |            |                                             |            |                                             |            |                                             |            |
| Another member of my family       | 220<br>12%  | 10<br>11%                                 | 37<br>13%  | 20<br>13%                                   | 33<br>8%   | **<br>**                                    | 43<br>11%  | 15<br>19%                                   | 28<br>12%  |
| The websites/ apps where I saw it | 137<br>7%   | 4<br>5%                                   | 7<br>2%    | 4<br>3%                                     | 16<br>4%   | **<br>**                                    | 38<br>9%   | 8<br>10%                                    | 44<br>18%  |
| The police                        | 134<br>7%   | 12<br>14%                                 | 14<br>5%   | 18<br>12%                                   | 15<br>3%   | **<br>**                                    | 35<br>9%   | 6<br>8%                                     | 21<br>9%   |
|                                   |             |                                           | b          |                                             | b          |                                             |            |                                             |            |
| Would tell someone else           | 4<br>*%     | 1<br>1%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 3<br>1%    | 1<br>1%                                     | -<br>-%    |
| Unsure who I would tell           | 10<br>1%    | 1<br>1%                                   | 4<br>1%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 2<br>1%    | 2<br>2%                                     | 1<br>*%    |
| Don't know                        | 3<br>*%     | -<br>-%                                   | -<br>-%    | 1<br>1%                                     | -<br>-%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | 1<br>*%    |
| <b>SUMMARY</b>                    |             |                                           |            |                                             |            |                                             |            |                                             |            |
| ANY FAMILY MEMBER                 | 1771<br>95% | 86<br>97%                                 | 279<br>96% | 140<br>94%                                  | 428<br>97% | **<br>**                                    | 381<br>94% | 68<br>88%                                   | 223<br>92% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total          | 1869  | 111                                          | 358       | 110                                            | 361       | 85                                             | 349       | 104                                            | 326       |
| Effective Weighted Sample | 1351  | 86                                           | 279       | 84                                             | 262       | 70                                             | 263       | 81                                             | 254       |
| Total                     | 1869  | 89                                           | 289       | 149                                            | 441       | 108                                            | 404       | 78                                             | 244       |
| ONLY A FAMILY MEMBER      | 891   | 38                                           | 159       | 78                                             | 255       | **                                             | 174       | 32                                             | 83        |
|                           | 48%   | 43%                                          | 55%       | 52%                                            | 58%       | **                                             | 43%       | 41%                                            | 34%       |
|                           |       |                                              | a         |                                                |           |                                                |           |                                                |           |
| ANYONE OUTSIDE OF FAMILY  | 964   | 49                                           | 126       | 70                                             | 186       | **                                             | 227       | 44                                             | 159       |
|                           | 52%   | 56%                                          | 43%       | 47%                                            | 42%       | **                                             | 56%       | 57%                                            | 65%       |
|                           |       | b                                            |           |                                                |           |                                                |           |                                                |           |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

|                                   | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-----------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                   |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                   |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                  | 1869  | 121                                    | 183             | 150   | 167                                      | 184             | 88    | 124                                      | 186             | 110   | 119                                      | 166             | 137   |
| Effective Weighted Sample         | 1351  | 94                                     | 142             | 118   | 125                                      | 134             | 66    | 96                                       | 144             | 84    | 92                                       | 132             | 105   |
| Total                             | 1869  | 91                                     | 149             | 125   | 183                                      | 236             | 125   | 137                                      | 213             | 143   | 89                                       | 124             | 102   |
| A parent                          | 1662  | 81                                     | 137             | 115   | 167                                      | 222             | **    | 122                                      | 182             | 119   | 71                                       | 106             | 92    |
|                                   | 89%   | 89%                                    | 92%             | 92%   | 91%                                      | 94%             | **    | 89%                                      | 85%             | 83%   | 79%                                      | 85%             | 90%   |
|                                   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | a     |
| My friend                         | 587   | 14                                     | 38              | 30    | 44                                       | 64              | **    | 45                                       | 79              | 60    | 39                                       | 47              | 50    |
|                                   | 31%   | 15%                                    | 26%             | 24%   | 24%                                      | 27%             | **    | 33%                                      | 37%             | 42%   | 44%                                      | 37%             | 49%   |
|                                   |       |                                        | a               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| My brother/ sister                | 522   | 38                                     | 31              | 32    | 59                                       | 56              | **    | 55                                       | 39              | 47    | 40                                       | 36              | 31    |
|                                   | 28%   | 41%                                    | 21%             | 26%   | 32%                                      | 24%             | **    | 40%                                      | 18%             | 33%   | 45%                                      | 29%             | 30%   |
|                                   |       | bc                                     |                 |       |                                          |                 |       | b                                        |                 | b     | bc                                       |                 |       |
| A teacher                         | 448   | 28                                     | 48              | 28    | 48                                       | 56              | **    | 30                                       | 48              | 35    | 19                                       | 25              | 24    |
|                                   | 24%   | 30%                                    | 32%             | 23%   | 26%                                      | 24%             | **    | 22%                                      | 23%             | 24%   | 22%                                      | 20%             | 23%   |
| Another member of my family       | 220   | 16                                     | 21              | 12    | 25                                       | 20              | **    | 15                                       | 31              | 19    | 13                                       | 15              | 17    |
|                                   | 12%   | 17%                                    | 14%             | 9%    | 14%                                      | 8%              | **    | 11%                                      | 14%             | 13%   | 15%                                      | 12%             | 16%   |
| The websites/ apps where I saw it | 137   | 1                                      | 6               | 5     | 7                                        | 3               | **    | 18                                       | 11              | 19    | 11                                       | 20              | 22    |
|                                   | 7%    | 1%                                     | 4%              | 4%    | 4%                                       | 1%              | **    | 13%                                      | 5%              | 13%   | 13%                                      | 16%             | 21%   |
|                                   |       |                                        |                 |       |                                          |                 |       | b                                        |                 | b     |                                          |                 |       |
| The police                        | 134   | 11                                     | 10              | 6     | 14                                       | 13              | **    | 12                                       | 11              | 20    | 12                                       | 6               | 11    |
|                                   | 7%    | 12%                                    | 7%              | 5%    | 7%                                       | 6%              | **    | 9%                                       | 5%              | 14%   | 13%                                      | 4%              | 11%   |
|                                   |       |                                        |                 |       |                                          |                 |       |                                          |                 | b     | b                                        |                 |       |
| Would tell someone else           | 4     | -                                      | 1               | -     | -                                        | -               | **    | 2                                        | *               | -     | -                                        | 1               | -     |
|                                   | *%    | -%                                     | 1%              | -%    | -%                                       | -%              | **    | 2%                                       | *%              | -%    | -%                                       | 1%              | -%    |
| Unsure who I would tell           | 10    | -                                      | 4               | -     | -                                        | -               | **    | -                                        | *               | *     | 1                                        | *               | -     |
|                                   | 1%    | -%                                     | 2%              | -%    | -%                                       | -%              | **    | -%                                       | *%              | *%    | 1%                                       | *%              | -%    |
| Don't know                        | 3     | -                                      | -               | -     | 1                                        | -               | **    | -                                        | -               | 1     | 1                                        | -               | *     |
|                                   | *%    | -%                                     | -%              | -%    | 1%                                       | -%              | **    | -%                                       | -%              | 1%    | 1%                                       | -%              | *%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online and would tell someone if they saw something online they found worrying or nasty

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 1869  | 121                                    | 183         | 150   | 167                                      | 184         | 88    | 124                                      | 186         | 110   | 119                                      | 166         | 137   |
| Effective Weighted Sample | 1351  | 94                                     | 142         | 118   | 125                                      | 134         | 66    | 96                                       | 144         | 84    | 92                                       | 132         | 105   |
| Total                     | 1869  | 91                                     | 149         | 125   | 183                                      | 236         | 125   | 137                                      | 213         | 143   | 89                                       | 124         | 102   |
| <b>SUMMARY</b>            |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| ANY FAMILY MEMBER         | 1771  | 90                                     | 142         | 123   | 178                                      | 231         | **    | 132                                      | 197         | 136   | 80                                       | 113         | 95    |
|                           | 95%   | 98%                                    | 95%         | 98%   | 97%                                      | 98%         | **    | 96%                                      | 92%         | 95%   | 90%                                      | 91%         | 93%   |
| ONLY A FAMILY MEMBER      | 891   | 56                                     | 67          | 68    | 105                                      | 139         | **    | 59                                       | 96          | 53    | 32                                       | 48          | 33    |
|                           | 48%   | 62%                                    | 45%         | 54%   | 57%                                      | 59%         | **    | 43%                                      | 45%         | 37%   | 36%                                      | 39%         | 32%   |
|                           |       | b                                      |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| ANYONE OUTSIDE OF FAMILY  | 964   | 35                                     | 79          | 57    | 77                                       | 98          | **    | 78                                       | 117         | 89    | 55                                       | 76          | 69    |
|                           | 52%   | 38%                                    | 53%         | 46%   | 42%                                      | 41%         | **    | 57%                                      | 55%         | 62%   | 62%                                      | 61%         | 68%   |
|                           |       |                                        | a           |       |                                          |             |       |                                          |             |       |                                          |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                   | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                   |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%           |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                  | 2037        | 118                                       | 374        | 117                                         | 376        | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample         | 1479        | 91                                        | 291        | 89                                          | 274        | 80                                          | 293        | 96                                          | 288        |
| Total                             | 2036        | 94                                        | 303        | 157                                         | 458        | 124                                         | 451        | 93                                          | 278        |
| A parent                          | 1662<br>82% | 83<br>88%                                 | 260<br>86% | 130<br>83%                                  | 415<br>91% | **<br>**                                    | 356<br>79% | 64<br>68%                                   | 209<br>75% |
|                                   |             |                                           |            | a                                           |            |                                             |            |                                             |            |
| My friend                         | 587<br>29%  | 15<br>16%                                 | 70<br>23%  | 36<br>23%                                   | 118<br>26% | **<br>**                                    | 145<br>32% | 30<br>32%                                   | 110<br>40% |
| My brother/ sister                | 522<br>26%  | 23<br>24%                                 | 79<br>26%  | 44<br>28%                                   | 99<br>22%  | **<br>**                                    | 106<br>24% | 26<br>28%                                   | 82<br>30%  |
| A teacher                         | 448<br>22%  | 33<br>35%                                 | 72<br>24%  | 43<br>28%                                   | 100<br>22% | **<br>**                                    | 83<br>18%  | 14<br>15%                                   | 54<br>19%  |
|                                   |             | b                                         |            |                                             |            |                                             |            |                                             |            |
| Another member of my family       | 220<br>11%  | 10<br>10%                                 | 37<br>12%  | 20<br>13%                                   | 33<br>7%   | **<br>**                                    | 43<br>10%  | 15<br>16%                                   | 28<br>10%  |
| The websites/ apps where I saw it | 137<br>7%   | 4<br>5%                                   | 7<br>2%    | 4<br>2%                                     | 16<br>4%   | **<br>**                                    | 38<br>8%   | 8<br>9%                                     | 44<br>16%  |
| The police                        | 134<br>7%   | 12<br>13%                                 | 14<br>5%   | 18<br>11%                                   | 15<br>3%   | **<br>**                                    | 35<br>8%   | 6<br>6%                                     | 21<br>8%   |
|                                   |             |                                           | b          | b                                           |            |                                             |            |                                             |            |
| Would tell someone else           | 4<br>*%     | 1<br>1%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 3<br>1%    | 1<br>1%                                     | -<br>-%    |
| Unsure who I would tell           | 10<br>*%    | 1<br>1%                                   | 4<br>1%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 2<br>*%    | 2<br>2%                                     | 1<br>*%    |
| Don't know                        | 3<br>*%     | -<br>-%                                   | -<br>-%    | 1<br>1%                                     | -<br>-%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | 1<br>*%    |
| <b>SUMMARY</b>                    |             |                                           |            |                                             |            |                                             |            |                                             |            |
| ANY FAMILY MEMBER                 | 1771<br>87% | 86<br>92%                                 | 279<br>92% | 140<br>90%                                  | 428<br>93% | **<br>**                                    | 381<br>85% | 68<br>73%                                   | 223<br>80% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|---------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                           |       | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%   |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total          | 2037  | 118                                       | 374       | 117                                         | 376       | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample | 1479  | 91                                        | 291       | 89                                          | 274       | 80                                          | 293       | 96                                          | 288       |
| Total                     | 2036  | 94                                        | 303       | 157                                         | 458       | 124                                         | 451       | 93                                          | 278       |
| ONLY A FAMILY MEMBER      | 891   | 38                                        | 159       | 78                                          | 255       | **                                          | 174       | 32                                          | 83        |
|                           | 44%   | 41%                                       | 53%       | 50%                                         | 56%       | **                                          | 39%       | 34%                                         | 30%       |
|                           |       |                                           | a         |                                             |           |                                             |           |                                             |           |
| ANYONE OUTSIDE OF FAMILY  | 964   | 49                                        | 126       | 70                                          | 186       | **                                          | 227       | 44                                          | 159       |
|                           | 47%   | 53%                                       | 41%       | 45%                                         | 40%       | **                                          | 50%       | 47%                                         | 57%       |
| WOULD NOT TELL SOMEONE    | 167   | 5                                         | 14        | 8                                           | 18        | **                                          | 47        | 16                                          | 34        |
|                           | 8%    | 5%                                        | 5%        | 5%                                          | 4%        | **                                          | 10%       | 17%                                         | 12%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                   | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-----------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                   |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                   |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                  | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample         | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                             | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| A parent                          | 1662  | 81                                     | 137             | 115   | 167                                      | 222             | **    | 122                                      | 182             | 119   | 71                                       | 106             | 92    |
|                                   | 82%   | 82%                                    | 87%             | 88%   | 88%                                      | 90%             | **    | 78%                                      | 76%             | 78%   | 70%                                      | 74%             | 78%   |
| My friend                         | 587   | 14                                     | 38              | 30    | 44                                       | 64              | **    | 45                                       | 79              | 60    | 39                                       | 47              | 50    |
|                                   | 29%   | 14%                                    | 24%             | 23%   | 23%                                      | 26%             | **    | 29%                                      | 33%             | 39%   | 38%                                      | 32%             | 42%   |
|                                   |       |                                        | a               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| My brother/ sister                | 522   | 38                                     | 31              | 32    | 59                                       | 56              | **    | 55                                       | 39              | 47    | 40                                       | 36              | 31    |
|                                   | 26%   | 38%                                    | 20%             | 25%   | 31%                                      | 23%             | **    | 35%                                      | 16%             | 31%   | 39%                                      | 25%             | 26%   |
|                                   |       | bc                                     |                 |       |                                          |                 |       | b                                        |                 | b     | bc                                       |                 |       |
| A teacher                         | 448   | 28                                     | 48              | 28    | 48                                       | 56              | **    | 30                                       | 48              | 35    | 19                                       | 25              | 24    |
|                                   | 22%   | 28%                                    | 30%             | 22%   | 25%                                      | 23%             | **    | 19%                                      | 20%             | 23%   | 19%                                      | 18%             | 20%   |
| Another member of my family       | 220   | 16                                     | 21              | 12    | 25                                       | 20              | **    | 15                                       | 31              | 19    | 13                                       | 15              | 17    |
|                                   | 11%   | 16%                                    | 13%             | 9%    | 13%                                      | 8%              | **    | 10%                                      | 13%             | 12%   | 13%                                      | 11%             | 14%   |
| The websites/ apps where I saw it | 137   | 1                                      | 6               | 5     | 7                                        | 3               | **    | 18                                       | 11              | 19    | 11                                       | 20              | 22    |
|                                   | 7%    | 1%                                     | 4%              | 4%    | 3%                                       | 1%              | **    | 12%                                      | 4%              | 12%   | 11%                                      | 14%             | 18%   |
|                                   |       |                                        |                 |       |                                          |                 |       | b                                        |                 | b     |                                          |                 |       |
| The police                        | 134   | 11                                     | 10              | 6     | 14                                       | 13              | **    | 12                                       | 11              | 20    | 12                                       | 6               | 11    |
|                                   | 7%    | 11%                                    | 6%              | 5%    | 7%                                       | 5%              | **    | 7%                                       | 5%              | 13%   | 12%                                      | 4%              | 9%    |
|                                   |       |                                        |                 |       |                                          |                 |       |                                          |                 | b     | b                                        |                 |       |
| Would tell someone else           | 4     | -                                      | 1               | -     | -                                        | -               | **    | 2                                        | *               | -     | -                                        | 1               | -     |
|                                   | *%    | -%                                     | 1%              | -%    | -%                                       | -%              | **    | 1%                                       | *%              | -%    | -%                                       | *%              | -%    |
| Unsure who I would tell           | 10    | -                                      | 4               | -     | -                                        | -               | **    | -                                        | *               | *     | 1                                        | *               | -     |
|                                   | *%    | -%                                     | 2%              | -%    | -%                                       | -%              | **    | -%                                       | *%              | *%    | 1%                                       | *%              | -%    |
| Don't know                        | 3     | -                                      | -               | -     | 1                                        | -               | **    | -                                        | -               | 1     | 1                                        | -               | *     |
|                                   | *%    | -%                                     | -%              | -%    | 1%                                       | -%              | **    | -%                                       | -%              | 1%    | 1%                                       | -%              | *%    |
| <b>SUMMARY</b>                    |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| ANY FAMILY MEMBER                 | 1771  | 90                                     | 142             | 123   | 178                                      | 231             | **    | 132                                      | 197             | 136   | 80                                       | 113             | 95    |
|                                   | 87%   | 91%                                    | 90%             | 94%   | 93%                                      | 93%             | **    | 84%                                      | 83%             | 89%   | 79%                                      | 79%             | 81%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC30B. Who would you tell about the worrying or nasty thing that you saw online? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2037  | 130                                    | 192         | 155   | 175                                      | 192         | 93    | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149         | 122   | 131                                      | 141         | 70    | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                     | 2036  | 99                                     | 158         | 130   | 191                                      | 247         | 131   | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| ONLY A FAMILY MEMBER      | 891   | 56                                     | 67          | 68    | 105                                      | 139         | **    | 59                                       | 96          | 53    | 32                                       | 48          | 33    |
|                           | 44%   | 57%                                    | 42%         | 52%   | 55%                                      | 56%         | **    | 38%                                      | 40%         | 34%   | 32%                                      | 34%         | 28%   |
|                           |       | b                                      |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| ANYONE OUTSIDE OF FAMILY  | 964   | 35                                     | 79          | 57    | 77                                       | 98          | **    | 78                                       | 117         | 89    | 55                                       | 76          | 69    |
|                           | 47%   | 36%                                    | 50%         | 44%   | 40%                                      | 39%         | **    | 50%                                      | 49%         | 58%   | 54%                                      | 53%         | 59%   |
|                           |       | a                                      |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| WOULD NOT TELL SOMEONE    | 167   | 8                                      | 8           | 5     | 8                                        | 11          | **    | 20                                       | 25          | 10    | 13                                       | 19          | 16    |
|                           | 8%    | 8%                                     | 5%          | 4%    | 4%                                       | 4%          | **    | 13%                                      | 10%         | 7%    | 12%                                      | 13%         | 13%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 22**

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

**QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 2037        | 118                                       | 374        | 117                                         | 376        | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample | 1479        | 91                                        | 291        | 89                                          | 274        | 80                                          | 293        | 96                                          | 288        |
| Total                     | 2036        | 94                                        | 303        | 157                                         | 458        | 124                                         | 451        | 93                                          | 278        |
| Yes                       | 670<br>33%  | 35<br>37%                                 | 91<br>30%  | 56<br>36%                                   | 139<br>30% | **<br>**                                    | 140<br>31% | 39<br>41%                                   | 93<br>33%  |
| No                        | 1222<br>60% | 51<br>55%                                 | 190<br>63% | 87<br>56%                                   | 297<br>65% | **<br>**                                    | 277<br>62% | 47<br>50%                                   | 168<br>61% |
| Don't know                | 133<br>7%   | 8<br>8%                                   | 21<br>7%   | 14<br>9%                                    | 22<br>5%   | **<br>**                                    | 29<br>6%   | 6<br>7%                                     | 16<br>6%   |
| Prefer not to say         | 11<br>1%    | -<br>-%                                   | -<br>-%    | -<br>-%                                     | 1<br>*%    | **<br>**                                    | 5<br>1%    | 2<br>2%                                     | 1<br>*%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 22**

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

**QC31. And, in the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                     | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Yes                       | 670   | 26                                     | 47              | 53    | 62                                       | 73              | **    | 54                                       | 76              | 68    | 43                                       | 44              | 46    |
|                           | 33%   | 26%                                    | 30%             | 41%   | 32%                                      | 30%             | **    | 35%                                      | 32%             | 44%   | 43%                                      | 31%             | 39%   |
|                           |       |                                        | a               |       |                                          |                 |       |                                          |                 | b     |                                          |                 |       |
| No                        | 1222  | 65                                     | 101             | 69    | 119                                      | 160             | **    | 99                                       | 142             | 75    | 53                                       | 87              | 67    |
|                           | 60%   | 65%                                    | 64%             | 53%   | 62%                                      | 65%             | **    | 63%                                      | 60%             | 48%   | 52%                                      | 61%             | 57%   |
|                           |       |                                        |                 |       |                                          |                 |       | c                                        |                 |       |                                          |                 |       |
| Don't know                | 133   | 9                                      | 10              | 8     | 9                                        | 14              | **    | 2                                        | 21              | 9     | 5                                        | 10              | 5     |
|                           | 7%    | 9%                                     | 6%              | 6%    | 5%                                       | 5%              | **    | 1%                                       | 9%              | 6%    | 5%                                       | 7%              | 4%    |
|                           |       |                                        |                 |       |                                          |                 |       |                                          | a               |       |                                          |                 |       |
| Prefer not to say         | 11    | -                                      | -               | -     | 1                                        | -               | **    | 1                                        | -               | 2     | 1                                        | 2               | -     |
|                           | 1%    | -%                                     | -%              | -%    | 1%                                       | -%              | **    | 1%                                       | -%              | 1%    | 1%                                       | 1%              | -%    |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)**

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|---------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                           |       | ANY<br>~a                                 | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>~a                                   | NONE<br>b |
| Significance Level: 95%   |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total          | 668   | 48                                        | 113       | 45                                          | 105       | 44                                          | 116       | 52                                          | 126       |
| Effective Weighted Sample | 476   | 36                                        | 91        | 32                                          | 77        | 36                                          | 88        | 42                                          | 96        |
| Total                     | 670   | 35                                        | 91        | 56                                          | 139       | 60                                          | 140       | 39                                          | 93        |
| Yes                       | 577   | **                                        | 80        | **                                          | 126       | **                                          | 116       | **                                          | 73        |
|                           | 86%   | **                                        | 88%       | **                                          | 91%       | **                                          | 83%       | **                                          | 79%       |
| No                        | 81    | **                                        | 11        | **                                          | 13        | **                                          | 18        | **                                          | 19        |
|                           | 12%   | **                                        | 12%       | **                                          | 9%        | **                                          | 13%       | **                                          | 20%       |
| Don't know                | 8     | **                                        | -         | **                                          | -         | **                                          | 3         | **                                          | 1         |
|                           | 1%    | **                                        | -%        | **                                          | -%        | **                                          | 2%        | **                                          | 1%        |
| Prefer not to say         | 3     | **                                        | -         | **                                          | -         | **                                          | 3         | **                                          | -         |
|                           | 1%    | **                                        | -%        | **                                          | -%        | **                                          | 2%        | **                                          | -%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC31A. And did you tell someone about it? Don't worry - we won't be asking who it was. (SINGLE CODE)**

Base : Children aged 8-17 who go online who have seen something online they found worrying or nasty in the past 12 months

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | ~a                                       | ~b              | ~c    | ~a                                       | ~b              | ~c    |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 668   | 34                                     | 61              | 66    | 55                                       | 54              | 34    | 45                                       | 60              | 53    | 55                                       | 60              | 65    |
| Effective Weighted Sample | 476   | 28                                     | 47              | 53    | 41                                       | 40              | 24    | 35                                       | 48              | 40    | 43                                       | 47              | 50    |
| Total                     | 670   | 26                                     | 47              | 53    | 62                                       | 73              | 46    | 54                                       | 76              | 68    | 43                                       | 44              | 46    |
| Yes                       | 577   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                           | 86%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| No                        | 81    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                           | 12%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| Don't know                | 8     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                           | 1%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
| Prefer not to say         | 3     | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |
|                           | 1%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | **              | **    | **                                       | **              | **    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total          | 2037  | 118                                          | 374       | 117                                            | 376       | 97                                             | 388       | 123                                            | 370       |
| Effective Weighted Sample | 1479  | 91                                           | 291       | 89                                             | 274       | 80                                             | 293       | 96                                             | 288       |
| Total                     | 2036  | 94                                           | 303       | 157                                            | 458       | 124                                            | 451       | 93                                             | 278       |
| Yes                       | 1869  | 90                                           | 282       | 150                                            | 432       | **                                             | 409       | 83                                             | 240       |
|                           | 92%   | 95%                                          | 93%       | 96%                                            | 94%       | **                                             | 91%       | 89%                                            | 86%       |
| No                        | 141   | 3                                            | 17        | 5                                              | 21        | **                                             | 38        | 8                                              | 33        |
|                           | 7%    | 3%                                           | 5%        | 3%                                             | 5%        | **                                             | 8%        | 9%                                             | 12%       |
| Don't know                | 25    | 2                                            | 4         | 2                                              | 4         | **                                             | 3         | 2                                              | 5         |
|                           | 1%    | 2%                                           | 1%        | 1%                                             | 1%        | **                                             | 1%        | 2%                                             | 2%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34A. Has someone ever talked to you about how to use the internet safely? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                     | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Yes                       | 1869  | 88                                     | 150             | 124   | 182                                      | 227             | **    | 138                                      | 217             | 143   | 88                                       | 119             | 109   |
|                           | 92%   | 89%                                    | 95%             | 95%   | 95%                                      | 92%             | **    | 88%                                      | 91%             | 93%   | 87%                                      | 83%             | 92%   |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| No                        | 141   | 10                                     | 7               | 3     | 8                                        | 15              | **    | 17                                       | 21              | 9     | 11                                       | 20              | 8     |
|                           | 7%    | 10%                                    | 5%              | 3%    | 4%                                       | 6%              | **    | 11%                                      | 9%              | 6%    | 11%                                      | 14%             | 7%    |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | c     |
| Don't know                | 25    | 1                                      | 1               | 3     | 1                                        | 5               | **    | 2                                        | 1               | 2     | 2                                        | 4               | 1     |
|                           | 1%    | 1%                                     | *%              | 2%    | 1%                                       | 2%              | **    | 1%                                       | *%              | 1%    | 2%                                       | 2%              | 1%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 25**

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

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

|                                              | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |                 |
|----------------------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------------|
|                                              |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b       |
| Significance Level: 95%                      |             | a                                         | b          | a                                           | b          | ~a                                          | b          | a                                           | b               |
| Unweighted total                             | 1862        | 110                                       | 346        | 111                                         | 353        | 90                                          | 352        | 112                                         | 324             |
| Effective Weighted Sample                    | 1346        | 85                                        | 271        | 85                                          | 256        | 74                                          | 266        | 86                                          | 251             |
| Total                                        | 1869        | 90                                        | 282        | 150                                         | 432        | 115                                         | 409        | 83                                          | 240             |
| A parent                                     | 1676<br>90% | 81<br>90%                                 | 260<br>92% | 139<br>93%                                  | 397<br>92% | **<br>**                                    | 372<br>91% | 74<br>89%                                   | 206<br>86%      |
| A teacher at school                          | 1337<br>72% | 63<br>71%                                 | 196<br>69% | 101<br>68%                                  | 312<br>72% | **<br>**                                    | 300<br>73% | 54<br>65%                                   | 189<br>79%<br>a |
| The police coming in to school to talk to us | 245<br>13%  | 12<br>14%<br>b                            | 19<br>7%   | 10<br>7%                                    | 55<br>13%  | **<br>**                                    | 69<br>17%  | 21<br>25%<br>b                              | 34<br>14%       |
| Another member of my family                  | 231<br>12%  | 11<br>12%                                 | 36<br>13%  | 20<br>13%                                   | 41<br>10%  | **<br>**                                    | 44<br>11%  | 13<br>15%                                   | 24<br>10%       |
| Friends                                      | 149<br>8%   | 4<br>4%                                   | 14<br>5%   | 14<br>9%                                    | 20<br>5%   | **<br>**                                    | 34<br>8%   | 12<br>15%                                   | 29<br>12%       |
| Websites or apps                             | 141<br>8%   | 5<br>6%                                   | 9<br>3%    | 9<br>6%                                     | 22<br>5%   | **<br>**                                    | 31<br>7%   | 11<br>13%                                   | 33<br>14%       |
| Television/ radio programmes                 | 119<br>6%   | 4<br>4%                                   | 16<br>6%   | 6<br>4%                                     | 25<br>6%   | **<br>**                                    | 23<br>6%   | 8<br>10%                                    | 28<br>12%       |
| Other                                        | 7<br>*%     | 1<br>1%                                   | -<br>-%    | *<br>*%                                     | 2<br>*%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | 3<br>1%         |
| Don't know                                   | 2<br>*%     | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | 2<br>*%    | -<br>-%                                     | -<br>-%         |
| <b>SUMMARY</b>                               |             |                                           |            |                                             |            |                                             |            |                                             |                 |
| ANY FAMILY MEMBER                            | 1706<br>91% | 82<br>92%                                 | 264<br>93% | 139<br>93%                                  | 399<br>92% | **<br>**                                    | 381<br>93% | 77<br>92%                                   | 209<br>87%      |
| ONLY A FAMILY MEMBER                         | 436<br>23%  | 21<br>23%                                 | 80<br>28%  | 43<br>29%                                   | 111<br>26% | **<br>**                                    | 83<br>20%  | 19<br>22%                                   | 36<br>15%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 25**

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

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

|                           | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|---------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                           |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%   |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total          | 1862  | 110                                          | 346       | 111                                            | 353       | 90                                             | 352       | 112                                            | 324       |
| Effective Weighted Sample | 1346  | 85                                           | 271       | 85                                             | 256       | 74                                             | 266       | 86                                             | 251       |
| Total                     | 1869  | 90                                           | 282       | 150                                            | 432       | 115                                            | 409       | 83                                             | 240       |
| ANYONE OUTSIDE OF FAMILY  | 1431  | 69                                           | 203       | 107                                            | 321       | **                                             | 325       | 65                                             | 204       |
|                           | 77%   | 77%                                          | 72%       | 71%                                            | 74%       | **                                             | 79%       | 78%                                            | 85%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 25**

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

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

|                                              | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|----------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                              |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                              |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                      |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Unweighted total                             | 1862  | 116                                    | 180             | 146   | 166                                      | 174             | 90    | 126                                      | 184             | 111   | 119                                      | 164             | 143   |
| Effective Weighted Sample                    | 1346  | 90                                     | 141             | 116   | 124                                      | 127             | 67    | 97                                       | 145             | 83    | 92                                       | 126             | 111   |
| Total                                        | 1869  | 88                                     | 150             | 124   | 182                                      | 227             | 126   | 138                                      | 217             | 143   | 88                                       | 119             | 109   |
| A parent                                     | 1676  | 81                                     | 137             | 114   | 170                                      | 207             | **    | 125                                      | 181             | 129   | 74                                       | 106             | 96    |
|                                              | 90%   | 92%                                    | 91%             | 92%   | 93%                                      | 91%             | **    | 91%                                      | 84%             | 90%   | 84%                                      | 88%             | 89%   |
| A teacher at school                          | 1337  | 58                                     | 114             | 79    | 128                                      | 146             | **    | 89                                       | 152             | 114   | 62                                       | 82              | 88    |
|                                              | 72%   | 66%                                    | 76%             | 64%   | 70%                                      | 64%             | **    | 64%                                      | 70%             | 80%   | 71%                                      | 69%             | 81%   |
|                                              |       |                                        | c               |       |                                          |                 |       |                                          |                 | a     |                                          |                 | b     |
| The police coming in to school to talk to us | 245   | 7                                      | 13              | 10    | 22                                       | 25              | **    | 19                                       | 42              | 18    | 14                                       | 15              | 23    |
|                                              | 13%   | 7%                                     | 8%              | 8%    | 12%                                      | 11%             | **    | 14%                                      | 19%             | 13%   | 16%                                      | 13%             | 21%   |
| Another member of my family                  | 231   | 11                                     | 17              | 19    | 18                                       | 21              | **    | 16                                       | 36              | 15    | 12                                       | 14              | 10    |
|                                              | 12%   | 12%                                    | 11%             | 15%   | 10%                                      | 9%              | **    | 12%                                      | 17%             | 10%   | 14%                                      | 11%             | 10%   |
| Friends                                      | 149   | 4                                      | 6               | 10    | 4                                        | 6               | **    | 11                                       | 18              | 21    | 8                                        | 12              | 19    |
|                                              | 8%    | 4%                                     | 4%              | 8%    | 2%                                       | 3%              | **    | 8%                                       | 8%              | 14%   | 9%                                       | 10%             | 17%   |
| Websites or apps                             | 141   | 2                                      | 4               | 10    | 9                                        | 8               | **    | 12                                       | 18              | 11    | 8                                        | 13              | 24    |
|                                              | 8%    | 2%                                     | 3%              | 8%    | 5%                                       | 3%              | **    | 9%                                       | 8%              | 8%    | 9%                                       | 11%             | 22%   |
|                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | ab    |
| Television/ radio programmes                 | 119   | 2                                      | 7               | 10    | 9                                        | 8               | **    | 9                                        | 10              | 11    | 8                                        | 8               | 17    |
|                                              | 6%    | 2%                                     | 5%              | 8%    | 5%                                       | 4%              | **    | 6%                                       | 4%              | 8%    | 9%                                       | 7%              | 16%   |
|                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| Other                                        | 7     | 1                                      | -               | -     | -                                        | 1               | **    | -                                        | -               | -     | -                                        | 2               | -     |
|                                              | *%    | 1%                                     | -%              | -%    | -%                                       | 1%              | **    | -%                                       | -%              | -%    | -%                                       | 2%              | -%    |
| Don't know                                   | 2     | -                                      | -               | -     | -                                        | -               | **    | -                                        | 2               | -     | -                                        | -               | -     |
|                                              | *%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | 1%              | -%    | -%                                       | -%              | -%    |
| <b>SUMMARY</b>                               |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| ANY FAMILY MEMBER                            | 1706  | 81                                     | 139             | 115   | 170                                      | 210             | **    | 128                                      | 193             | 129   | 77                                       | 107             | 98    |
|                                              | 91%   | 92%                                    | 93%             | 93%   | 93%                                      | 93%             | **    | 93%                                      | 89%             | 90%   | 87%                                      | 90%             | 90%   |
| ONLY A FAMILY MEMBER                         | 436   | 30                                     | 32              | 37    | 53                                       | 77              | **    | 39                                       | 49              | 18    | 20                                       | 28              | 10    |
|                                              | 23%   | 34%                                    | 21%             | 30%   | 29%                                      | 34%             | **    | 28%                                      | 23%             | 12%   | 22%                                      | 24%             | 9%    |
|                                              |       | b                                      |                 |       |                                          |                 |       | c                                        |                 |       | c                                        | c               |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 25**

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

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online who say that someone has ever talked to them about how to use the internet safely

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 1862  | 116                                    | 180         | 146   | 166                                      | 174         | 90    | 126                                      | 184         | 111   | 119                                      | 164         | 143   |
| Effective Weighted Sample | 1346  | 90                                     | 141         | 116   | 124                                      | 127         | 67    | 97                                       | 145         | 83    | 92                                       | 126         | 111   |
| Total                     | 1869  | 88                                     | 150         | 124   | 182                                      | 227         | 126   | 138                                      | 217         | 143   | 88                                       | 119         | 109   |
| ANYONE OUTSIDE OF FAMILY  | 1431  | 58                                     | 118         | 87    | 129                                      | 149         | **    | 100                                      | 166         | 125   | 68                                       | 91          | 99    |
|                           | 77%   | 66%                                    | 79%         | 70%   | 71%                                      | 66%         | **    | 72%                                      | 77%         | 88%   | 78%                                      | 76%         | 91%   |
|                           |       |                                        | a           |       |                                          |             |       |                                          |             | ab    |                                          |             | ab    |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                              | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|----------------------------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                              |       | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                      |       | a                                         | b         | a                                           | b         | ~a                                          | b         | a                                           | b         |
| Unweighted total                             | 2037  | 118                                       | 374       | 117                                         | 376       | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample                    | 1479  | 91                                        | 291       | 89                                          | 274       | 80                                          | 293       | 96                                          | 288       |
| Total                                        | 2036  | 94                                        | 303       | 157                                         | 458       | 124                                         | 451       | 93                                          | 278       |
| A parent                                     | 1676  | 81                                        | 260       | 139                                         | 397       | **                                          | 372       | 74                                          | 206       |
|                                              | 82%   | 86%                                       | 86%       | 89%                                         | 87%       | **                                          | 83%       | 80%                                         | 74%       |
| A teacher at school                          | 1337  | 63                                        | 196       | 101                                         | 312       | **                                          | 300       | 54                                          | 189       |
|                                              | 66%   | 67%                                       | 65%       | 65%                                         | 68%       | **                                          | 67%       | 58%                                         | 68%       |
| The police coming in to school to talk to us | 245   | 12                                        | 19        | 10                                          | 55        | **                                          | 69        | 21                                          | 34        |
|                                              | 12%   | 13%                                       | 6%        | 6%                                          | 12%       | **                                          | 15%       | 23%                                         | 12%       |
|                                              |       | b                                         |           |                                             |           |                                             |           | b                                           |           |
| Another member of my family                  | 231   | 11                                        | 36        | 20                                          | 41        | **                                          | 44        | 13                                          | 24        |
|                                              | 11%   | 12%                                       | 12%       | 13%                                         | 9%        | **                                          | 10%       | 14%                                         | 9%        |
| Friends                                      | 149   | 4                                         | 14        | 14                                          | 20        | **                                          | 34        | 12                                          | 29        |
|                                              | 7%    | 4%                                        | 5%        | 9%                                          | 4%        | **                                          | 8%        | 13%                                         | 11%       |
| Websites or apps                             | 141   | 5                                         | 9         | 9                                           | 22        | **                                          | 31        | 11                                          | 33        |
|                                              | 7%    | 5%                                        | 3%        | 6%                                          | 5%        | **                                          | 7%        | 12%                                         | 12%       |
| Television/ radio programmes                 | 119   | 4                                         | 16        | 6                                           | 25        | **                                          | 23        | 8                                           | 28        |
|                                              | 6%    | 4%                                        | 5%        | 4%                                          | 6%        | **                                          | 5%        | 9%                                          | 10%       |
| Other                                        | 7     | 1                                         | -         | *                                           | 2         | **                                          | 1         | -                                           | 3         |
|                                              | *%    | 1%                                        | -%        | *%                                          | *%        | **                                          | *%        | -%                                          | 1%        |
| Don't know                                   | 2     | -                                         | -         | -                                           | -         | **                                          | 2         | -                                           | -         |
|                                              | *%    | -%                                        | -%        | -%                                          | -%        | **                                          | *%        | -%                                          | -%        |
| <b>SUMMARY</b>                               |       |                                           |           |                                             |           |                                             |           |                                             |           |
| ANY FAMILY MEMBER                            | 1706  | 82                                        | 264       | 139                                         | 399       | **                                          | 381       | 77                                          | 209       |
|                                              | 84%   | 87%                                       | 87%       | 89%                                         | 87%       | **                                          | 85%       | 82%                                         | 75%       |
| ONLY A FAMILY MEMBER                         | 436   | 21                                        | 80        | 43                                          | 111       | **                                          | 83        | 19                                          | 36        |
|                                              | 21%   | 22%                                       | 26%       | 27%                                         | 24%       | **                                          | 18%       | 20%                                         | 13%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                    | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|----------------------------------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                                                    |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%                            |       |                                              |           |                                                |           |                                                |           |                                                |           |
| Unweighted total                                   | 2037  | 118                                          | 374       | 117                                            | 376       | 97                                             | 388       | 123                                            | 370       |
| Effective Weighted Sample                          | 1479  | 91                                           | 291       | 89                                             | 274       | 80                                             | 293       | 96                                             | 288       |
| Total                                              | 2036  | 94                                           | 303       | 157                                            | 458       | 124                                            | 451       | 93                                             | 278       |
| ANYONE OUTSIDE OF FAMILY                           | 1431  | 69                                           | 203       | 107                                            | 321       | **                                             | 325       | 65                                             | 204       |
|                                                    | 70%   | 73%                                          | 67%       | 68%                                            | 70%       | **                                             | 72%       | 69%                                            | 73%       |
| NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY | 166   | 4                                            | 20        | 7                                              | 26        | **                                             | 41        | 10                                             | 38        |
|                                                    | 8%    | 5%                                           | 7%        | 4%                                             | 6%        | **                                             | 9%        | 11%                                            | 14%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                              | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|----------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                              |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                              |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                      |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                             | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample                    | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                                        | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| A parent                                     | 1676  | 81                                     | 137             | 114   | 170                                      | 207             | **    | 125                                      | 181             | 129   | 74                                       | 106             | 96    |
|                                              | 82%   | 82%                                    | 87%             | 87%   | 89%                                      | 84%             | **    | 80%                                      | 76%             | 84%   | 73%                                      | 74%             | 82%   |
| A teacher at school                          | 1337  | 58                                     | 114             | 79    | 128                                      | 146             | **    | 89                                       | 152             | 114   | 62                                       | 82              | 88    |
|                                              | 66%   | 58%                                    | 72%             | 61%   | 67%                                      | 59%             | **    | 57%                                      | 64%             | 74%   | 61%                                      | 58%             | 75%   |
|                                              |       |                                        | ac              |       |                                          |                 |       |                                          |                 | a     |                                          |                 | ab    |
| The police coming in to school to talk to us | 245   | 7                                      | 13              | 10    | 22                                       | 25              | **    | 19                                       | 42              | 18    | 14                                       | 15              | 23    |
|                                              | 12%   | 7%                                     | 8%              | 8%    | 11%                                      | 10%             | **    | 12%                                      | 18%             | 12%   | 14%                                      | 11%             | 20%   |
|                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| Another member of my family                  | 231   | 11                                     | 17              | 19    | 18                                       | 21              | **    | 16                                       | 36              | 15    | 12                                       | 14              | 10    |
|                                              | 11%   | 11%                                    | 11%             | 14%   | 10%                                      | 8%              | **    | 10%                                      | 15%             | 9%    | 12%                                      | 10%             | 9%    |
| Friends                                      | 149   | 4                                      | 6               | 10    | 4                                        | 6               | **    | 11                                       | 18              | 21    | 8                                        | 12              | 19    |
|                                              | 7%    | 4%                                     | 4%              | 8%    | 2%                                       | 3%              | **    | 7%                                       | 8%              | 13%   | 8%                                       | 8%              | 16%   |
| Websites or apps                             | 141   | 2                                      | 4               | 10    | 9                                        | 8               | **    | 12                                       | 18              | 11    | 8                                        | 13              | 24    |
|                                              | 7%    | 2%                                     | 2%              | 7%    | 5%                                       | 3%              | **    | 8%                                       | 8%              | 7%    | 8%                                       | 9%              | 20%   |
|                                              |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | ab    |
| Television/ radio programmes                 | 119   | 2                                      | 7               | 10    | 9                                        | 8               | **    | 9                                        | 10              | 11    | 8                                        | 8               | 17    |
|                                              | 6%    | 2%                                     | 5%              | 8%    | 5%                                       | 3%              | **    | 6%                                       | 4%              | 7%    | 7%                                       | 5%              | 15%   |
|                                              |       |                                        |                 | a     |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| Other                                        | 7     | 1                                      | -               | -     | -                                        | 1               | **    | -                                        | -               | -     | -                                        | 2               | -     |
|                                              | %     | 1%                                     | -%              | -%    | -%                                       | 1%              | **    | -%                                       | -%              | -%    | -%                                       | 1%              | -%    |
| Don't know                                   | 2     | -                                      | -               | -     | -                                        | -               | **    | -                                        | 2               | -     | -                                        | -               | -     |
|                                              | %     | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | 1%              | -%    | -%                                       | -%              | -%    |

**SUMMARY**

|                      |      |     |     |     |     |     |    |     |     |     |     |     |     |
|----------------------|------|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|
| ANY FAMILY MEMBER    | 1706 | 81  | 139 | 115 | 170 | 210 | ** | 128 | 193 | 129 | 77  | 107 | 98  |
|                      | 84%  | 82% | 88% | 88% | 89% | 85% | ** | 82% | 81% | 84% | 75% | 75% | 83% |
| ONLY A FAMILY MEMBER | 436  | 30  | 32  | 37  | 53  | 77  | ** | 39  | 49  | 18  | 20  | 28  | 10  |
|                      | 21%  | 30% | 20% | 28% | 28% | 31% | ** | 25% | 21% | 12% | 19% | 20% | 8%  |
|                      |      |     |     |     |     |     |    | c   |     |     | c   |     | c   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC34B. Who talked to you or told you about how to use the internet safely? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                    | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|----------------------------------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                                                    |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%                            |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total                                   | 2037  | 130                                    | 192         | 155   | 175                                      | 192         | 93    | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample                          | 1479  | 101                                    | 149         | 122   | 131                                      | 141         | 70    | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                                              | 2036  | 99                                     | 158         | 130   | 191                                      | 247         | 131   | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| ANYONE OUTSIDE OF FAMILY                           | 1431  | 58                                     | 118         | 87    | 129                                      | 149         | **    | 100                                      | 166         | 125   | 68                                       | 91          | 99    |
|                                                    | 70%   | 59%                                    | 75%         | 67%   | 68%                                      | 60%         | **    | 63%                                      | 70%         | 81%   | 67%                                      | 63%         | 84%   |
|                                                    |       |                                        | a           |       |                                          |             |       |                                          |             | ab    |                                          |             | ab    |
| NOT BEEN TOLD ABOUT HOW TO USE THE INTERNET SAFELY | 166   | 11                                     | 8           | 6     | 9                                        | 20          | **    | 19                                       | 22          | 11    | 14                                       | 24          | 9     |
|                                                    | 8%    | 11%                                    | 5%          | 5%    | 5%                                       | 8%          | **    | 12%                                      | 9%          | 7%    | 13%                                      | 17%         | 8%    |
|                                                    |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          | c           |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                     | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |                 | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-------------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|-----------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                     |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b       | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%             |             |                                           |            |                                             |                 |                                             |            |                                             |            |
| Unweighted total                    | 2037        | 118                                       | 374        | 117                                         | 376             | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample           | 1479        | 91                                        | 291        | 89                                          | 274             | 80                                          | 293        | 96                                          | 288        |
| Total                               | 2036        | 94                                        | 303        | 157                                         | 458             | 124                                         | 451        | 93                                          | 278        |
| Yes, we have regular lessons        | 600<br>29%  | 24<br>26%                                 | 77<br>25%  | 57<br>36%                                   | 138<br>30%      | **<br>**                                    | 139<br>31% | 25<br>26%                                   | 71<br>26%  |
| Yes, we've had more than one lesson | 1016<br>50% | 39<br>42%                                 | 151<br>50% | 60<br>38%                                   | 249<br>54%<br>a | **<br>**                                    | 217<br>48% | 47<br>50%                                   | 157<br>57% |
| Yes, we've had one lesson           | 261<br>13%  | 17<br>18%                                 | 47<br>15%  | 22<br>14%                                   | 50<br>11%       | **<br>**                                    | 59<br>13%  | 13<br>14%                                   | 34<br>12%  |
| No                                  | 127<br>6%   | 9<br>10%                                  | 23<br>7%   | 14<br>9%<br>b                               | 17<br>4%        | **<br>**                                    | 29<br>6%   | 6<br>6%                                     | 14<br>5%   |
| Don't know                          | 32<br>2%    | 4<br>4%                                   | 7<br>2%    | 5<br>3%                                     | 3<br>1%         | **<br>**                                    | 6<br>1%    | 4<br>4%<br>b                                | 2<br>1%    |
| <b>SUMMARY</b>                      |             |                                           |            |                                             |                 |                                             |            |                                             |            |
| ANY LESSONS                         | 1876<br>92% | 81<br>86%                                 | 274<br>90% | 138<br>88%                                  | 438<br>96%<br>a | **<br>**                                    | 416<br>92% | 84<br>90%                                   | 262<br>94% |
| MORE THAN ONE LESSON                | 1615<br>79% | 64<br>68%                                 | 227<br>75% | 117<br>74%                                  | 388<br>85%<br>a | **<br>**                                    | 356<br>79% | 71<br>76%                                   | 228<br>82% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC35. Have you had any lessons at school about being online and the possible risks? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                     | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                     |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                     |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%             |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                    | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample           | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                               | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Yes, we have regular lessons        | 600   | 27                                     | 44              | 32    | 71                                       | 57              | **    | 56                                       | 77              | 44    | 33                                       | 32              | 29    |
|                                     | 29%   | 27%                                    | 28%             | 25%   | 37%                                      | 23%             | **    | 36%                                      | 32%             | 28%   | 32%                                      | 22%             | 24%   |
|                                     |       |                                        |                 |       | b                                        |                 |       |                                          |                 |       |                                          |                 |       |
| Yes, we've had more than one lesson | 1016  | 41                                     | 72              | 71    | 80                                       | 143             | **    | 58                                       | 121             | 86    | 51                                       | 84              | 66    |
|                                     | 50%   | 41%                                    | 46%             | 55%   | 42%                                      | 58%             | **    | 37%                                      | 51%             | 56%   | 50%                                      | 58%             | 56%   |
|                                     |       |                                        |                 | a     |                                          | a               |       |                                          | a               | a     |                                          |                 |       |
| Yes, we've had one lesson           | 261   | 19                                     | 27              | 15    | 23                                       | 26              | **    | 24                                       | 24              | 18    | 13                                       | 14              | 17    |
|                                     | 13%   | 19%                                    | 17%             | 11%   | 12%                                      | 11%             | **    | 15%                                      | 10%             | 12%   | 13%                                      | 10%             | 14%   |
| No                                  | 127   | 10                                     | 10              | 10    | 13                                       | 17              | **    | 16                                       | 13              | 5     | 5                                        | 10              | 5     |
|                                     | 6%    | 10%                                    | 7%              | 7%    | 7%                                       | 7%              | **    | 10%                                      | 5%              | 3%    | 4%                                       | 7%              | 4%    |
|                                     |       |                                        |                 |       |                                          |                 |       | c                                        |                 |       |                                          |                 |       |
| Don't know                          | 32    | 2                                      | 5               | 3     | 3                                        | 4               | **    | 2                                        | 3               | 2     | -                                        | 4               | 1     |
|                                     | 2%    | 2%                                     | 3%              | 2%    | 2%                                       | 1%              | **    | 1%                                       | 1%              | 1%    | -%                                       | 2%              | 1%    |
| <b>SUMMARY</b>                      |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| ANY LESSONS                         | 1876  | 86                                     | 143             | 118   | 174                                      | 227             | **    | 139                                      | 223             | 147   | 97                                       | 130             | 111   |
|                                     | 92%   | 87%                                    | 91%             | 91%   | 91%                                      | 92%             | **    | 88%                                      | 93%             | 96%   | 96%                                      | 90%             | 94%   |
| MORE THAN ONE LESSON                | 1615  | 68                                     | 116             | 103   | 151                                      | 201             | **    | 115                                      | 198             | 129   | 84                                       | 116             | 94    |
|                                     | 79%   | 68%                                    | 74%             | 79%   | 79%                                      | 81%             | **    | 73%                                      | 83%             | 84%   | 82%                                      | 81%             | 80%   |
|                                     |       |                                        |                 |       |                                          |                 |       |                                          | a               |       |                                          |                 |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 28**

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

**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                                                                     | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|---------------------------------------------------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                     |       | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                             |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                                                    | 1869  | 101                                       | 334       | 104                                         | 358       | 91                                          | 357       | 110                                         | 349       |
| Effective Weighted Sample                                           | 1357  | 79                                        | 263       | 79                                          | 261       | 74                                          | 269       | 86                                          | 271       |
| Total                                                               | 1876  | 81                                        | 274       | 138                                         | 438       | 116                                         | 416       | 84                                          | 262       |
| Recognising harmful things online e.g. nasty behaviour or language  | 1182  | 49                                        | 171       | 97                                          | 281       | **                                          | 261       | 50                                          | 175       |
|                                                                     | 63%   | 61%                                       | 62%       | 70%                                         | 64%       | **                                          | 63%       | 59%                                         | 67%       |
| How to keep information like my name and age safe when I am online  | 1182  | 38                                        | 169       | 90                                          | 289       | **                                          | 257       | 57                                          | 179       |
|                                                                     | 63%   | 47%                                       | 62%       | 65%                                         | 66%       | **                                          | 62%       | 68%                                         | 68%       |
|                                                                     |       |                                           | a         |                                             |           |                                             |           |                                             |           |
| Being kind and respectful of others online                          | 1156  | 48                                        | 164       | 79                                          | 283       | **                                          | 267       | 55                                          | 172       |
|                                                                     | 62%   | 59%                                       | 60%       | 57%                                         | 65%       | **                                          | 64%       | 65%                                         | 66%       |
| Where to go for help if I see harmful things online                 | 1059  | 41                                        | 160       | 81                                          | 244       | **                                          | 245       | 51                                          | 160       |
|                                                                     | 56%   | 50%                                       | 58%       | 58%                                         | 56%       | **                                          | 59%       | 61%                                         | 61%       |
| How to take care of myself and feel good while spending time online | 848   | 32                                        | 113       | 69                                          | 189       | **                                          | 197       | 45                                          | 128       |
|                                                                     | 45%   | 40%                                       | 41%       | 50%                                         | 43%       | **                                          | 47%       | 54%                                         | 49%       |
| How to search for accurate and reliable information                 | 701   | 17                                        | 99        | 40                                          | 143       | **                                          | 174       | 40                                          | 120       |
|                                                                     | 37%   | 21%                                       | 36%       | 29%                                         | 33%       | **                                          | 42%       | 47%                                         | 46%       |
|                                                                     |       |                                           | a         |                                             |           |                                             |           |                                             |           |
| How to change settings on apps or sites to keep some things private | 691   | 17                                        | 57        | 53                                          | 138       | **                                          | 180       | 50                                          | 129       |
|                                                                     | 37%   | 21%                                       | 21%       | 38%                                         | 32%       | **                                          | 43%       | 59%                                         | 49%       |
| How to spot fake news                                               | 465   | 16                                        | 52        | 28                                          | 77        | **                                          | 145       | 26                                          | 96        |
|                                                                     | 25%   | 19%                                       | 19%       | 20%                                         | 18%       | **                                          | 35%       | 30%                                         | 37%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 28**

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

**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                                                                                                | Total         | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |               | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |               | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |               | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |               |
|------------------------------------------------------------------------------------------------|---------------|-------------------------------------------|---------------|---------------------------------------------|---------------|---------------------------------------------|---------------|---------------------------------------------|---------------|
|                                                                                                |               | ANY<br>a                                  | NONE<br>b     | ANY<br>a                                    | NONE<br>b     | ANY<br>~a                                   | NONE<br>b     | ANY<br>a                                    | NONE<br>b     |
| Significance Level: 95%                                                                        |               |                                           |               |                                             |               |                                             |               |                                             |               |
| Unweighted total                                                                               | 1869          | 101                                       | 334           | 104                                         | 358           | 91                                          | 357           | 110                                         | 349           |
| Effective Weighted Sample                                                                      | 1357          | 79                                        | 263           | 79                                          | 261           | 74                                          | 269           | 86                                          | 271           |
| Total                                                                                          | 1876          | 81                                        | 274           | 138                                         | 438           | 116                                         | 416           | 84                                          | 262           |
| How to identify adverts/ advertising online and on social media (including influencer content) | 444<br>24%    | 8<br>10%                                  | 46<br>17%     | 31<br>22%                                   | 82<br>19%     | **<br>**                                    | 123<br>29%    | 27<br>32%                                   | 88<br>34%     |
| What to do if I spot fake news                                                                 | 388<br>21%    | 13<br>15%                                 | 45<br>16%     | 21<br>15%                                   | 75<br>17%     | **<br>**                                    | 94<br>23%     | 25<br>30%                                   | 78<br>30%     |
| Supporting issues I care about online                                                          | 298<br>16%    | 13<br>16%                                 | 32<br>12%     | 25<br>18%                                   | 59<br>13%     | **<br>**                                    | 75<br>18%     | 15<br>18%                                   | 50<br>19%     |
| None of these                                                                                  | 4<br>*%<br>1% | -<br>-%                                   | 1<br>*%<br>1% | -<br>-%<br>3%                               | -<br>-%<br>2% | **<br>**<br>**                              | 1<br>*%<br>*% | -<br>-%<br>-%                               | 1<br>*%<br>1% |
| Don't know                                                                                     | 25<br>1%      | *<br>*%<br>1%                             | 2<br>1%       | 4<br>3%                                     | 9<br>2%       | **<br>**<br>**                              | 1<br>*%<br>*% | -<br>-%<br>-%                               | 2<br>1%       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 28**

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

**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                                                                     | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                     |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                     |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                             |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                    | 1869  | 110                                    | 171             | 142   | 163                                      | 174             | 92    | 125                                      | 189             | 116   | 128                                      | 170             | 149   |
| Effective Weighted Sample                                           | 1357  | 86                                     | 134             | 114   | 123                                      | 128             | 69    | 96                                       | 148             | 87    | 100                                      | 133             | 114   |
| Total                                                               | 1876  | 86                                     | 143             | 118   | 174                                      | 227             | 128   | 139                                      | 223             | 147   | 97                                       | 130             | 111   |
| Recognising harmful things online e.g. nasty behaviour or language  | 1182  | 52                                     | 85              | 74    | 99                                       | 151             | **    | 72                                       | 136             | 98    | 53                                       | 94              | 73    |
|                                                                     | 63%   | 60%                                    | 60%             | 63%   | 57%                                      | 67%             | **    | 52%                                      | 61%             | 66%   | 55%                                      | 73%             | 66%   |
|                                                                     |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          | a               |       |
| How to keep information like my name and age safe when I am online  | 1182  | 48                                     | 88              | 69    | 108                                      | 143             | **    | 80                                       | 126             | 97    | 67                                       | 89              | 75    |
|                                                                     | 63%   | 56%                                    | 62%             | 58%   | 62%                                      | 63%             | **    | 58%                                      | 57%             | 66%   | 69%                                      | 69%             | 67%   |
| Being kind and respectful of others online                          | 1156  | 47                                     | 86              | 69    | 100                                      | 129             | **    | 82                                       | 129             | 89    | 59                                       | 84              | 77    |
|                                                                     | 62%   | 54%                                    | 60%             | 59%   | 57%                                      | 57%             | **    | 59%                                      | 58%             | 61%   | 61%                                      | 65%             | 69%   |
| Where to go for help if I see harmful things online                 | 1059  | 47                                     | 83              | 63    | 90                                       | 119             | **    | 74                                       | 128             | 84    | 54                                       | 87              | 64    |
|                                                                     | 56%   | 54%                                    | 58%             | 53%   | 51%                                      | 53%             | **    | 53%                                      | 58%             | 57%   | 55%                                      | 67%             | 58%   |
| How to take care of myself and feel good while spending time online | 848   | 32                                     | 59              | 55    | 70                                       | 96              | **    | 64                                       | 100             | 71    | 44                                       | 67              | 59    |
|                                                                     | 45%   | 37%                                    | 41%             | 46%   | 40%                                      | 42%             | **    | 46%                                      | 45%             | 48%   | 46%                                      | 51%             | 53%   |
| How to search for accurate and reliable information                 | 701   | 21                                     | 47              | 48    | 46                                       | 68              | **    | 59                                       | 81              | 72    | 44                                       | 61              | 54    |
|                                                                     | 37%   | 24%                                    | 33%             | 40%   | 26%                                      | 30%             | **    | 43%                                      | 37%             | 49%   | 45%                                      | 47%             | 48%   |
|                                                                     |       |                                        |                 | a     |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| How to change settings on apps or sites to keep some things private | 691   | 15                                     | 28              | 32    | 46                                       | 71              | **    | 64                                       | 99              | 58    | 46                                       | 71              | 61    |
|                                                                     | 37%   | 18%                                    | 19%             | 27%   | 26%                                      | 31%             | **    | 46%                                      | 44%             | 40%   | 47%                                      | 55%             | 55%   |
| How to spot fake news                                               | 465   | 15                                     | 23              | 27    | 19                                       | 50              | **    | 39                                       | 64              | 51    | 32                                       | 46              | 42    |
|                                                                     | 25%   | 18%                                    | 16%             | 22%   | 11%                                      | 22%             | **    | 28%                                      | 29%             | 34%   | 33%                                      | 35%             | 38%   |
|                                                                     |       |                                        |                 |       |                                          | a               |       |                                          |                 |       |                                          |                 |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

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**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                                                                                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|------------------------------------------------------------------------------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                                                                                                |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%                                                                        |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total                                                                               | 1869  | 110                                    | 171         | 142   | 163                                      | 174         | 92    | 125                                      | 189         | 116   | 128                                      | 170         | 149   |
| Effective Weighted Sample                                                                      | 1357  | 86                                     | 134         | 114   | 123                                      | 128         | 69    | 96                                       | 148         | 87    | 100                                      | 133         | 114   |
| Total                                                                                          | 1876  | 86                                     | 143         | 118   | 174                                      | 227         | 128   | 139                                      | 223         | 147   | 97                                       | 130         | 111   |
| How to identify adverts/ advertising online and on social media (including influencer content) | 444   | 11                                     | 19          | 23    | 25                                       | 41          | **    | 35                                       | 66          | 45    | 31                                       | 39          | 47    |
|                                                                                                | 24%   | 13%                                    | 13%         | 20%   | 14%                                      | 18%         | **    | 25%                                      | 30%         | 31%   | 32%                                      | 30%         | 42%   |
| What to do if I spot fake news                                                                 | 388   | 12                                     | 18          | 28    | 29                                       | 32          | **    | 33                                       | 56          | 31    | 28                                       | 35          | 40    |
|                                                                                                | 21%   | 14%                                    | 13%         | 23%   | 17%                                      | 14%         | **    | 24%                                      | 25%         | 21%   | 29%                                      | 27%         | 36%   |
| Supporting issues I care about online                                                          | 298   | 9                                      | 15          | 21    | 22                                       | 28          | **    | 34                                       | 32          | 30    | 19                                       | 24          | 23    |
|                                                                                                | 16%   | 10%                                    | 11%         | 18%   | 13%                                      | 12%         | **    | 25%                                      | 14%         | 20%   | 19%                                      | 18%         | 21%   |
| None of these                                                                                  | 4     | -                                      | -           | -     | -                                        | -           | **    | -                                        | 1           | *     | -                                        | 1           | -     |
|                                                                                                | *%    | -%                                     | -%          | -%    | -%                                       | -%          | **    | -%                                       | 1%          | *%    | -%                                       | 1%          | -%    |
| Don't know                                                                                     | 25    | 3                                      | -           | 1     | 6                                        | 4           | **    | 1                                        | -           | -     | -                                        | -           | -     |
|                                                                                                | 1%    | 3%                                     | -%          | 1%    | 3%                                       | 2%          | **    | 1%                                       | -%          | -%    | -%                                       | -%          | -%    |

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

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**Table 29**

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**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                                     | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|---------------------------------------------------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                     |       | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                             |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                                                    | 2037  | 118                                       | 374       | 117                                         | 376       | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample                                           | 1479  | 91                                        | 291       | 89                                          | 274       | 80                                          | 293       | 96                                          | 288       |
| Total                                                               | 2036  | 94                                        | 303       | 157                                         | 458       | 124                                         | 451       | 93                                          | 278       |
| Recognising harmful things online e.g. nasty behaviour or language  | 1182  | 49                                        | 171       | 97                                          | 281       | **                                          | 261       | 50                                          | 175       |
|                                                                     | 58%   | 52%                                       | 56%       | 62%                                         | 61%       | **                                          | 58%       | 53%                                         | 63%       |
| How to keep information like my name and age safe when I am online  | 1182  | 38                                        | 169       | 90                                          | 289       | **                                          | 257       | 57                                          | 179       |
|                                                                     | 58%   | 41%                                       | 56%       | 57%                                         | 63%       | **                                          | 57%       | 61%                                         | 64%       |
|                                                                     |       |                                           | a         |                                             |           |                                             |           |                                             |           |
| Being kind and respectful of others online                          | 1156  | 48                                        | 164       | 79                                          | 283       | **                                          | 267       | 55                                          | 172       |
|                                                                     | 57%   | 51%                                       | 54%       | 51%                                         | 62%       | **                                          | 59%       | 59%                                         | 62%       |
| Where to go for help if I see harmful things online                 | 1059  | 41                                        | 160       | 81                                          | 244       | **                                          | 245       | 51                                          | 160       |
|                                                                     | 52%   | 43%                                       | 53%       | 51%                                         | 53%       | **                                          | 54%       | 55%                                         | 57%       |
| How to take care of myself and feel good while spending time online | 848   | 32                                        | 113       | 69                                          | 189       | **                                          | 197       | 45                                          | 128       |
|                                                                     | 42%   | 34%                                       | 37%       | 44%                                         | 41%       | **                                          | 44%       | 49%                                         | 46%       |
| How to search for accurate and reliable information                 | 701   | 17                                        | 99        | 40                                          | 143       | **                                          | 174       | 40                                          | 120       |
|                                                                     | 34%   | 18%                                       | 33%       | 26%                                         | 31%       | **                                          | 39%       | 42%                                         | 43%       |
|                                                                     |       |                                           | a         |                                             |           |                                             |           |                                             |           |
| How to change settings on apps or sites to keep some things private | 691   | 17                                        | 57        | 53                                          | 138       | **                                          | 180       | 50                                          | 129       |
|                                                                     | 34%   | 18%                                       | 19%       | 34%                                         | 30%       | **                                          | 40%       | 53%                                         | 46%       |
| How to spot fake news                                               | 465   | 16                                        | 52        | 28                                          | 77        | **                                          | 145       | 26                                          | 96        |
|                                                                     | 23%   | 17%                                       | 17%       | 18%                                         | 17%       | **                                          | 32%       | 27%                                         | 35%       |

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

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**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                                                                | Total         | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |               | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |               | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |               | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |               |
|------------------------------------------------------------------------------------------------|---------------|-------------------------------------------|---------------|---------------------------------------------|---------------|---------------------------------------------|---------------|---------------------------------------------|---------------|
|                                                                                                |               | ANY<br>a                                  | NONE<br>b     | ANY<br>a                                    | NONE<br>b     | ANY<br>~a                                   | NONE<br>b     | ANY<br>a                                    | NONE<br>b     |
| Significance Level: 95%                                                                        |               |                                           |               |                                             |               |                                             |               |                                             |               |
| Unweighted total                                                                               | 2037          | 118                                       | 374           | 117                                         | 376           | 97                                          | 388           | 123                                         | 370           |
| Effective Weighted Sample                                                                      | 1479          | 91                                        | 291           | 89                                          | 274           | 80                                          | 293           | 96                                          | 288           |
| Total                                                                                          | 2036          | 94                                        | 303           | 157                                         | 458           | 124                                         | 451           | 93                                          | 278           |
| How to identify adverts/ advertising online and on social media (including influencer content) | 444<br>22%    | 8<br>9%                                   | 46<br>15%     | 31<br>20%                                   | 82<br>18%     | **<br>**                                    | 123<br>27%    | 27<br>29%                                   | 88<br>32%     |
| What to do if I spot fake news                                                                 | 388<br>19%    | 13<br>13%                                 | 45<br>15%     | 21<br>14%                                   | 75<br>16%     | **<br>**                                    | 94<br>21%     | 25<br>27%                                   | 78<br>28%     |
| Supporting issues I care about online                                                          | 298<br>15%    | 13<br>14%                                 | 32<br>10%     | 25<br>16%                                   | 59<br>13%     | **<br>**                                    | 75<br>17%     | 15<br>16%                                   | 50<br>18%     |
| None of these                                                                                  | 4<br>*%<br>1% | -<br>-%                                   | 1<br>*%<br>1% | -<br>-%<br>2%                               | -<br>-%<br>2% | **<br>**                                    | 1<br>*%<br>1% | -<br>-%                                     | 1<br>*%<br>1% |
| Don't know                                                                                     | 25<br>1%      | *<br>*%<br>1%                             | 2<br>1%       | 4<br>2%                                     | 9<br>2%       | **<br>**                                    | 1<br>*%<br>1% | -<br>-%                                     | 2<br>1%       |
| <b>SUMMARY</b>                                                                                 |               |                                           |               |                                             |               |                                             |               |                                             |               |
| NOT HAD ANY LESSONS ABOUT THIS                                                                 | 159<br>8%     | 13<br>14%                                 | 29<br>10%     | 19<br>12%<br>b                              | 20<br>4%      | **<br>**                                    | 35<br>8%      | 9<br>10%                                    | 16<br>6%      |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                                     | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------------------------------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                                                                     |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%                                             |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total                                                    | 2037  | 130                                    | 192         | 155   | 175                                      | 192         | 93    | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample                                           | 1479  | 101                                    | 149         | 122   | 131                                      | 141         | 70    | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                                                               | 2036  | 99                                     | 158         | 130   | 191                                      | 247         | 131   | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| Recognising harmful things online e.g. nasty behaviour or language  | 1182  | 52                                     | 85          | 74    | 99                                       | 151         | **    | 72                                       | 136         | 98    | 53                                       | 94          | 73    |
|                                                                     | 58%   | 52%                                    | 54%         | 57%   | 52%                                      | 61%         | **    | 46%                                      | 57%         | 64%   | 53%                                      | 66%         | 62%   |
|                                                                     |       |                                        |             |       |                                          |             |       |                                          |             | a     |                                          | a           |       |
| How to keep information like my name and age safe when I am online  | 1182  | 48                                     | 88          | 69    | 108                                      | 143         | **    | 80                                       | 126         | 97    | 67                                       | 89          | 75    |
|                                                                     | 58%   | 48%                                    | 56%         | 53%   | 56%                                      | 58%         | **    | 51%                                      | 53%         | 63%   | 66%                                      | 62%         | 64%   |
| Being kind and respectful of others online                          | 1156  | 47                                     | 86          | 69    | 100                                      | 129         | **    | 82                                       | 129         | 89    | 59                                       | 84          | 77    |
|                                                                     | 57%   | 47%                                    | 54%         | 53%   | 53%                                      | 52%         | **    | 52%                                      | 54%         | 58%   | 58%                                      | 59%         | 65%   |
| Where to go for help if I see harmful things online                 | 1059  | 47                                     | 83          | 63    | 90                                       | 119         | **    | 74                                       | 128         | 84    | 54                                       | 87          | 64    |
|                                                                     | 52%   | 47%                                    | 53%         | 48%   | 47%                                      | 48%         | **    | 47%                                      | 54%         | 54%   | 53%                                      | 61%         | 54%   |
| How to take care of myself and feel good while spending time online | 848   | 32                                     | 59          | 55    | 70                                       | 96          | **    | 64                                       | 100         | 71    | 44                                       | 67          | 59    |
|                                                                     | 42%   | 32%                                    | 37%         | 42%   | 37%                                      | 39%         | **    | 41%                                      | 42%         | 46%   | 44%                                      | 46%         | 50%   |
| How to search for accurate and reliable information                 | 701   | 21                                     | 47          | 48    | 46                                       | 68          | **    | 59                                       | 81          | 72    | 44                                       | 61          | 54    |
|                                                                     | 34%   | 21%                                    | 30%         | 36%   | 24%                                      | 28%         | **    | 38%                                      | 34%         | 47%   | 43%                                      | 43%         | 46%   |
|                                                                     |       |                                        |             | a     |                                          |             |       |                                          |             | b     |                                          |             |       |
| How to change settings on apps or sites to keep some things private | 691   | 15                                     | 28          | 32    | 46                                       | 71          | **    | 64                                       | 99          | 58    | 46                                       | 71          | 61    |
|                                                                     | 34%   | 16%                                    | 18%         | 25%   | 24%                                      | 29%         | **    | 41%                                      | 41%         | 38%   | 45%                                      | 49%         | 52%   |
| How to spot fake news                                               | 465   | 15                                     | 23          | 27    | 19                                       | 50          | **    | 39                                       | 64          | 51    | 32                                       | 46          | 42    |
|                                                                     | 23%   | 15%                                    | 15%         | 20%   | 10%                                      | 20%         | **    | 25%                                      | 27%         | 33%   | 31%                                      | 32%         | 36%   |
|                                                                     |       |                                        |             |       |                                          | a           |       |                                          |             |       |                                          |             |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC35A. Which, if any, of these were covered in the lessons at school about being online and the possible risks? (MULTI CODE)**

Base : Children aged 8-17 who go online

|                                                                                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|------------------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                                                |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                                                |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                                                        |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Unweighted total                                                                               | 2037  | 130                                    | 192             | 155   | 175                                      | 192             | 93    | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample                                                                      | 1479  | 101                                    | 149             | 122   | 131                                      | 141             | 70    | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                                                                                          | 2036  | 99                                     | 158             | 130   | 191                                      | 247             | 131   | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| How to identify adverts/ advertising online and on social media (including influencer content) | 444   | 11                                     | 19              | 23    | 25                                       | 41              | **    | 35                                       | 66              | 45    | 31                                       | 39              | 47    |
|                                                                                                | 22%   | 12%                                    | 12%             | 18%   | 13%                                      | 17%             | **    | 22%                                      | 28%             | 29%   | 31%                                      | 27%             | 40%   |
|                                                                                                |       |                                        |                 | b     |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| What to do if I spot fake news                                                                 | 388   | 12                                     | 18              | 28    | 29                                       | 32              | **    | 33                                       | 56              | 31    | 28                                       | 35              | 40    |
|                                                                                                | 19%   | 12%                                    | 11%             | 21%   | 15%                                      | 13%             | **    | 21%                                      | 23%             | 20%   | 28%                                      | 24%             | 34%   |
|                                                                                                |       |                                        |                 | b     |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| Supporting issues I care about online                                                          | 298   | 9                                      | 15              | 21    | 22                                       | 28              | **    | 34                                       | 32              | 30    | 19                                       | 24              | 23    |
|                                                                                                | 15%   | 9%                                     | 10%             | 16%   | 11%                                      | 11%             | **    | 22%                                      | 13%             | 19%   | 18%                                      | 17%             | 20%   |
| None of these                                                                                  | 4     | -                                      | -               | -     | -                                        | -               | **    | -                                        | 1               | *     | -                                        | 1               | -     |
|                                                                                                | *%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | 1%              | *%    | -%                                       | 1%              | -%    |
| Don't know                                                                                     | 25    | 3                                      | -               | 1     | 6                                        | 4               | **    | 1                                        | -               | -     | -                                        | -               | -     |
|                                                                                                | 1%    | 3%                                     | -%              | 1%    | 3%                                       | 2%              | **    | 1%                                       | -%              | -%    | -%                                       | -%              | -%    |
|                                                                                                |       | b                                      |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| <b>SUMMARY</b>                                                                                 |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| NOT HAD ANY LESSONS ABOUT THIS                                                                 | 159   | 13                                     | 15              | 12    | 16                                       | 20              | **    | 18                                       | 16              | 6     | 5                                        | 14              | 7     |
|                                                                                                | 8%    | 13%                                    | 9%              | 9%    | 9%                                       | 8%              | **    | 12%                                      | 7%              | 4%    | 4%                                       | 10%             | 6%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 30**

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

**QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 1869        | 101                                       | 334        | 104                                         | 358        | 91                                          | 357        | 110                                         | 349        |
| Effective Weighted Sample | 1357        | 79                                        | 263        | 79                                          | 261        | 74                                          | 269        | 86                                          | 271        |
| Total                     | 1876        | 81                                        | 274        | 138                                         | 438        | 116                                         | 416        | 84                                          | 262        |
| Very useful               | 846<br>45%  | 37<br>45%                                 | 147<br>54% | 66<br>47%                                   | 208<br>48% | **<br>**                                    | 169<br>41% | 31<br>37%                                   | 114<br>44% |
| Fairly useful             | 912<br>49%  | 39<br>48%                                 | 109<br>40% | 67<br>49%                                   | 202<br>46% | **<br>**                                    | 226<br>54% | 47<br>56%                                   | 131<br>50% |
| Not very useful           | 89<br>5%    | 2<br>2%                                   | 9<br>3%    | 1<br>1%                                     | 22<br>5%   | **<br>**                                    | 19<br>5%   | 6<br>7%                                     | 16<br>6%   |
| Not at all useful         | 7<br>*%     | 1<br>2%                                   | 2<br>1%    | -<br>-%                                     | 2<br>1%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | -<br>-%    |
| Don't know                | 23<br>1%    | 3<br>3%                                   | 7<br>3%    | 4<br>3%                                     | 4<br>1%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | 1<br>*%    |
| <b>SUMMARY</b>            |             |                                           |            |                                             |            |                                             |            |                                             |            |
| TOTAL USEFUL              | 1757<br>94% | 75<br>93%                                 | 256<br>93% | 133<br>96%                                  | 410<br>94% | **<br>**                                    | 395<br>95% | 78<br>93%                                   | 245<br>94% |
| TOTAL NOT USEFUL          | 96<br>5%    | 3<br>4%                                   | 11<br>4%   | 1<br>1%                                     | 24<br>6%   | **<br>**                                    | 20<br>5%   | 6<br>7%                                     | 16<br>6%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 30**

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

**QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)**

Base : Children aged 8-17 who go online and who have had any lessons at school about being online and the possible risks

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |           | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |           |
|---------------------------|-------|----------------------------------------|-----------------|-----------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|-----------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST     | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST     |
|                           |       | a                                      | b               | c         | a                                        | b               | ~c    | a                                        | b               | c        | a                                        | b               | c         |
| Significance Level: 95%   |       |                                        |                 |           |                                          |                 |       |                                          |                 |          |                                          |                 |           |
| Unweighted total          | 1869  | 110                                    | 171             | 142       | 163                                      | 174             | 92    | 125                                      | 189             | 116      | 128                                      | 170             | 149       |
| Effective Weighted Sample | 1357  | 86                                     | 134             | 114       | 123                                      | 128             | 69    | 96                                       | 148             | 87       | 100                                      | 133             | 114       |
| Total                     | 1876  | 86                                     | 143             | 118       | 174                                      | 227             | 128   | 139                                      | 223             | 147      | 97                                       | 130             | 111       |
| Very useful               | 846   | 41                                     | 67              | 74        | 76                                       | 99              | **    | 68                                       | 94              | 48       | 48                                       | 49              | 47        |
|                           | 45%   | 48%                                    | 47%             | 63%<br>ab | 43%                                      | 44%             | **    | 49%<br>c                                 | 42%             | 33%      | 49%                                      | 38%             | 42%       |
| Fairly useful             | 912   | 40                                     | 63              | 38        | 87                                       | 119             | **    | 62                                       | 117             | 90       | 41                                       | 69              | 62        |
|                           | 49%   | 47%<br>c                               | 44%             | 33%       | 50%                                      | 53%             | **    | 45%                                      | 52%             | 61%<br>a | 42%                                      | 53%             | 56%<br>a  |
| Not very useful           | 89    | 2                                      | 6               | 3         | 10                                       | 3               | **    | 9                                        | 10              | 8        | 9                                        | 11              | 2         |
|                           | 5%    | 2%                                     | 4%              | 3%        | 6%                                       | 2%              | **    | 7%                                       | 5%              | 6%       | 9%<br>c                                  | 8%<br>c         | 2%        |
| Not at all useful         | 7     | -                                      | 1               | 2         | -                                        | -               | **    | -                                        | -               | 1        | -                                        | -               | -         |
|                           | *%    | -%                                     | 1%              | 2%        | -%                                       | -%              | **    | -%                                       | -%              | 1%       | -%                                       | -%              | -%        |
| Don't know                | 23    | 3                                      | 6               | -         | 2                                        | 5               | **    | -                                        | 1               | -        | -                                        | 1               | -         |
|                           | 1%    | 4%<br>c                                | 4%<br>c         | -%        | 1%                                       | 2%              | **    | -%                                       | 1%              | -%       | -%                                       | 1%              | -%        |
| <b>SUMMARY</b>            |       |                                        |                 |           |                                          |                 |       |                                          |                 |          |                                          |                 |           |
| TOTAL USEFUL              | 1757  | 81                                     | 130             | 113       | 162                                      | 218             | **    | 130                                      | 211             | 138      | 88                                       | 118             | 109       |
|                           | 94%   | 94%                                    | 91%             | 96%       | 93%                                      | 96%             | **    | 93%                                      | 95%             | 94%      | 91%                                      | 91%             | 98%<br>ab |
| TOTAL NOT USEFUL          | 96    | 2                                      | 7               | 5         | 10                                       | 3               | **    | 9                                        | 10              | 9        | 9                                        | 11              | 2         |
|                           | 5%    | 2%                                     | 5%              | 4%        | 6%                                       | 2%              | **    | 7%                                       | 5%              | 6%       | 9%<br>c                                  | 8%<br>c         | 2%        |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|--------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%        |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total               | 2037        | 118                                       | 374        | 117                                         | 376        | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample      | 1479        | 91                                        | 291        | 89                                          | 274        | 80                                          | 293        | 96                                          | 288        |
| Total                          | 2036        | 94                                        | 303        | 157                                         | 458        | 124                                         | 451        | 93                                          | 278        |
| Very useful                    | 846<br>42%  | 37<br>39%                                 | 147<br>48% | 66<br>42%                                   | 208<br>45% | **<br>**                                    | 169<br>38% | 31<br>33%                                   | 114<br>41% |
| Fairly useful                  | 912<br>45%  | 39<br>41%                                 | 109<br>36% | 67<br>43%                                   | 202<br>44% | **<br>**                                    | 226<br>50% | 47<br>51%                                   | 131<br>47% |
| Not very useful                | 89<br>4%    | 2<br>2%                                   | 9<br>3%    | 1<br>1%                                     | 22<br>5%   | **<br>**                                    | 19<br>4%   | 6<br>6%                                     | 16<br>6%   |
| Not at all useful              | 7<br>*%     | 1<br>1%                                   | 2<br>1%    | -<br>-%                                     | 2<br>1%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | -<br>-%    |
| Don't know                     | 23<br>1%    | 3<br>3%                                   | 7<br>2%    | 4<br>3%                                     | 4<br>1%    | **<br>**                                    | 1<br>*%    | -<br>-%                                     | 1<br>*%    |
| <b>SUMMARY</b>                 |             |                                           |            |                                             |            |                                             |            |                                             |            |
| TOTAL USEFUL                   | 1757<br>86% | 75<br>80%                                 | 256<br>84% | 133<br>85%                                  | 410<br>89% | **<br>**                                    | 395<br>88% | 78<br>84%                                   | 245<br>88% |
| TOTAL NOT USEFUL               | 96<br>5%    | 3<br>3%                                   | 11<br>4%   | 1<br>1%                                     | 24<br>5%   | **<br>**                                    | 20<br>4%   | 6<br>6%                                     | 16<br>6%   |
| NOT HAD ANY LESSONS ABOUT THIS | 159<br>8%   | 13<br>14%                                 | 29<br>10%  | 19<br>12%                                   | 20<br>4%   | **<br>**                                    | 35<br>8%   | 9<br>10%                                    | 16<br>6%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC36. Please think about the lessons you've had at school about being online and the possible risks... How useful have these lessons been to you? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                                | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |              |                 | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |                | AGED 16-17 FINANCIAL VULNERABILITY INDEX |               |                 |
|--------------------------------|-------------|----------------------------------------|--------------|-----------------|------------------------------------------|-------------|----------|------------------------------------------|-------------|----------------|------------------------------------------|---------------|-----------------|
|                                |             | MOST                                   | POTENTIALLY  | LEAST           | MOST                                     | POTENTIALLY | LEAST    | MOST                                     | POTENTIALLY | LEAST          | MOST                                     | POTENTIALLY   | LEAST           |
|                                |             | a                                      | b            | c               | a                                        | b           | ~c       | a                                        | b           | c              | a                                        | b             | c               |
| Significance Level: 95%        |             |                                        |              |                 |                                          |             |          |                                          |             |                |                                          |               |                 |
| Unweighted total               | 2037        | 130                                    | 192          | 155             | 175                                      | 192         | 93       | 139                                      | 205         | 120            | 134                                      | 189           | 158             |
| Effective Weighted Sample      | 1479        | 101                                    | 149          | 122             | 131                                      | 141         | 70       | 108                                      | 160         | 91             | 105                                      | 147           | 122             |
| Total                          | 2036        | 99                                     | 158          | 130             | 191                                      | 247         | 131      | 157                                      | 238         | 154            | 102                                      | 143           | 118             |
| Very useful                    | 846<br>42%  | 41<br>42%                              | 67<br>42%    | 74<br>57%<br>ab | 76<br>40%                                | 99<br>40%   | **<br>** | 68<br>43%                                | 94<br>39%   | 48<br>31%      | 48<br>47%<br>b                           | 49<br>34%     | 47<br>40%       |
| Fairly useful                  | 912<br>45%  | 40<br>41%                              | 63<br>40%    | 38<br>29%       | 87<br>45%                                | 119<br>48%  | **<br>** | 62<br>40%                                | 117<br>49%  | 90<br>58%<br>a | 41<br>40%                                | 69<br>48%     | 62<br>53%       |
| Not very useful                | 89<br>4%    | 2<br>2%                                | 6<br>4%      | 3<br>2%         | 10<br>5%                                 | 3<br>1%     | **<br>** | 9<br>6%                                  | 10<br>4%    | 8<br>5%        | 9<br>9%<br>c                             | 11<br>7%<br>c | 2<br>2%         |
| Not at all useful              | 7<br>*%     | -<br>-%                                | 1<br>1%      | 2<br>2%         | -<br>-%                                  | -<br>-%     | **<br>** | -<br>-%                                  | -<br>-%     | 1<br>1%        | -<br>-%                                  | -<br>-%       | -<br>-%         |
| Don't know                     | 23<br>1%    | 3<br>3%                                | 6<br>4%<br>c | -<br>-%         | 2<br>1%                                  | 5<br>2%     | **<br>** | -<br>-%                                  | 1<br>1%     | -<br>-%        | -<br>-%                                  | 1<br>1%       | -<br>-%         |
| <b>SUMMARY</b>                 |             |                                        |              |                 |                                          |             |          |                                          |             |                |                                          |               |                 |
| TOTAL USEFUL                   | 1757<br>86% | 81<br>82%                              | 130<br>82%   | 113<br>87%      | 162<br>85%                               | 218<br>88%  | **<br>** | 130<br>83%                               | 211<br>88%  | 138<br>90%     | 88<br>87%                                | 118<br>82%    | 109<br>93%<br>b |
| TOTAL NOT USEFUL               | 96<br>5%    | 2<br>2%                                | 7<br>4%      | 5<br>4%         | 10<br>5%                                 | 3<br>1%     | **<br>** | 9<br>6%                                  | 10<br>4%    | 9<br>6%        | 9<br>9%<br>c                             | 11<br>7%<br>c | 2<br>2%         |
| NOT HAD ANY LESSONS ABOUT THIS | 159<br>8%   | 13<br>13%                              | 15<br>9%     | 12<br>9%        | 16<br>9%                                 | 20<br>8%    | **<br>** | 18<br>12%                                | 16<br>7%    | 6<br>4%        | 5<br>4%                                  | 14<br>10%     | 7<br>6%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC37. INFLUENCER SCENARIO - SYDNEY SWEENEY INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Sydney Sweeney on social media. Here is a recent post from Sydney Sweeney that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Sydney Sweeney might share a post about the product shown? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                         | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------------------------------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                                         |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                                                                 |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                                        | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample                                                               | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                                                                   | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| She is being paid with money or being given gifts by the company or brand to share this | 722<br>73% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 325<br>72% | 73<br>79%                                   | 220<br>79% |
| She wants to share this information with her followers                                  | 322<br>33% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 146<br>33% | 27<br>29%                                   | 77<br>28%  |
| She thinks this product or brand is cool/ good to use                                   | 236<br>24% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 101<br>22% | 25<br>27%                                   | 58<br>21%  |
| Something else                                                                          | 1<br>*%    | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | -<br>-%    | -<br>-%                                     | 1<br>*%    |
| Don't know                                                                              | 31<br>3%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 18<br>4%   | 1<br>1%                                     | 8<br>3%    |
| <b>SUMMARY</b>                                                                          |            |                                           |            |                                             |            |                                             |            |                                             |            |
| ONLY BEING PAID RESPONSE                                                                | 517<br>52% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 243<br>54% | 50<br>53%                                   | 165<br>59% |
| ONLY RESPONSE OTHER THAN BEING PAID                                                     | 235<br>24% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 107<br>24% | 19<br>20%                                   | 49<br>18%  |
| BEING PAID AND ANY OTHER RESPONSE                                                       | 204<br>21% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 82<br>18%  | 24<br>25%                                   | 55<br>20%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 32**

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

**QC37. INFLUENCER SCENARIO - SYDNEY SWEENEY INSTAGRAM POST. A (BOY/ GIRL AGED CHILD'S AGE), named (Eddie/ Ellie) follows Sydney Sweeney on social media. Here is a recent post from Sydney Sweeney that (Eddie/ Ellie) saw (SCREENSHOT). Which of these are reasons why Sydney Sweeney might share a post about the product shown? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                         | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |           |
|-----------------------------------------------------------------------------------------|------------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|------------|------------------------------------------|-------------|-----------|
|                                                                                         |            | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST      | MOST                                     | POTENTIALLY | LEAST     |
| Significance Level: 95%                                                                 |            | ~a                                     | ~b          | ~c    | ~a                                       | ~b          | ~c    | a                                        | b           | c          | a                                        | b           | c         |
| Unweighted total                                                                        | 1019       | -                                      | -           | -     | -                                        | -           | -     | 139                                      | 205         | 120        | 134                                      | 189         | 158       |
| Effective Weighted Sample                                                               | 751        | -                                      | -           | -     | -                                        | -           | -     | 108                                      | 160         | 91         | 105                                      | 147         | 122       |
| Total                                                                                   | 987        | -                                      | -           | -     | -                                        | -           | -     | 157                                      | 238         | 154        | 102                                      | 143         | 118       |
| She is being paid with money or being given gifts by the company or brand to share this | 722<br>73% | **                                     | **          | **    | **                                       | **          | **    | 101<br>64%                               | 174<br>73%  | 114<br>74% | 76<br>75%                                | 110<br>77%  | 99<br>84% |
| She wants to share this information with her followers                                  | 322<br>33% | **                                     | **          | **    | **                                       | **          | **    | 50<br>32%                                | 90<br>38%   | 51<br>33%  | 25<br>25%                                | 46<br>32%   | 35<br>29% |
| She thinks this product or brand is cool/ good to use                                   | 236<br>24% | **                                     | **          | **    | **                                       | **          | **    | 45<br>29%                                | 56<br>23%   | 36<br>24%  | 21<br>21%                                | 29<br>20%   | 32<br>27% |
| Something else                                                                          | 1<br>*%    | **                                     | **          | **    | **                                       | **          | **    | -<br>-%                                  | -<br>-%     | -<br>-%    | 1<br>1%                                  | -<br>-%     | -<br>-%   |
| Don't know                                                                              | 31<br>3%   | **                                     | **          | **    | **                                       | **          | **    | 6<br>4%                                  | 10<br>4%    | 1<br>1%    | 4<br>4%                                  | 2<br>1%     | 2<br>2%   |
| <b>SUMMARY</b>                                                                          |            |                                        |             |       |                                          |             |       |                                          |             |            |                                          |             |           |
| ONLY BEING PAID RESPONSE                                                                | 517<br>52% | **                                     | **          | **    | **                                       | **          | **    | 74<br>47%                                | 113<br>48%  | 88<br>57%  | 57<br>56%                                | 80<br>56%   | 70<br>59% |
| ONLY RESPONSE OTHER THAN BEING PAID                                                     | 235<br>24% | **                                     | **          | **    | **                                       | **          | **    | 51<br>32%                                | 55<br>23%   | 38<br>25%  | 21<br>21%                                | 32<br>22%   | 17<br>14% |
| BEING PAID AND ANY OTHER RESPONSE                                                       | 204<br>21% | **                                     | **          | **    | **                                       | **          | **    | 26<br>17%                                | 60<br>25%   | 26<br>17%  | 19<br>19%                                | 30<br>21%   | 29<br>25% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                                                                                                              | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|--------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                                                              |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                                                                                      |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                                                             | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample                                                                                    | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                                                                                        | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| I'm comfortable about sharing personal information on apps/ sites, so I always do                            | 113<br>11% | **                                        | **         | **                                          | **         | **                                          | 47<br>10%  | 10<br>11%                                   | 28<br>10%  |
| I always share personal information, even though I'm not always comfortable about it                         | 120<br>12% | **                                        | **         | **                                          | **         | **                                          | 40<br>9%   | 14<br>15%                                   | 34<br>12%  |
| Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it | 514<br>52% | **                                        | **         | **                                          | **         | **                                          | 242<br>54% | 49<br>52%                                   | 155<br>56% |
| I'm never comfortable about sharing personal information online                                              | 219<br>22% | **                                        | **         | **                                          | **         | **                                          | 111<br>25% | 20<br>21%                                   | 56<br>20%  |
| Don't know                                                                                                   | 21<br>2%   | **                                        | **         | **                                          | **         | **                                          | 11<br>3%   | 1<br>1%                                     | 4<br>2%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC52. Sometimes when you want to download a new app or use a new website you are asked to share your personal information. This could mean entering details like your name, age, email address, and so on. Which one of these answers matches how you feel about sharing personal information to get access to a new app or use a new site? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                                                                                                              | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |           | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |           |
|--------------------------------------------------------------------------------------------------------------|------------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-----------|------------------------------------------|-------------|-----------|
|                                                                                                              |            | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST     | MOST                                     | POTENTIALLY | LEAST     |
| Significance Level: 95%                                                                                      |            | ~a                                     | ~b          | ~c    | ~a                                       | ~b          | ~c    | a                                        | b           | c         | a                                        | b           | c         |
| Unweighted total                                                                                             | 1019       | -                                      | -           | -     | -                                        | -           | -     | 139                                      | 205         | 120       | 134                                      | 189         | 158       |
| Effective Weighted Sample                                                                                    | 751        | -                                      | -           | -     | -                                        | -           | -     | 108                                      | 160         | 91        | 105                                      | 147         | 122       |
| Total                                                                                                        | 987        | -                                      | -           | -     | -                                        | -           | -     | 157                                      | 238         | 154       | 102                                      | 143         | 118       |
| I'm comfortable about sharing personal information on apps/sites, so I always do                             | 113<br>11% | **                                     | **          | **    | **                                       | **          | **    | 22<br>14%                                | 25<br>10%   | 20<br>13% | 14<br>13%                                | 12<br>9%    | 15<br>13% |
| I always share personal information, even though I'm not always comfortable about it                         | 120<br>12% | **                                     | **          | **    | **                                       | **          | **    | 10<br>7%                                 | 35<br>15%   | 19<br>13% | 17<br>16%                                | 11<br>7%    | 20<br>17% |
| Sometimes I don't use apps/ sites that ask me to share personal information, if I'm not comfortable about it | 514<br>52% | **                                     | **          | **    | **                                       | **          | **    | 79<br>50%                                | 125<br>52%  | 82<br>53% | 53<br>52%                                | 87<br>61%   | 63<br>54% |
| I'm never comfortable about sharing personal information online                                              | 219<br>22% | **                                     | **          | **    | **                                       | **          | **    | 42<br>27%                                | 47<br>20%   | 31<br>20% | 17<br>17%                                | 33<br>23%   | 17<br>14% |
| Don't know                                                                                                   | 21<br>2%   | **                                     | **          | **    | **                                       | **          | **    | 3<br>2%                                  | 6<br>3%     | 1<br>1%   | 1<br>1%                                  | *<br>*      | 2<br>2%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 34**

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

**QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |                 | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |                 |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|-----------------|---------------------------------------------|------------|---------------------------------------------|-----------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b       | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b       |
| Significance Level: 95%   |             |                                           |            |                                             |                 |                                             |            |                                             |                 |
| Unweighted total          | 2037        | 118                                       | 374        | 117                                         | 376             | 97                                          | 388        | 123                                         | 370             |
| Effective Weighted Sample | 1479        | 91                                        | 291        | 89                                          | 274             | 80                                          | 293        | 96                                          | 288             |
| Total                     | 2036        | 94                                        | 303        | 157                                         | 458             | 124                                         | 451        | 93                                          | 278             |
| Yes                       | 678<br>33%  | 27<br>29%                                 | 58<br>19%  | 61<br>39%<br>b                              | 121<br>26%      | **<br>**                                    | 184<br>41% | 46<br>49%<br>b                              | 87<br>31%       |
| No                        | 1260<br>62% | 66<br>70%                                 | 230<br>76% | 89<br>57%                                   | 318<br>69%<br>a | **<br>**                                    | 246<br>55% | 41<br>44%                                   | 178<br>64%<br>a |
| Don't know                | 64<br>3%    | 1<br>1%                                   | 11<br>4%   | 7<br>5%                                     | 13<br>3%        | **<br>**                                    | 12<br>3%   | 3<br>3%                                     | 8<br>3%         |
| Prefer not to say         | 34<br>2%    | -<br>-%                                   | 3<br>1%    | -<br>-%                                     | 7<br>1%         | **<br>**                                    | 9<br>2%    | 4<br>4%                                     | 4<br>1%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 34**

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

**QC52A. Have you ever given a fake age online to be able to get access to a new app or to use a new site? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2037  | 130                                    | 192         | 155   | 175                                      | 192         | 93    | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149         | 122   | 131                                      | 141         | 70    | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                     | 2036  | 99                                     | 158         | 130   | 191                                      | 247         | 131   | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| Yes                       | 678   | 20                                     | 35          | 27    | 56                                       | 69          | **    | 77                                       | 105         | 66    | 45                                       | 50          | 39    |
|                           | 33%   | 20%                                    | 22%         | 21%   | 29%                                      | 28%         | **    | 49%                                      | 44%         | 43%   | 44%                                      | 35%         | 33%   |
| No                        | 1260  | 73                                     | 115         | 101   | 130                                      | 166         | **    | 70                                       | 122         | 83    | 52                                       | 85          | 75    |
|                           | 62%   | 74%                                    | 73%         | 78%   | 68%                                      | 67%         | **    | 45%                                      | 51%         | 54%   | 51%                                      | 59%         | 64%   |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             | a     |
| Don't know                | 64    | 6                                      | 7           | *     | 5                                        | 10          | **    | 3                                        | 11          | 3     | 5                                        | 4           | 1     |
|                           | 3%    | 6%                                     | 4%          | *%    | 2%                                       | 4%          | **    | 2%                                       | 4%          | 2%    | 5%                                       | 3%          | 1%    |
|                           |       | c                                      | c           |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Prefer not to say         | 34    | -                                      | 1           | 1     | 1                                        | 3           | **    | 7                                        | 1           | 1     | *                                        | 4           | 3     |
|                           | 2%    | -%                                     | 1%          | 1%    | *%                                       | 1%          | **    | 4%                                       | 1%          | 1%    | *%                                       | 3%          | 2%    |
|                           |       |                                        |             |       |                                          |             |       | b                                        |             |       |                                          |             |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total      | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |            |
|---------------------------|------------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|
|                           |            | ANY<br>~a                                    | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>b  | ANY<br>a                                       | NONE<br>b  |
| Significance Level: 95%   |            |                                              |            |                                                |            |                                                |            |                                                |            |
| Unweighted total          | 1019       | -                                            | -          | -                                              | -          | 97                                             | 388        | 123                                            | 370        |
| Effective Weighted Sample | 751        | -                                            | -          | -                                              | -          | 80                                             | 293        | 96                                             | 288        |
| Total                     | 987        | -                                            | -          | -                                              | -          | 124                                            | 451        | 93                                             | 278        |
| Yes                       | 143<br>15% | **                                           | **         | **                                             | **         | **                                             | 51<br>11%  | 18<br>19%                                      | 36<br>13%  |
| No                        | 690<br>70% | **                                           | **         | **                                             | **         | **                                             | 330<br>73% | 60<br>64%                                      | 204<br>73% |
| Don't know                | 154<br>16% | **                                           | **         | **                                             | **         | **                                             | 69<br>15%  | 16<br>17%                                      | 38<br>14%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO Here is a social media profile (SCREENSHOT). Do you think that this social media profile is genuine? (SINGLE CODE)**

Base : Children aged 13-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|---------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                           |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%   |       |                                        |                       |             |                                          |                       |             |                                          |                      |            |                                          |                      |            |
| Unweighted total          | 1019  | -                                      | -                     | -           | -                                        | -                     | -           | 139                                      | 205                  | 120        | 134                                      | 189                  | 158        |
| Effective Weighted Sample | 751   | -                                      | -                     | -           | -                                        | -                     | -           | 108                                      | 160                  | 91         | 105                                      | 147                  | 122        |
| Total                     | 987   | -                                      | -                     | -           | -                                        | -                     | -           | 157                                      | 238                  | 154        | 102                                      | 143                  | 118        |
| Yes                       | 143   | **                                     | **                    | **          | **                                       | **                    | **          | 33                                       | 23                   | 22         | 19                                       | 19                   | 17         |
|                           | 15%   | **                                     | **                    | **          | **                                       | **                    | **          | 21%<br>b                                 | 10%                  | 15%        | 19%                                      | 13%                  | 14%        |
| No                        | 690   | **                                     | **                    | **          | **                                       | **                    | **          | 107                                      | 174                  | 112        | 67                                       | 105                  | 84         |
|                           | 70%   | **                                     | **                    | **          | **                                       | **                    | **          | 68%                                      | 73%                  | 73%        | 66%                                      | 74%                  | 71%        |
| Don't know                | 154   | **                                     | **                    | **          | **                                       | **                    | **          | 17                                       | 41                   | 19         | 16                                       | 19                   | 17         |
|                           | 16%   | **                                     | **                    | **          | **                                       | **                    | **          | 11%                                      | 17%                  | 13%        | 15%                                      | 13%                  | 15%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

|                             | Total     | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------|-----------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                             |           | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b |
| Significance Level: 95%     |           |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total            | 158       | -                                         | -          | -                                           | -          | 24                                          | 49         | 24                                          | 52         |
| Effective Weighted Sample   | 116       | -                                         | -          | -                                           | -          | 19                                          | 37         | 20                                          | 41         |
| Total                       | 143       | -                                         | -          | -                                           | -          | 29                                          | 51         | 18                                          | 36         |
| DESCRIPTION UNDER BIOGRAPHY | 39<br>27% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 2              | 38<br>26% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| PROFILE PICTURE             | 37<br>26% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| DETAIL IN BIOGRAPHY         | 27<br>19% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER FOLLOWING            | 20<br>14% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NAME IN BIOGRAPHY           | 18<br>12% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| LINK IN DESCRIPTION         | 18<br>12% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 1              | 17<br>12% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| CLICK TO FOLLOW BUTTON      | 16<br>11% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 3              | 15<br>11% | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| PROFILE USERNAME            | 12<br>8%  | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER OF FOLLOWERS         | 8<br>6%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER OF POSTS             | 8<br>5%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

|                                | Total   | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |            |
|--------------------------------|---------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|------------|
|                                |         | ANY<br>~a                                    | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b |
| Significance Level: 95%        |         |                                              |            |                                                |            |                                                |            |                                                |            |
| Unweighted total               | 158     | -                                            | -          | -                                              | -          | 24                                             | 49         | 24                                             | 52         |
| Effective Weighted Sample      | 116     | -                                            | -          | -                                              | -          | 19                                             | 37         | 20                                             | 41         |
| Total                          | 143     | -                                            | -          | -                                              | -          | 29                                             | 51         | 18                                             | 36         |
| CLICK TO MESSAGE BUTTON        | 5<br>4% | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| TAGS                           | 1<br>1% | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| CLICK TO VIEW GRID BUTTON      | 1<br>1% | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| Base for stats                 | 143     | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| Mean number of features chosen | 2.0     | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| Standard deviation             | 1.90    | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |
| Standard error                 | .15     | **                                           | **         | **                                             | **         | **                                             | **         | **                                             | **         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

|                             | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|-----------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                             |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                             |       | ~a                                     | ~b          | ~c    | ~a                                       | ~b          | ~c    | ~a                                       | ~b          | ~c    | ~a                                       | ~b          | ~c    |
| Significance Level: 95%     |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Unweighted total            | 158   | -                                      | -           | -     | -                                        | -           | -     | 31                                       | 20          | 22    | 27                                       | 26          | 25    |
| Effective Weighted Sample   | 116   | -                                      | -           | -     | -                                        | -           | -     | 24                                       | 16          | 15    | 22                                       | 21          | 19    |
| Total                       | 143   | -                                      | -           | -     | -                                        | -           | -     | 33                                       | 23          | 22    | 19                                       | 19          | 17    |
| DESCRIPTION UNDER BIOGRAPHY | 39    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 27%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| POSTED PHOTO 2              | 38    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 26%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| PROFILE PICTURE             | 37    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 26%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| DETAIL IN BIOGRAPHY         | 27    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 19%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| NUMBER FOLLOWING            | 20    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 14%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| NAME IN BIOGRAPHY           | 18    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 12%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| LINK IN DESCRIPTION         | 18    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 12%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| POSTED PHOTO 1              | 17    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 12%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| CLICK TO FOLLOW BUTTON      | 16    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 11%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| POSTED PHOTO 3              | 15    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 11%   | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| PROFILE USERNAME            | 12    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 8%    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| NUMBER OF FOLLOWERS         | 8     | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 6%    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
| NUMBER OF POSTS             | 8     | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |
|                             | 5%    | **                                     | **          | **    | **                                       | **          | **    | **                                       | **          | **    | **                                       | **          | **    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39A. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS genuine

|                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                             |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                             |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                             |             | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                             |             |
|--------------------------------|-------|----------------------------------------|-----------------------------|-------------|------------------------------------------|-----------------------------|-------------|------------------------------------------|-----------------------------|-------------|------------------------------------------|-----------------------------|-------------|
|                                |       | MOST<br>~a                             | POTEN-<br>TIAL-<br>LY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIAL-<br>LY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIAL-<br>LY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIAL-<br>LY<br>~b | LEAST<br>~c |
| Significance Level: 95%        |       |                                        |                             |             |                                          |                             |             |                                          |                             |             |                                          |                             |             |
| Unweighted total               | 158   | -                                      | -                           | -           | -                                        | -                           | -           | 31                                       | 20                          | 22          | 27                                       | 26                          | 25          |
| Effective Weighted Sample      | 116   | -                                      | -                           | -           | -                                        | -                           | -           | 24                                       | 16                          | 15          | 22                                       | 21                          | 19          |
| Total                          | 143   | -                                      | -                           | -           | -                                        | -                           | -           | 33                                       | 23                          | 22          | 19                                       | 19                          | 17          |
| CLICK TO MESSAGE BUTTON        | 5     | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
|                                | 4%    | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| TAGS                           | 1     | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
|                                | 1%    | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| CLICK TO VIEW GRID BUTTON      | 1     | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
|                                | 1%    | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| Base for stats                 | 143   | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| Mean number of features chosen | 2.0   | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| Standard deviation             | 1.90  | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |
| Standard error                 | .15   | **                                     | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          | **                                       | **                          | **          |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

|                             | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|-----------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                             |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>~a                                   | NONE<br>b |
| Significance Level: 95%     |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total            | 713   | -                                         | -          | -                                           | -          | 58                                          | 282       | 80                                          | 271       |
| Effective Weighted Sample   | 521   | -                                         | -          | -                                           | -          | 49                                          | 212       | 59                                          | 210       |
| Total                       | 690   | -                                         | -          | -                                           | -          | 74                                          | 330       | 60                                          | 204       |
| DESCRIPTION UNDER BIOGRAPHY | 485   | **                                        | **         | **                                          | **         | **                                          | 235       | **                                          | 140       |
|                             | 70%   | **                                        | **         | **                                          | **         | **                                          | 71%       | **                                          | 69%       |
| LINK IN DESCRIPTION         | 289   | **                                        | **         | **                                          | **         | **                                          | 127       | **                                          | 101       |
|                             | 42%   | **                                        | **         | **                                          | **         | **                                          | 38%       | **                                          | 50%       |
| NUMBER OF FOLLOWERS         | 224   | **                                        | **         | **                                          | **         | **                                          | 98        | **                                          | 75        |
|                             | 33%   | **                                        | **         | **                                          | **         | **                                          | 30%       | **                                          | 37%       |
| PROFILE USERNAME            | 190   | **                                        | **         | **                                          | **         | **                                          | 86        | **                                          | 61        |
|                             | 28%   | **                                        | **         | **                                          | **         | **                                          | 26%       | **                                          | 30%       |
| NUMBER FOLLOWING            | 178   | **                                        | **         | **                                          | **         | **                                          | 84        | **                                          | 59        |
|                             | 26%   | **                                        | **         | **                                          | **         | **                                          | 25%       | **                                          | 29%       |
| POSTED PHOTO 3              | 109   | **                                        | **         | **                                          | **         | **                                          | 55        | **                                          | 18        |
|                             | 16%   | **                                        | **         | **                                          | **         | **                                          | 17%       | **                                          | 9%        |
| POSTED PHOTO 2              | 104   | **                                        | **         | **                                          | **         | **                                          | 55        | **                                          | 19        |
|                             | 15%   | **                                        | **         | **                                          | **         | **                                          | 17%       | **                                          | 10%       |
| POSTED PHOTO 1              | 104   | **                                        | **         | **                                          | **         | **                                          | 52        | **                                          | 17        |
|                             | 15%   | **                                        | **         | **                                          | **         | **                                          | 16%       | **                                          | 8%        |
| DETAIL IN BIOGRAPHY         | 92    | **                                        | **         | **                                          | **         | **                                          | 38        | **                                          | 20        |
|                             | 13%   | **                                        | **         | **                                          | **         | **                                          | 11%       | **                                          | 10%       |
| PROFILE PICTURE             | 48    | **                                        | **         | **                                          | **         | **                                          | 26        | **                                          | 9         |
|                             | 7%    | **                                        | **         | **                                          | **         | **                                          | 8%        | **                                          | 4%        |
| NUMBER OF POSTS             | 45    | **                                        | **         | **                                          | **         | **                                          | 23        | **                                          | 8         |
|                             | 6%    | **                                        | **         | **                                          | **         | **                                          | 7%        | **                                          | 4%        |
| NAME IN BIOGRAPHY           | 15    | **                                        | **         | **                                          | **         | **                                          | 7         | **                                          | 2         |
|                             | 2%    | **                                        | **         | **                                          | **         | **                                          | 2%        | **                                          | 1%        |
| CLICK TO FOLLOW BUTTON      | 9     | **                                        | **         | **                                          | **         | **                                          | 3         | **                                          | 2         |
|                             | 1%    | **                                        | **         | **                                          | **         | **                                          | 1%        | **                                          | 1%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

|                                | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|--------------------------------|-------|----------------------------------------------|------------|------------------------------------------------|------------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                                |       | ANY<br>~a                                    | NONE<br>~b | ANY<br>~a                                      | NONE<br>~b | ANY<br>~a                                      | NONE<br>b | ANY<br>~a                                      | NONE<br>b |
| Significance Level: 95%        |       |                                              |            |                                                |            |                                                |           |                                                |           |
| Unweighted total               | 713   | -                                            | -          | -                                              | -          | 58                                             | 282       | 80                                             | 271       |
| Effective Weighted Sample      | 521   | -                                            | -          | -                                              | -          | 49                                             | 212       | 59                                             | 210       |
| Total                          | 690   | -                                            | -          | -                                              | -          | 74                                             | 330       | 60                                             | 204       |
| CLICK TO MESSAGE BUTTON        | 2     | **                                           | **         | **                                             | **         | **                                             | *         | **                                             | *         |
|                                | *%    | **                                           | **         | **                                             | **         | **                                             | *%        | **                                             | *%        |
| CLICK TO VIEW GRID BUTTON      | 1     | **                                           | **         | **                                             | **         | **                                             | *         | **                                             | -         |
|                                | *%    | **                                           | **         | **                                             | **         | **                                             | *%        | **                                             | -%        |
| Base for stats                 | 690   | **                                           | **         | **                                             | **         | **                                             | 330       | **                                             | 204       |
| Mean number of features chosen | 2.7   | **                                           | **         | **                                             | **         | **                                             | 2.7       | **                                             | 2.6       |
| Standard deviation             | 2.07  | **                                           | **         | **                                             | **         | **                                             | 2.18      | **                                             | 1.75      |
| Standard error                 | .08   | **                                           | **         | **                                             | **         | **                                             | .13       | **                                             | .11       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

|                             | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |          |
|-----------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|----------|
|                             |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST    |
|                             |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | ~a                                       | b               | ~c    | ~a                                       | b               | c        |
| Significance Level: 95%     |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |          |
| Unweighted total            | 713   | -                                      | -               | -     | -                                        | -               | -     | 92                                       | 151             | 85    | 91                                       | 137             | 112      |
| Effective Weighted Sample   | 521   | -                                      | -               | -     | -                                        | -               | -     | 72                                       | 117             | 66    | 70                                       | 105             | 87       |
| Total                       | 690   | -                                      | -               | -     | -                                        | -               | -     | 107                                      | 174             | 112   | 67                                       | 105             | 84       |
| DESCRIPTION UNDER BIOGRAPHY | 485   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 113             | **    | **                                       | 77              | 65       |
|                             | 70%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 65%             | **    | **                                       | 73%             | 77%      |
| LINK IN DESCRIPTION         | 289   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 67              | **    | **                                       | 46              | 48       |
|                             | 42%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 38%             | **    | **                                       | 44%             | 57%      |
| NUMBER OF FOLLOWERS         | 224   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 48              | **    | **                                       | 31              | 40       |
|                             | 33%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 28%             | **    | **                                       | 29%             | 48%<br>b |
| PROFILE USERNAME            | 190   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 49              | **    | **                                       | 27              | 32       |
|                             | 28%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 28%             | **    | **                                       | 26%             | 38%      |
| NUMBER FOLLOWING            | 178   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 30              | **    | **                                       | 20              | 31       |
|                             | 26%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 17%             | **    | **                                       | 19%             | 36%<br>b |
| POSTED PHOTO 3              | 109   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 33              | **    | **                                       | 14              | 9        |
|                             | 16%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 19%             | **    | **                                       | 13%             | 10%      |
| POSTED PHOTO 2              | 104   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 30              | **    | **                                       | 12              | 6        |
|                             | 15%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 17%             | **    | **                                       | 12%             | 7%       |
| POSTED PHOTO 1              | 104   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 28              | **    | **                                       | 13              | 9        |
|                             | 15%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 16%             | **    | **                                       | 12%             | 11%      |
| DETAIL IN BIOGRAPHY         | 92    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 22              | **    | **                                       | 15              | 7        |
|                             | 13%   | **                                     | **              | **    | **                                       | **              | **    | **                                       | 13%             | **    | **                                       | 14%             | 8%       |
| PROFILE PICTURE             | 48    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 6               | **    | **                                       | 6               | 3        |
|                             | 7%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 3%              | **    | **                                       | 5%              | 4%       |
| NUMBER OF POSTS             | 45    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 11              | **    | **                                       | 6               | 5        |
|                             | 6%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 6%              | **    | **                                       | 6%              | 6%       |
| NAME IN BIOGRAPHY           | 15    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 2               | **    | **                                       | 1               | 2        |
|                             | 2%    | **                                     | **              | **    | **                                       | **              | **    | **                                       | 1%              | **    | **                                       | 1%              | 2%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who think the example social media profile IS NOT genuine

|                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |             | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|--------------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|-------------|------------------------------------------|----------------------|------------|
|                                |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%        |       |                                        |                       |             |                                          |                       |             |                                          |                      |             |                                          |                      |            |
| Unweighted total               | 713   | -                                      | -                     | -           | -                                        | -                     | -           | 92                                       | 151                  | 85          | 91                                       | 137                  | 112        |
| Effective Weighted Sample      | 521   | -                                      | -                     | -           | -                                        | -                     | -           | 72                                       | 117                  | 66          | 70                                       | 105                  | 87         |
| Total                          | 690   | -                                      | -                     | -           | -                                        | -                     | -           | 107                                      | 174                  | 112         | 67                                       | 105                  | 84         |
| CLICK TO FOLLOW BUTTON         | 9     | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 3                    | **          | **                                       | 2                    | -          |
|                                | 1%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 2%                   | **          | **                                       | 2%                   | -%         |
| CLICK TO MESSAGE BUTTON        | 2     | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 2                    | **          | **                                       | -                    | -          |
|                                | *%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 1%                   | **          | **                                       | -%                   | -%         |
| CLICK TO VIEW GRID BUTTON      | 1     | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | -                    | **          | **                                       | 1                    | -          |
|                                | *%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | -%                   | **          | **                                       | 1%                   | -%         |
| Base for stats                 | 690   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 174                  | **          | **                                       | 105                  | 84         |
| Mean number of features chosen | 2.7   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 2.5                  | **          | **                                       | 2.6                  | 3.0        |
|                                |       |                                        |                       |             |                                          |                       |             |                                          |                      |             |                                          |                      | b          |
| Standard deviation             | 2.07  | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | 1.95                 | **          | **                                       | 1.96                 | 1.77       |
| Standard error                 | .08   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | .16                  | **          | **                                       | .17                  | .17        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

|                                       | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                       |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b |
| Significance Level: 95%               |       |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                      | 148   | -                                         | -          | -                                           | -          | 15                                          | 57         | 19                                          | 47         |
| Effective Weighted Sample             | 114   | -                                         | -          | -                                           | -          | 12                                          | 45         | 17                                          | 38         |
| Total                                 | 154   | -                                         | -          | -                                           | -          | 20                                          | 69         | 16                                          | 38         |
| DESCRIPTION UNDER BIOGRAPHY           | 81    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 53%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| LINK IN DESCRIPTION                   | 47    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 30%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 2                        | 26    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 17%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| PROFILE PICTURE                       | 23    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 15%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| PROFILE USERNAME                      | 22    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 14%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER OF FOLLOWERS                   | 21    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 14%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 1                        | 18    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 12%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER FOLLOWING                      | 18    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 12%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| POSTED PHOTO 3                        | 17    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 11%   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| DETAIL IN BIOGRAPHY                   | 14    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 9%    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NUMBER OF POSTS                       | 5     | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 3%    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| NAME IN BIOGRAPHY                     | 1     | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
|                                       | 1%    | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| Base for stats                        | 154   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| Mean number of features chosen        | 1.9   | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| Standard deviation                    | 1.41  | **                                        | **         | **                                          | **         | **                                          | **         | **                                          | **         |
| Columns Tested: a,b - a,b - a,b - a,b |       |                                           |            |                                             |            |                                             |            |                                             |            |

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 38**

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

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

|                                       | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |      |
|---------------------------------------|----------------------------------------------|------|------------------------------------------------|------|------------------------------------------------|------|------------------------------------------------|------|
|                                       | ANY                                          | NONE | ANY                                            | NONE | ANY                                            | NONE | ANY                                            | NONE |
| Total                                 | ~a                                           | ~b   | ~a                                             | ~b   | ~a                                             | ~b   | ~a                                             | ~b   |
| Significance Level: 95%               | **                                           | **   | **                                             | **   | **                                             | **   | **                                             | **   |
| Standard error                        |                                              |      |                                                |      |                                                |      |                                                |      |
| Columns Tested: a,b - a,b - a,b - a,b |                                              |      |                                                |      |                                                |      |                                                |      |

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC39B. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile (SCREENSHOT). (MULTI CODE)**

Base : Children aged 13-17 who go online who are unsure if the example social media profile IS OR IS NOT genuine

|                                | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                       |             |
|--------------------------------|-------|----------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|------------------------------------------|-----------------------|-------------|
|                                |       | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>~b | LEAST<br>~c |
| Significance Level: 95%        |       |                                        |                       |             |                                          |                       |             |                                          |                       |             |                                          |                       |             |
| Unweighted total               | 148   | -                                      | -                     | -           | -                                        | -                     | -           | 16                                       | 34                    | 13          | 16                                       | 26                    | 21          |
| Effective Weighted Sample      | 114   | -                                      | -                     | -           | -                                        | -                     | -           | 12                                       | 28                    | 10          | 14                                       | 21                    | 17          |
| Total                          | 154   | -                                      | -                     | -           | -                                        | -                     | -           | 17                                       | 41                    | 19          | 16                                       | 19                    | 17          |
| DESCRIPTION UNDER BIOGRAPHY    | 81    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 53%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| LINK IN DESCRIPTION            | 47    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 30%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| POSTED PHOTO 2                 | 26    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 17%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| PROFILE PICTURE                | 23    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 15%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| PROFILE USERNAME               | 22    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 14%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NUMBER OF FOLLOWERS            | 21    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 14%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| POSTED PHOTO 1                 | 18    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 12%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NUMBER FOLLOWING               | 18    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 12%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| POSTED PHOTO 3                 | 17    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 11%   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| DETAIL IN BIOGRAPHY            | 14    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 9%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NUMBER OF POSTS                | 5     | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 3%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| NAME IN BIOGRAPHY              | 1     | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
|                                | 1%    | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| Base for stats                 | 154   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| Mean number of features chosen | 1.9   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| Standard deviation             | 1.41  | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |
| Standard error                 | .12   | **                                     | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          | **                                       | **                    | **          |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                        | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|----------------------------------------------------------------------------------------|-------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                                        |       | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                                                |       |                                           |            |                                             |            |                                             |           |                                             |           |
| Unweighted total                                                                       | 1019  | -                                         | -          | -                                           | -          | 97                                          | 388       | 123                                         | 370       |
| Effective Weighted Sample                                                              | 751   | -                                         | -          | -                                           | -          | 80                                          | 293       | 96                                          | 288       |
| Total                                                                                  | 987   | -                                         | -          | -                                           | -          | 124                                         | 451       | 93                                          | 278       |
| Block people on social media if you don't want to hear from them                       | 839   | **                                        | **         | **                                          | **         | **                                          | 377       | 81                                          | 253       |
|                                                                                        | 85%   | **                                        | **         | **                                          | **         | **                                          | 84%       | 87%                                         | 91%       |
| Block people when you play online games                                                | 654   | **                                        | **         | **                                          | **         | **                                          | 302       | 67                                          | 179       |
|                                                                                        | 66%   | **                                        | **         | **                                          | **         | **                                          | 67%       | 72%                                         | 64%       |
| Change the settings so fewer people can view your social media profile                 | 568   | **                                        | **         | **                                          | **         | **                                          | 230       | 65                                          | 196       |
|                                                                                        | 58%   | **                                        | **         | **                                          | **         | **                                          | 51%       | 69%                                         | 71%       |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 479   | **                                        | **         | **                                          | **         | **                                          | 201       | 44                                          | 166       |
|                                                                                        | 48%   | **                                        | **         | **                                          | **         | **                                          | 45%       | 47%                                         | 60%       |
|                                                                                        |       |                                           |            |                                             |            |                                             |           |                                             | a         |
| Delete the 'history' records of which websites you have visited                        | 460   | **                                        | **         | **                                          | **         | **                                          | 184       | 46                                          | 173       |
|                                                                                        | 47%   | **                                        | **         | **                                          | **         | **                                          | 41%       | 49%                                         | 62%       |
|                                                                                        |       |                                           |            |                                             |            |                                             |           |                                             | a         |
| Use a reporting or flagging function on an app or site to report inappropriate content | 357   | **                                        | **         | **                                          | **         | **                                          | 153       | 38                                          | 125       |
|                                                                                        | 36%   | **                                        | **         | **                                          | **         | **                                          | 34%       | 41%                                         | 45%       |
| Get around controls that are there to stop you visiting certain sites or apps          | 202   | **                                        | **         | **                                          | **         | **                                          | 84        | 26                                          | 68        |
|                                                                                        | 20%   | **                                        | **         | **                                          | **         | **                                          | 19%       | 27%                                         | 25%       |
| Use a proxy server to access particular sites or apps                                  | 105   | **                                        | **         | **                                          | **         | **                                          | 39        | 9                                           | 36        |
|                                                                                        | 11%   | **                                        | **         | **                                          | **         | **                                          | 9%        | 10%                                         | 13%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                   | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-----------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                   |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%           |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                  | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample         | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                             | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| Don't know how to do any of these | 18<br>2%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 12<br>3%   | *<br>1%                                     | 2<br>1%    |
| Don't know                        | 10<br>1%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 6<br>1%    | -<br>-%                                     | 3<br>1%    |
| Prefer not to say                 | 8<br>1%    | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 2<br>*%    | 1<br>1%                                     | -<br>-%    |
| <b>SUMMARY</b>                    |            |                                           |            |                                             |            |                                             |            |                                             |            |
| KNOW HOW TO DO ANY OF THESE       | 951<br>96% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 431<br>96% | 92<br>99%                                   | 273<br>98% |
| KNOW ANY OF THE SAFETY MEASURES   | 936<br>95% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 424<br>94% | 89<br>96%                                   | 271<br>97% |
| KNOW ANY OF THE 'RISKY' MEASURES  | 669<br>68% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 291<br>65% | 63<br>67%                                   | 218<br>78% |
|                                   |            |                                           |            |                                             |            |                                             |            |                                             | a          |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                        | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|----------------------------------------------------------------------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                                                                                        |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                                                                                        |       | ~a                                     | ~b          | ~c    | ~a                                       | ~b          | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Significance Level: 95%                                                                |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Unweighted total                                                                       | 1019  | -                                      | -           | -     | -                                        | -           | -     | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample                                                              | 751   | -                                      | -           | -     | -                                        | -           | -     | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                                                                                  | 987   | -                                      | -           | -     | -                                        | -           | -     | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| Block people on social media if you don't want to hear from them                       | 839   | **                                     | **          | **    | **                                       | **          | **    | 128                                      | 202         | 122   | 88                                       | 132         | 104   |
|                                                                                        | 85%   | **                                     | **          | **    | **                                       | **          | **    | 81%                                      | 85%         | 79%   | 86%                                      | 92%         | 88%   |
| Block people when you play online games                                                | 654   | **                                     | **          | **    | **                                       | **          | **    | 102                                      | 159         | 104   | 67                                       | 93          | 79    |
|                                                                                        | 66%   | **                                     | **          | **    | **                                       | **          | **    | 65%                                      | 67%         | 68%   | 65%                                      | 65%         | 67%   |
| Change the settings so fewer people can view your social media profile                 | 568   | **                                     | **          | **    | **                                       | **          | **    | 71                                       | 108         | 92    | 69                                       | 102         | 82    |
|                                                                                        | 58%   | **                                     | **          | **    | **                                       | **          | **    | 45%                                      | 45%         | 60%   | 68%                                      | 71%         | 69%   |
|                                                                                        |       |                                        |             |       |                                          |             |       |                                          |             | ab    |                                          |             |       |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 479   | **                                     | **          | **    | **                                       | **          | **    | 57                                       | 106         | 82    | 56                                       | 81          | 70    |
|                                                                                        | 48%   | **                                     | **          | **    | **                                       | **          | **    | 36%                                      | 44%         | 53%   | 55%                                      | 57%         | 60%   |
|                                                                                        |       |                                        |             |       |                                          |             |       |                                          |             | a     |                                          |             |       |
| Delete the 'history' records of which websites you have visited                        | 460   | **                                     | **          | **    | **                                       | **          | **    | 59                                       | 88          | 63    | 51                                       | 88          | 75    |
|                                                                                        | 47%   | **                                     | **          | **    | **                                       | **          | **    | 37%                                      | 37%         | 41%   | 50%                                      | 61%         | 64%   |
|                                                                                        |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             | a     |
| Use a reporting or flagging function on an app or site to report inappropriate content | 357   | **                                     | **          | **    | **                                       | **          | **    | 44                                       | 74          | 51    | 37                                       | 65          | 57    |
|                                                                                        | 36%   | **                                     | **          | **    | **                                       | **          | **    | 28%                                      | 31%         | 33%   | 36%                                      | 45%         | 48%   |
| Get around controls that are there to stop you visiting certain sites or apps          | 202   | **                                     | **          | **    | **                                       | **          | **    | 23                                       | 32          | 35    | 25                                       | 36          | 33    |
|                                                                                        | 20%   | **                                     | **          | **    | **                                       | **          | **    | 15%                                      | 13%         | 23%   | 24%                                      | 25%         | 28%   |
| Use a proxy server to access particular sites or apps                                  | 105   | **                                     | **          | **    | **                                       | **          | **    | 16                                       | 20          | 16    | 10                                       | 21          | 15    |
|                                                                                        | 11%   | **                                     | **          | **    | **                                       | **          | **    | 10%                                      | 8%          | 10%   | 10%                                      | 14%         | 13%   |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC57. Do you know how to do any of these things online? You may not have heard of all of these things which is okay. Please select the ones that you know how to do even if you haven't ever done them. (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                   | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-----------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                   |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                   |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                  | 1019  | -                                      | -               | -     | -                                        | -               | -     | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample         | 751   | -                                      | -               | -     | -                                        | -               | -     | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                             | 987   | -                                      | -               | -     | -                                        | -               | -     | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Don't know how to do any of these | 18    | **                                     | **              | **    | **                                       | **              | **    | 4                                        | 4               | 5     | 1                                        | 1               | 1     |
|                                   | 2%    | **                                     | **              | **    | **                                       | **              | **    | 3%                                       | 2%              | 4%    | 1%                                       | 1%              | 1%    |
| Don't know                        | 10    | **                                     | **              | **    | **                                       | **              | **    | 2                                        | 4               | -     | -                                        | 1               | 1     |
|                                   | 1%    | **                                     | **              | **    | **                                       | **              | **    | 1%                                       | 2%              | -%    | -%                                       | 1%              | 1%    |
| Prefer not to say                 | 8     | **                                     | **              | **    | **                                       | **              | **    | 2                                        | 1               | *     | 1                                        | -               | -     |
|                                   | 1%    | **                                     | **              | **    | **                                       | **              | **    | 1%                                       | 1%              | -%    | 1%                                       | -%              | -%    |
| <b>SUMMARY</b>                    |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| KNOW HOW TO DO ANY OF THESE       | 951   | **                                     | **              | **    | **                                       | **              | **    | 148                                      | 229             | 148   | 100                                      | 141             | 116   |
|                                   | 96%   | **                                     | **              | **    | **                                       | **              | **    | 95%                                      | 96%             | 96%   | 98%                                      | 99%             | 98%   |
| KNOW ANY OF THE SAFETY MEASURES   | 936   | **                                     | **              | **    | **                                       | **              | **    | 147                                      | 226             | 144   | 98                                       | 141             | 113   |
|                                   | 95%   | **                                     | **              | **    | **                                       | **              | **    | 93%                                      | 95%             | 94%   | 96%                                      | 98%             | 96%   |
| KNOW ANY OF THE 'RISKY' MEASURES  | 669   | **                                     | **              | **    | **                                       | **              | **    | 96                                       | 147             | 106   | 74                                       | 110             | 91    |
|                                   | 68%   | **                                     | **              | **    | **                                       | **              | **    | 61%                                      | 61%             | 69%   | 73%                                      | 77%             | 77%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC58. Which of these have you ever done? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                        | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|----------------------------------------------------------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                                                        |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                                                                |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                                                       | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample                                                              | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                                                                  | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| Block people on social media if you don't want to hear from them                       | 650<br>66% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 282<br>63% | 66<br>70%                                   | 204<br>74% |
| Block people when you play online games                                                | 457<br>46% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 212<br>47% | 46<br>49%                                   | 115<br>41% |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 240<br>24% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 87<br>19%  | 23<br>25%                                   | 93<br>33%  |
| Change the settings so fewer people can view your social media profile                 | 338<br>34% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 128<br>28% | 36<br>39%                                   | 130<br>47% |
| Delete the 'history' records of which websites you have visited                        | 232<br>23% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 88<br>19%  | 27<br>29%                                   | 92<br>33%  |
| Get around controls that are there to stop you visiting certain sites or apps          | 83<br>8%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 34<br>8%   | 6<br>6%                                     | 30<br>11%  |
| Use a proxy server to access particular sites or apps                                  | 46<br>5%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 16<br>4%   | 5<br>5%                                     | 16<br>6%   |
| Use a reporting or flagging function on an app or site to report inappropriate content | 152<br>15% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 71<br>16%  | 14<br>15%                                   | 48<br>17%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC58. Which of these have you ever done? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                       | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                       |            | ANY<br>~a                                 | NONE<br>~b | ANY<br>~a                                   | NONE<br>~b | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%               |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                      | 1019       | -                                         | -          | -                                           | -          | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample             | 751        | -                                         | -          | -                                           | -          | 80                                          | 293        | 96                                          | 288        |
| Total                                 | 987        | -                                         | -          | -                                           | -          | 124                                         | 451        | 93                                          | 278        |
| Don't know how to do any of these     | 18<br>2%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 12<br>3%   | *<br>1%                                     | 2<br>1%    |
| Don't know                            | 42<br>4%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 23<br>5%   | 4<br>4%                                     | 9<br>3%    |
| Prefer not to say                     | 11<br>1%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 2<br>1%    | 1<br>1%                                     | 1<br>*%    |
| None of these                         | 59<br>6%   | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 33<br>7%   | 5<br>5%                                     | 14<br>5%   |
| <b>SUMMARY</b>                        |            |                                           |            |                                             |            |                                             |            |                                             |            |
| HAVE DONE ANY OF THESE                | 858<br>87% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 381<br>84% | 84<br>90%                                   | 252<br>91% |
| HAVE DONE ANY OF THE SAFETY MEASURES  | 818<br>83% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 363<br>81% | 76<br>81%                                   | 242<br>87% |
| HAVE DONE ANY OF THE 'RISKY' MEASURES | 395<br>40% | **<br>**                                  | **<br>**   | **<br>**                                    | **<br>**   | **<br>**                                    | 161<br>36% | 42<br>45%                                   | 137<br>49% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC58. Which of these have you ever done? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                                                                        | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|----------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                                        |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                                        |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                                                |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                                       | 1019  | -                                      | -               | -     | -                                        | -               | -     | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample                                                              | 751   | -                                      | -               | -     | -                                        | -               | -     | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                                                                                  | 987   | -                                      | -               | -     | -                                        | -               | -     | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Block people on social media if you don't want to hear from them                       | 650   | **                                     | **              | **    | **                                       | **              | **    | 95                                       | 157             | 87    | 70                                       | 110             | 84    |
|                                                                                        | 66%   | **                                     | **              | **    | **                                       | **              | **    | 60%                                      | 66%             | 56%   | 69%                                      | 76%             | 72%   |
| Block people when you play online games                                                | 457   | **                                     | **              | **    | **                                       | **              | **    | 71                                       | 125             | 75    | 44                                       | 62              | 49    |
|                                                                                        | 46%   | **                                     | **              | **    | **                                       | **              | **    | 45%                                      | 53%             | 49%   | 43%                                      | 43%             | 42%   |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)       | 240   | **                                     | **              | **    | **                                       | **              | **    | 20                                       | 44              | 51    | 29                                       | 42              | 45    |
|                                                                                        | 24%   | **                                     | **              | **    | **                                       | **              | **    | 13%                                      | 19%             | 33%   | 28%                                      | 29%             | 38%   |
|                                                                                        |       |                                        |                 |       |                                          |                 |       |                                          |                 | ab    |                                          |                 |       |
| Change the settings so fewer people can view your social media profile                 | 338   | **                                     | **              | **    | **                                       | **              | **    | 38                                       | 61              | 49    | 52                                       | 57              | 52    |
|                                                                                        | 34%   | **                                     | **              | **    | **                                       | **              | **    | 24%                                      | 26%             | 32%   | 51%                                      | 39%             | 44%   |
| Delete the 'history' records of which websites you have visited                        | 232   | **                                     | **              | **    | **                                       | **              | **    | 29                                       | 39              | 32    | 23                                       | 52              | 43    |
|                                                                                        | 23%   | **                                     | **              | **    | **                                       | **              | **    | 19%                                      | 16%             | 21%   | 22%                                      | 36%             | 36%   |
|                                                                                        |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          | a               | a     |
| Get around controls that are there to stop you visiting certain sites or apps          | 83    | **                                     | **              | **    | **                                       | **              | **    | 7                                        | 16              | 17    | 8                                        | 12              | 15    |
|                                                                                        | 8%    | **                                     | **              | **    | **                                       | **              | **    | 5%                                       | 7%              | 11%   | 7%                                       | 8%              | 13%   |
| Use a proxy server to access particular sites or apps                                  | 46    | **                                     | **              | **    | **                                       | **              | **    | 8                                        | 8               | 9     | 5                                        | 9               | 6     |
|                                                                                        | 5%    | **                                     | **              | **    | **                                       | **              | **    | 5%                                       | 3%              | 6%    | 5%                                       | 6%              | 5%    |
| Use a reporting or flagging function on an app or site to report inappropriate content | 152   | **                                     | **              | **    | **                                       | **              | **    | 17                                       | 41              | 18    | 16                                       | 26              | 18    |
|                                                                                        | 15%   | **                                     | **              | **    | **                                       | **              | **    | 11%                                      | 17%             | 12%   | 16%                                      | 18%             | 15%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC58. Which of these have you ever done? (MULTI CODE)**

Base : Children aged 13-17 who go online

|                                       | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                       |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                       |       | ~a                                     | ~b              | ~c    | ~a                                       | ~b              | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%               |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                      | 1019  | -                                      | -               | -     | -                                        | -               | -     | 139                                      | 205             | 120   | 134                                      | 189             | 158   |
| Effective Weighted Sample             | 751   | -                                      | -               | -     | -                                        | -               | -     | 108                                      | 160             | 91    | 105                                      | 147             | 122   |
| Total                                 | 987   | -                                      | -               | -     | -                                        | -               | -     | 157                                      | 238             | 154   | 102                                      | 143             | 118   |
| Don't know how to do any of these     | 18    | **                                     | **              | **    | **                                       | **              | **    | 4                                        | 4               | 5     | 1                                        | 1               | 1     |
|                                       | 2%    | **                                     | **              | **    | **                                       | **              | **    | 3%                                       | 2%              | 4%    | 1%                                       | 1%              | 1%    |
| Don't know                            | 42    | **                                     | **              | **    | **                                       | **              | **    | 6                                        | 17              | 5     | 2                                        | 6               | 3     |
|                                       | 4%    | **                                     | **              | **    | **                                       | **              | **    | 4%                                       | 7%              | 3%    | 2%                                       | 4%              | 3%    |
| Prefer not to say                     | 11    | **                                     | **              | **    | **                                       | **              | **    | 4                                        | 1               | *     | 1                                        | -               | -     |
|                                       | 1%    | **                                     | **              | **    | **                                       | **              | **    | 3%                                       | 1%              | *%    | 1%                                       | -%              | -%    |
| None of these                         | 59    | **                                     | **              | **    | **                                       | **              | **    | 11                                       | 11              | 11    | 6                                        | 3               | 10    |
|                                       | 6%    | **                                     | **              | **    | **                                       | **              | **    | 7%                                       | 5%              | 7%    | 6%                                       | 2%              | 8%    |
|                                       |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 | b     |
| <b>SUMMARY</b>                        |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| HAVE DONE ANY OF THESE                | 858   | **                                     | **              | **    | **                                       | **              | **    | 132                                      | 206             | 132   | 91                                       | 133             | 104   |
|                                       | 87%   | **                                     | **              | **    | **                                       | **              | **    | 84%                                      | 86%             | 86%   | 89%                                      | 93%             | 89%   |
| HAVE DONE ANY OF THE SAFETY MEASURES  | 818   | **                                     | **              | **    | **                                       | **              | **    | 123                                      | 198             | 129   | 86                                       | 127             | 98    |
|                                       | 83%   | **                                     | **              | **    | **                                       | **              | **    | 78%                                      | 83%             | 84%   | 85%                                      | 88%             | 83%   |
| HAVE DONE ANY OF THE 'RISKY' MEASURES | 395   | **                                     | **              | **    | **                                       | **              | **    | 47                                       | 74              | 73    | 42                                       | 72              | 63    |
|                                       | 40%   | **                                     | **              | **    | **                                       | **              | **    | 30%                                      | 31%             | 47%   | 41%                                      | 50%             | 53%   |
|                                       |       |                                        |                 |       |                                          |                 |       |                                          |                 | ab    |                                          |                 |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 41**

All interviewing conducted using an online panel. Any break column with 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. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.**

**Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 2037        | 118                                       | 374        | 117                                         | 376        | 97                                          | 388        | 123                                         | 370        |
| Effective Weighted Sample | 1479        | 91                                        | 291        | 89                                          | 274        | 80                                          | 293        | 96                                          | 288        |
| Total                     | 2036        | 94                                        | 303        | 157                                         | 458        | 124                                         | 451        | 93                                          | 278        |
| Yes                       | 1286<br>63% | 43<br>45%                                 | 130<br>43% | 89<br>57%                                   | 273<br>60% | **<br>**                                    | 323<br>72% | 72<br>78%                                   | 229<br>82% |
| No                        | 473<br>23%  | 36<br>39%                                 | 123<br>41% | 48<br>31%                                   | 115<br>25% | **<br>**                                    | 77<br>17%  | 12<br>13%                                   | 31<br>11%  |
| Don't know                | 277<br>14%  | 15<br>16%                                 | 50<br>16%  | 20<br>12%                                   | 70<br>15%  | **<br>**                                    | 50<br>11%  | 9<br>10%                                    | 17<br>6%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 41**

All interviewing conducted using an online panel. Any break column with 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. Some apps use tools – or algorithms – to decide what to show you when you look at things on social media, search online or look at news. They decide what to show you based on what you have looked at before and information they know about you, like your age.**

**Did you know that you will see different search results, different news and different stories to someone else because of these online tools/ algorithms? (SINGLE CODE)**

Base : Children aged 8-17 who go online

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2037  | 130                                    | 192         | 155   | 175                                      | 192         | 93    | 139                                      | 205         | 120   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1479  | 101                                    | 149         | 122   | 131                                      | 141         | 70    | 108                                      | 160         | 91    | 105                                      | 147         | 122   |
| Total                     | 2036  | 99                                     | 158         | 130   | 191                                      | 247         | 131   | 157                                      | 238         | 154   | 102                                      | 143         | 118   |
| Yes                       | 1286  | 48                                     | 61          | 59    | 88                                       | 159         | **    | 100                                      | 176         | 118   | 81                                       | 115         | 102   |
|                           | 63%   | 48%                                    | 39%         | 45%   | 46%                                      | 64%         | **    | 64%                                      | 74%         | 77%   | 80%                                      | 80%         | 86%   |
|                           |       |                                        |             |       |                                          | a           |       |                                          |             | a     |                                          |             |       |
| No                        | 473   | 31                                     | 71          | 49    | 67                                       | 59          | **    | 35                                       | 36          | 21    | 15                                       | 15          | 12    |
|                           | 23%   | 31%                                    | 45%         | 38%   | 35%                                      | 24%         | **    | 22%                                      | 15%         | 14%   | 15%                                      | 10%         | 10%   |
|                           |       |                                        | a           |       | b                                        |             |       |                                          |             |       |                                          |             |       |
| Don't know                | 277   | 20                                     | 25          | 22    | 36                                       | 28          | **    | 22                                       | 27          | 14    | 5                                        | 14          | 4     |
|                           | 14%   | 20%                                    | 16%         | 17%   | 19%                                      | 12%         | **    | 14%                                      | 11%         | 9%    | 5%                                       | 10%         | 3%    |
|                           |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          | c           |       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)**

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

|                            | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|----------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                            |       | ANY<br>~a                                 | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>~a                                   | NONE<br>b |
| Significance Level: 95%    |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total           | 1274  | 57                                        | 170       | 62                                          | 207       | 69                                          | 273       | 93                                          | 296       |
| Effective Weighted Sample  | 916   | 44                                        | 137       | 47                                          | 153       | 55                                          | 206       | 73                                          | 232       |
| Total                      | 1286  | 43                                        | 130       | 89                                          | 273       | 82                                          | 323       | 72                                          | 229       |
| Agree                      | 566   | **                                        | 76        | **                                          | 127       | **                                          | 124       | **                                          | 92        |
|                            | 44%   | **                                        | 59%       | **                                          | 46%       | **                                          | 38%       | **                                          | 40%       |
| Neither agree nor disagree | 449   | **                                        | 33        | **                                          | 86        | **                                          | 127       | **                                          | 81        |
|                            | 35%   | **                                        | 25%       | **                                          | 31%       | **                                          | 39%       | **                                          | 35%       |
| Disagree                   | 214   | **                                        | 15        | **                                          | 39        | **                                          | 65        | **                                          | 45        |
|                            | 17%   | **                                        | 11%       | **                                          | 14%       | **                                          | 20%       | **                                          | 20%       |
| Don't know                 | 57    | **                                        | 6         | **                                          | 22        | **                                          | 7         | **                                          | 10        |
|                            | 4%    | **                                        | 5%        | **                                          | 8%        | **                                          | 2%        | **                                          | 4%        |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**QC42. Which one of these answers best describes what you think about these online tools or algorithms? 'I'm happy for apps to use information they have collected about me to decide what to show me' (SINGLE CODE)**

Base : Children aged 8-17 who go online who know of recommender tools or algorithms

|                            | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |             | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                      |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |             | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |                |
|----------------------------|------------|----------------------------------------|-----------------------|-------------|------------------------------------------|----------------------|-------------|------------------------------------------|----------------------|-------------|------------------------------------------|----------------------|----------------|
|                            |            | MOST<br>~a                             | POTEN-<br>TIALY<br>~b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>b | LEAST<br>~c | MOST<br>~a                               | POTEN-<br>TIALY<br>b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c     |
| Significance Level: 95%    |            |                                        |                       |             |                                          |                      |             |                                          |                      |             |                                          |                      |                |
| Unweighted total           | 1274       | 62                                     | 84                    | 73          | 82                                       | 115                  | 57          | 90                                       | 150                  | 92          | 109                                      | 144                  | 132            |
| Effective Weighted Sample  | 916        | 48                                     | 67                    | 60          | 60                                       | 87                   | 45          | 70                                       | 117                  | 70          | 85                                       | 115                  | 102            |
| Total                      | 1286       | 48                                     | 61                    | 59          | 88                                       | 159                  | 89          | 100                                      | 176                  | 118         | 81                                       | 115                  | 102            |
| Agree                      | 566<br>44% | **<br>**                               | **<br>**              | **<br>**    | **<br>**                                 | 69<br>43%            | **<br>**    | **<br>**                                 | 58<br>33%            | **<br>**    | 34<br>42%                                | 37<br>32%            | 49<br>48%<br>b |
| Neither agree nor disagree | 449<br>35% | **<br>**                               | **<br>**              | **<br>**    | **<br>**                                 | 54<br>34%            | **<br>**    | **<br>**                                 | 86<br>49%            | **<br>**    | 31<br>38%                                | 52<br>45%<br>c       | 31<br>30%      |
| Disagree                   | 214<br>17% | **<br>**                               | **<br>**              | **<br>**    | **<br>**                                 | 25<br>16%            | **<br>**    | **<br>**                                 | 30<br>17%            | **<br>**    | 13<br>16%                                | 25<br>21%            | 17<br>17%      |
| Don't know                 | 57<br>4%   | **<br>**                               | **<br>**              | **<br>**    | **<br>**                                 | 11<br>7%             | **<br>**    | **<br>**                                 | 1<br>1%              | **<br>**    | 3<br>4%                                  | 2<br>1%              | 5<br>5%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 43**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |      |
|---------------------------|-------|-------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|
|                           |       | ANY                                       | NONE | ANY                                         | NONE | ANY                                         | NONE | ANY                                         | NONE |
| Significance Level: 95%   |       | a                                         | b    | a                                           | b    | ~a                                          | b    | a                                           | b    |
| Unweighted total          | 2040  | 118                                       | 375  | 118                                         | 376  | 97                                          | 389  | 123                                         | 370  |
| Effective Weighted Sample | 1481  | 91                                        | 292  | 90                                          | 274  | 80                                          | 294  | 96                                          | 288  |
| Total                     | 2040  | 94                                        | 303  | 158                                         | 458  | 124                                         | 453  | 93                                          | 278  |
| PRIMARY                   | 698   | 94                                        | 303  | 71                                          | 205  | **                                          | -    | -                                           | -    |
|                           | 34%   | 100%                                      | 100% | 45%                                         | 45%  | **                                          | -%   | -%                                          | -%   |
| SECONDARY                 | 1295  | -                                         | -    | 88                                          | 253  | **                                          | 453  | 80                                          | 246  |
|                           | 64%   | -%                                        | -%   | 55%                                         | 55%  | **                                          | 100% | 85%                                         | 89%  |
| POST-SCHOOL               | 46    | -                                         | -    | -                                           | -    | **                                          | -    | 14                                          | 31   |
|                           | 2%    | -%                                        | -%   | -%                                          | -%   | **                                          | -%   | 15%                                         | 11%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 43**

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

**SUMMARY OF SCHOOL YEARS**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| PRIMARY                   | 698   | 99                                     | 158             | 130   | 78                                       | 120             | **    | -                                        | -               | -     | -                                        | -               | -     |
|                           | 34%   | 100%                                   | 100%            | 100%  | 41%                                      | 48%             | **    | -%                                       | -%              | -%    | -%                                       | -%              | -%    |
| SECONDARY                 | 1295  | -                                      | -               | -     | 112                                      | 128             | **    | 157                                      | 238             | 156   | 84                                       | 127             | 106   |
|                           | 64%   | -%                                     | -%              | -%    | 59%                                      | 52%             | **    | 100%                                     | 100%            | 100%  | 83%                                      | 89%             | 90%   |
| POST-SCHOOL               | 46    | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | 17                                       | 16              | 12    |
|                           | 2%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | 17%                                      | 11%             | 10%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                                                         | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|-----------------------------------------------------------------------------------------|-------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                                         |       | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                                                 |       |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                                                                        | 2040  | 118                                       | 375       | 118                                         | 376       | 97                                          | 389       | 123                                         | 370       |
| Effective Weighted Sample                                                               | 1481  | 91                                        | 292       | 90                                          | 274       | 80                                          | 294       | 96                                          | 288       |
| Total                                                                                   | 2040  | 94                                        | 303       | 158                                         | 458       | 124                                         | 453       | 93                                          | 278       |
| Yes                                                                                     | 1865  | 89                                        | 265       | 149                                         | 417       | **                                          | 416       | 88                                          | 255       |
|                                                                                         | 91%   | 94%                                       | 87%       | 94%                                         | 91%       | **                                          | 92%       | 94%                                         | 92%       |
| No                                                                                      | 58    | 1                                         | 10        | 3                                           | 14        | **                                          | 11        | 2                                           | 7         |
|                                                                                         | 3%    | 1%                                        | 3%        | 2%                                          | 3%        | **                                          | 2%        | 2%                                          | 3%        |
| Child is bilingual/ trilingual – using English equally with one or more other languages | 115   | 4                                         | 28        | 6                                           | 26        | **                                          | 26        | 4                                           | 15        |
|                                                                                         | 6%    | 5%                                        | 9%        | 4%                                          | 6%        | **                                          | 6%        | 4%                                          | 5%        |
| Prefer not to say                                                                       | 2     | -                                         | -         | -                                           | 1         | **                                          | -         | -                                           | -         |
|                                                                                         | *%    | -%                                        | -%        | -%                                          | *%        | **                                          | -%        | -%                                          | -%        |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C11. Is English your child's first or main language? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                                                         | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-----------------------------------------------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                                                         |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                                                         |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                                                                 |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                                                        | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample                                                               | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                                                                                   | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| Yes                                                                                     | 1865  | 87                                     | 139             | 118   | 176                                      | 228             | **    | 135                                      | 226             | 150   | 87                                       | 135             | 113   |
|                                                                                         | 91%   | 88%                                    | 88%             | 91%   | 92%                                      | 92%             | **    | 86%                                      | 95%             | 96%   | 86%                                      | 94%             | 96%   |
|                                                                                         |       |                                        |                 |       |                                          |                 |       |                                          | a               | a     |                                          | a               | a     |
| No                                                                                      | 58    | 6                                      | 5               | 3     | 8                                        | 6               | **    | 8                                        | 4               | -     | 4                                        | 4               | 1     |
|                                                                                         | 3%    | 6%                                     | 3%              | 2%    | 4%                                       | 2%              | **    | 5%                                       | 2%              | -%    | 4%                                       | 3%              | 1%    |
|                                                                                         |       |                                        |                 |       |                                          |                 |       | c                                        |                 |       |                                          |                 |       |
| Child is bilingual/ trilingual – using English equally with one or more other languages | 115   | 6                                      | 13              | 9     | 6                                        | 15              | **    | 13                                       | 9               | 6     | 10                                       | 4               | 4     |
|                                                                                         | 6%    | 6%                                     | 8%              | 7%    | 3%                                       | 6%              | **    | 8%                                       | 4%              | 4%    | 10%                                      | 3%              | 4%    |
|                                                                                         |       |                                        |                 |       |                                          |                 |       |                                          |                 |       | b                                        |                 |       |
| Prefer not to say                                                                       | 2     | -                                      | -               | -     | 1                                        | -               | **    | 1                                        | -               | -     | -                                        | -               | -     |
|                                                                                         | *%    | -%                                     | -%              | -%    | *%                                       | -%              | **    | 1%                                       | -%              | -%    | -%                                       | -%              | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                   | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                                   |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%                           |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total                                  | 2040        | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample                         | 1481        | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288        |
| Total                                             | 2040        | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278        |
| <b>WHITE</b>                                      |             |                                           |            |                                             |            |                                             |            |                                             |            |
| English/ Welsh/ Scottish/ Northern Irish/ British | 1500<br>74% | 79<br>84%                                 | 200<br>66% | 126<br>80%                                  | 310<br>68% | **<br>**                                    | 345<br>76% | 79<br>84%                                   | 209<br>75% |
|                                                   |             | b                                         |            | b                                           |            |                                             |            |                                             |            |
| Irish                                             | 23<br>1%    | 1<br>1%                                   | 4<br>1%    | 4<br>3%                                     | 5<br>1%    | **<br>**                                    | 5<br>1%    | 1<br>1%                                     | 3<br>1%    |
| Any other white background                        | 68<br>3%    | -<br>-%                                   | 11<br>4%   | 3<br>2%                                     | 14<br>3%   | **<br>**                                    | 23<br>5%   | 2<br>2%                                     | 6<br>2%    |
| <b>MIXED OR MULTIPLE ETHNIC GROUPS</b>            |             |                                           |            |                                             |            |                                             |            |                                             |            |
| White and Black Caribbean                         | 40<br>2%    | 3<br>3%                                   | 7<br>2%    | 5<br>3%                                     | 13<br>3%   | **<br>**                                    | 3<br>1%    | 1<br>1%                                     | 6<br>2%    |
| White and Black African                           | 36<br>2%    | 3<br>3%                                   | 7<br>2%    | 3<br>2%                                     | 14<br>3%   | **<br>**                                    | 4<br>1%    | *<br>*%                                     | 5<br>2%    |
| White and Asian                                   | 36<br>2%    | -<br>-%                                   | 5<br>2%    | 3<br>2%                                     | 8<br>2%    | **<br>**                                    | 10<br>2%   | 5<br>6%                                     | 2<br>1%    |
|                                                   |             |                                           |            |                                             |            |                                             |            | b                                           |            |
| Any other mixed/ multiple ethnic background       | 20<br>1%    | 5<br>5%                                   | 2<br>1%    | 1<br>1%                                     | 3<br>1%    | **<br>**                                    | 3<br>1%    | 1<br>1%                                     | 4<br>1%    |
|                                                   |             | b                                         |            |                                             |            |                                             |            |                                             |            |
| <b>ASIAN AND BRITISH ASIAN</b>                    |             |                                           |            |                                             |            |                                             |            |                                             |            |
| Indian                                            | 44<br>2%    | -<br>-%                                   | 12<br>4%   | 3<br>2%                                     | 19<br>4%   | **<br>**                                    | 4<br>1%    | -<br>-%                                     | 6<br>2%    |
| Pakistani                                         | 67<br>3%    | 2<br>2%                                   | 7<br>2%    | -<br>-%                                     | 22<br>5%   | **<br>**                                    | 15<br>3%   | 1<br>1%                                     | 9<br>3%    |
|                                                   |             |                                           |            |                                             | a          |                                             |            |                                             |            |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                | Total     | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |               | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |               |  |
|------------------------------------------------|-----------|-------------------------------------------|---------------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|---------------|--|
|                                                |           | ANY<br>a                                  | NONE<br>b     | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b     |  |
| Significance Level: 95%                        |           | a                                         | b             | a                                           | b         | ~a                                          | b         | a                                           | b             |  |
| Unweighted total                               | 2040      | 118                                       | 375           | 118                                         | 376       | 97                                          | 389       | 123                                         | 370           |  |
| Effective Weighted Sample                      | 1481      | 91                                        | 292           | 90                                          | 274       | 80                                          | 294       | 96                                          | 288           |  |
| Total                                          | 2040      | 94                                        | 303           | 158                                         | 458       | 124                                         | 453       | 93                                          | 278           |  |
| Bangladeshi                                    | 17<br>1%  | -<br>-%                                   | 3<br>1%       | 2<br>1%                                     | 2<br>*%   | **<br>**                                    | 2<br>*%   | -<br>-%                                     | 3<br>1%       |  |
| Chinese                                        | 14<br>1%  | *<br>*%                                   | 2<br>1%       | -<br>-%                                     | 1<br>*%   | **<br>**                                    | 6<br>1%   | 1<br>1%                                     | 3<br>1%       |  |
| Any other Asian background                     | 22<br>1%  | -<br>-%                                   | 8<br>3%       | 2<br>1%                                     | 7<br>2%   | **<br>**                                    | -<br>-%   | 1<br>1%                                     | 3<br>1%       |  |
| <b>BLACK AND BLACK BRITISH</b>                 |           |                                           |               |                                             |           |                                             |           |                                             |               |  |
| Caribbean                                      | 18<br>1%  | -<br>-%                                   | -<br>-%       | -<br>-%                                     | 7<br>2%   | **<br>**                                    | 4<br>1%   | -<br>-%                                     | 5<br>2%       |  |
| African                                        | 111<br>5% | 2<br>2%                                   | 29<br>9%<br>a | 5<br>3%                                     | 29<br>6%  | **<br>**                                    | 25<br>6%  | -<br>-%                                     | 12<br>4%<br>a |  |
| Any other Black/ African/ Caribbean background | 12<br>1%  | -<br>-%                                   | 7<br>2%       | -<br>-%                                     | 3<br>1%   | **<br>**                                    | -<br>-%   | -<br>-%                                     | 2<br>1%       |  |
| <b>OTHER ETHNIC GROUPS</b>                     |           |                                           |               |                                             |           |                                             |           |                                             |               |  |
| Arab                                           | 7<br>*%   | -<br>-%                                   | -<br>-%       | 1<br>1%                                     | 1<br>*%   | **<br>**                                    | 2<br>*%   | 1<br>1%                                     | -<br>-%       |  |
| Any other ethnic background                    | 2<br>*%   | -<br>-%                                   | -<br>-%       | -<br>-%                                     | -<br>-%   | **<br>**                                    | -<br>-%   | 1<br>1%                                     | -<br>-%       |  |
| Prefer not to say                              | 3<br>*%   | -<br>-%                                   | -<br>-%       | -<br>-%                                     | -<br>-%   | **<br>**                                    | 2<br>*%   | -<br>-%                                     | -<br>-%       |  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                   | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                                   |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                                   |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                                  | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample                         | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                                             | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| <b>WHITE</b>                                      |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| English/ Welsh/ Scottish/ Northern Irish/ British | 1500  | 67                                     | 108             | 97    | 132                                      | 186             | **    | 109                                      | 193             | 133   | 67                                       | 114             | 98    |
|                                                   | 74%   | 68%                                    | 68%             | 74%   | 69%                                      | 75%             | **    | 70%                                      | 81%             | 85%   | 66%                                      | 80%             | 83%   |
|                                                   |       |                                        |                 |       |                                          |                 |       | a                                        | a               | a     | a                                        | a               | a     |
| Irish                                             | 23    | 1                                      | 1               | 2     | 1                                        | 2               | **    | 2                                        | 1               | 1     | 1                                        | 1               | 2     |
|                                                   | 1%    | 1%                                     | 1%              | 2%    | 1%                                       | 1%              | **    | 2%                                       | 1%              | *%    | 1%                                       | *%              | 2%    |
| Any other white background                        | 68    | 1                                      | 7               | 1     | 6                                        | 8               | **    | 8                                        | 10              | 4     | 6                                        | 1               | 1     |
|                                                   | 3%    | 1%                                     | 5%              | 1%    | 3%                                       | 3%              | **    | 5%                                       | 4%              | 3%    | 6%                                       | 1%              | 1%    |
|                                                   |       |                                        | c               |       |                                          |                 |       |                                          |                 |       | bc                                       |                 |       |
| <b>MIXED OR MULTIPLE ETHNIC GROUPS</b>            |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| White and Black Caribbean                         | 40    | 3                                      | 6               | 1     | 2                                        | 6               | **    | 2                                        | 2               | 1     | 3                                        | 4               | 1     |
|                                                   | 2%    | 3%                                     | 4%              | 1%    | 1%                                       | 2%              | **    | 1%                                       | 1%              | 1%    | 3%                                       | 3%              | 1%    |
| White and Black African                           | 36    | 4                                      | 5               | 1     | 2                                        | 12              | **    | *                                        | 4               | -     | 2                                        | 2               | 2     |
|                                                   | 2%    | 4%                                     | 3%              | 1%    | 1%                                       | 5%              | **    | *%                                       | 2%              | -%    | 1%                                       | 1%              | 2%    |
|                                                   |       |                                        |                 |       |                                          | a               |       |                                          |                 |       |                                          |                 |       |
| White and Asian                                   | 36    | 2                                      | 2               | 3     | 3                                        | 7               | **    | 1                                        | 5               | 5     | 1                                        | 3               | 2     |
|                                                   | 2%    | 2%                                     | 1%              | 2%    | 2%                                       | 3%              | **    | 1%                                       | 2%              | 3%    | 1%                                       | 2%              | 2%    |
| Any other mixed/ multiple ethnic background       | 20    | 3                                      | 4               | 1     | 4                                        | -               | **    | 1                                        | *               | 2     | 1                                        | 2               | 2     |
|                                                   | 1%    | 3%                                     | 3%              | 1%    | 2%                                       | -%              | **    | 1%                                       | *%              | 1%    | 1%                                       | 1%              | 1%    |
| <b>ASIAN AND BRITISH ASIAN</b>                    |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Indian                                            | 44    | 2                                      | 4               | 4     | 5                                        | 5               | **    | -                                        | 2               | -     | 3                                        | -               | 2     |
|                                                   | 2%    | 2%                                     | 3%              | 3%    | 3%                                       | 2%              | **    | -%                                       | 1%              | -%    | 3%                                       | -%              | 2%    |
| Pakistani                                         | 67    | 2                                      | 3               | 2     | 11                                       | 5               | **    | 15                                       | 3               | 1     | 8                                        | 3               | 2     |
|                                                   | 3%    | 2%                                     | 2%              | 2%    | 6%                                       | 2%              | **    | 10%                                      | 1%              | 1%    | 8%                                       | 2%              | 2%    |
|                                                   |       |                                        |                 |       |                                          |                 |       | bc                                       |                 |       | bc                                       |                 |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                                | Total     | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |         | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |         |
|------------------------------------------------|-----------|----------------------------------------|-----------------|----------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|---------|------------------------------------------|-----------------|---------|
|                                                |           | MOST                                   | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST   | MOST                                     | POTEN-<br>TIALY | LEAST   |
|                                                |           | a                                      | b               | c        | a                                        | b               | ~c       | a                                        | b               | c       | a                                        | b               | c       |
| Significance Level: 95%                        |           |                                        |                 |          |                                          |                 |          |                                          |                 |         |                                          |                 |         |
| Unweighted total                               | 2040      | 131                                    | 192             | 155      | 175                                      | 193             | 93       | 139                                      | 205             | 121     | 134                                      | 189             | 158     |
| Effective Weighted Sample                      | 1481      | 102                                    | 149             | 122      | 131                                      | 142             | 70       | 108                                      | 160             | 92      | 105                                      | 147             | 122     |
| Total                                          | 2040      | 99                                     | 158             | 130      | 191                                      | 249             | 131      | 157                                      | 238             | 156     | 102                                      | 143             | 118     |
| Bangladeshi                                    | 17<br>1%  | 2<br>2%                                | 1<br>1%         | -<br>-%  | 4<br>2%                                  | -<br>-%         | **<br>** | -<br>-%                                  | 1<br>1%         | 3<br>2% | 1<br>1%                                  | -<br>-%         | 1<br>1% |
| Chinese                                        | 14<br>1%  | *<br>*%                                | 1<br>1%         | 1<br>1%  | 1<br>1%                                  | 1<br>*%         | **<br>** | -<br>-%                                  | 2<br>1%         | 2<br>2% | -<br>-%                                  | 3<br>2%         | 1<br>1% |
| Any other Asian background                     | 22<br>1%  | 1<br>1%                                | 3<br>2%         | 3<br>3%  | 3<br>2%                                  | 3<br>1%         | **<br>** | -<br>-%                                  | 1<br>1%         | -<br>-% | *<br>*%                                  | 4<br>2%         | -<br>-% |
| <b>BLACK AND BLACK BRITISH</b>                 |           |                                        |                 |          |                                          |                 |          |                                          |                 |         |                                          |                 |         |
| Caribbean                                      | 18<br>1%  | -<br>-%                                | -<br>-%         | -<br>-%  | 3<br>1%                                  | -<br>-%         | **<br>** | -<br>-%                                  | 2<br>1%         | 1<br>1% | -<br>-%                                  | 3<br>2%         | 2<br>2% |
| African                                        | 111<br>5% | 10<br>10%                              | 9<br>6%         | 11<br>9% | 12<br>6%                                 | 10<br>4%        | **<br>** | 16<br>10%                                | 14<br>6%        | 2<br>1% | 7<br>7%                                  | 4<br>2%         | 2<br>1% |
| Any other Black/ African/ Caribbean background | 12<br>1%  | -<br>-%                                | 4<br>2%         | 3<br>2%  | 1<br>*%                                  | 1<br>*%         | **<br>** | -<br>-%                                  | -<br>-%         | -<br>-% | 2<br>2%                                  | -<br>-%         | -<br>-% |
| <b>OTHER ETHNIC GROUPS</b>                     |           |                                        |                 |          |                                          |                 |          |                                          |                 |         |                                          |                 |         |
| Arab                                           | 7<br>*%   | 2<br>2%                                | -<br>-%         | -<br>-%  | 1<br>1%                                  | 1<br>1%         | **<br>** | 2<br>1%                                  | -<br>-%         | -<br>-% | -<br>-%                                  | -<br>-%         | -<br>-% |
| Any other ethnic background                    | 2<br>*%   | -<br>-%                                | -<br>-%         | -<br>-%  | -<br>-%                                  | -<br>-%         | **<br>** | *<br>*%                                  | -<br>-%         | -<br>-% | -<br>-%                                  | 1<br>*%         | -<br>-% |
| Prefer not to say                              | 3<br>*%   | -<br>-%                                | -<br>-%         | -<br>-%  | -<br>-%                                  | -<br>-%         | **<br>** | -<br>-%                                  | -<br>-%         | -<br>-% | -<br>-%                                  | -<br>-%         | -<br>-% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                                                                                                                          | Total    | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                                                                                                                          |          | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                                                                                                                                  |          |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                                                                                                                                                         | 2040     | 118                                       | 375       | 118                                         | 376       | 97                                          | 389       | 123                                         | 370       |
| Effective Weighted Sample                                                                                                                                                | 1481     | 91                                        | 292       | 90                                          | 274       | 80                                          | 294       | 96                                          | 288       |
| Total                                                                                                                                                                    | 2040     | 94                                        | 303       | 158                                         | 458       | 124                                         | 453       | 93                                          | 278       |
| Hearing? Poor hearing, partial hearing, or are d/Deaf                                                                                                                    | 33<br>2% | 8<br>8%                                   | -<br>-%   | 11<br>7%                                    | -<br>-%   | **<br>**                                    | -<br>-%   | 11<br>12%                                   | -<br>-%   |
|                                                                                                                                                                          |          | b                                         |           | b                                           |           |                                             |           | b                                           |           |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind                                                                                                     | 80<br>4% | 18<br>19%                                 | -<br>-%   | 33<br>21%                                   | -<br>-%   | **<br>**                                    | -<br>-%   | 14<br>15%                                   | -<br>-%   |
|                                                                                                                                                                          |          | b                                         |           | b                                           |           |                                             |           | b                                           |           |
| Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty                      | 49<br>2% | 5<br>6%                                   | -<br>-%   | 13<br>8%                                    | -<br>-%   | **<br>**                                    | -<br>-%   | 14<br>15%                                   | -<br>-%   |
|                                                                                                                                                                          |          | b                                         |           | b                                           |           |                                             |           | b                                           |           |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 26<br>1% | 4<br>4%                                   | -<br>-%   | 7<br>5%                                     | -<br>-%   | **<br>**                                    | -<br>-%   | 9<br>9%                                     | -<br>-%   |
|                                                                                                                                                                          |          | b                                         |           | b                                           |           |                                             |           | b                                           |           |
| Breathing? Breathlessness or chest pains                                                                                                                                 | 29<br>1% | 6<br>6%                                   | -<br>-%   | 8<br>5%                                     | -<br>-%   | **<br>**                                    | -<br>-%   | 5<br>5%                                     | -<br>-%   |
|                                                                                                                                                                          |          | b                                         |           | b                                           |           |                                             |           | b                                           |           |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                                                                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |                  | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |                  | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |             | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |                  |
|---------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------|------------------|---------------------------------------------|------------------|---------------------------------------------|-------------|---------------------------------------------|------------------|
|                                                                                                                           |             | ANY<br>a                                  | NONE<br>b        | ANY<br>a                                    | NONE<br>b        | ANY<br>~a                                   | NONE<br>b   | ANY<br>a                                    | NONE<br>b        |
| Significance Level: 95%                                                                                                   |             | a                                         | b                | a                                           | b                | ~a                                          | b           | a                                           | b                |
| Unweighted total                                                                                                          | 2040        | 118                                       | 375              | 118                                         | 376              | 97                                          | 389         | 123                                         | 370              |
| Effective Weighted Sample                                                                                                 | 1481        | 91                                        | 292              | 90                                          | 274              | 80                                          | 294         | 96                                          | 288              |
| Total                                                                                                                     | 2040        | 94                                        | 303              | 158                                         | 458              | 124                                         | 453         | 93                                          | 278              |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration. | 135<br>7%   | 34<br>36%<br>b                            | -<br>-%          | 42<br>27%<br>b                              | -<br>-%          | **<br>**                                    | -<br>-%     | 27<br>29%<br>b                              | -<br>-%          |
| Difficulty with speech? e.g. due to a stroke, stutter or stammer                                                          | 43<br>2%    | 11<br>12%<br>b                            | -<br>-%          | 19<br>12%<br>b                              | -<br>-%          | **<br>**                                    | -<br>-%     | 6<br>6%<br>b                                | -<br>-%          |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.                     | 201<br>10%  | 45<br>48%<br>b                            | -<br>-%          | 67<br>42%<br>b                              | -<br>-%          | **<br>**                                    | -<br>-%     | 34<br>36%<br>b                              | -<br>-%          |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example                                       | 137<br>7%   | 13<br>14%<br>b                            | -<br>-%          | 37<br>23%<br>b                              | -<br>-%          | **<br>**                                    | -<br>-%     | 46<br>49%<br>b                              | -<br>-%          |
| Other illnesses/ conditions which impact or limit their daily activities                                                  | 30<br>1%    | 2<br>2%<br>b                              | -<br>-%          | 6<br>4%<br>b                                | -<br>-%          | **<br>**                                    | -<br>-%     | 10<br>11%<br>b                              | -<br>-%          |
| Nothing – no impairments or conditions that impact or limit their daily activities                                        | 1492<br>73% | -<br>-%                                   | 303<br>100%<br>a | -<br>-%                                     | 458<br>100%<br>a | **<br>**                                    | 453<br>100% | -<br>-%                                     | 278<br>100%<br>a |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|-------------------------------------------|------------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                           |            | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                   |            |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                          | 2040       | 118                                       | 375       | 118                                         | 376       | 97                                          | 389       | 123                                         | 370       |
| Effective Weighted Sample                 | 1481       | 91                                        | 292       | 90                                          | 274       | 80                                          | 294       | 96                                          | 288       |
| Total                                     | 2040       | 94                                        | 303       | 158                                         | 458       | 124                                         | 453       | 93                                          | 278       |
| Don't know                                | 38<br>2%   | -<br>-%                                   | -<br>-%   | -<br>-%                                     | -<br>-%   | **<br>**                                    | -<br>-%   | -<br>-%                                     | -<br>-%   |
| Prefer not to say                         | 40<br>2%   | -<br>-%                                   | -<br>-%   | -<br>-%                                     | -<br>-%   | **<br>**                                    | -<br>-%   | -<br>-%                                     | -<br>-%   |
| <b>SUMMARY</b>                            |            |                                           |           |                                             |           |                                             |           |                                             |           |
| ANY IMPACTING OR LIMITING CONDITIONS      | 470<br>23% | 94<br>100%<br>b                           | -<br>-%   | 158<br>100%<br>b                            | -<br>-%   | **<br>**                                    | -<br>-%   | 93<br>100%<br>b                             | -<br>-%   |
| MULTIPLE IMPACTING OR LIMITING CONDITIONS | 181<br>9%  | 35<br>37%<br>b                            | -<br>-%   | 57<br>36%<br>b                              | -<br>-%   | **<br>**                                    | -<br>-%   | 41<br>44%<br>b                              | -<br>-%   |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                                                                                                                          | Total     | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                       |         | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                       |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                       |              | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                       |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------|-----------------------|---------|------------------------------------------|-----------------------|----------|------------------------------------------|-----------------------|--------------|------------------------------------------|-----------------------|---------|
|                                                                                                                                                                          |           | MOST                                   | POTEN-<br>TIAL-<br>LY | LEAST   | MOST                                     | POTEN-<br>TIAL-<br>LY | LEAST    | MOST                                     | POTEN-<br>TIAL-<br>LY | LEAST        | MOST                                     | POTEN-<br>TIAL-<br>LY | LEAST   |
|                                                                                                                                                                          |           | a                                      | b                     | c       | a                                        | b                     | ~c       | a                                        | b                     | c            | a                                        | b                     | c       |
| Significance Level: 95%                                                                                                                                                  |           |                                        |                       |         |                                          |                       |          |                                          |                       |              |                                          |                       |         |
| Unweighted total                                                                                                                                                         | 2040      | 131                                    | 192                   | 155     | 175                                      | 193                   | 93       | 139                                      | 205                   | 121          | 134                                      | 189                   | 158     |
| Effective Weighted Sample                                                                                                                                                | 1481      | 102                                    | 149                   | 122     | 131                                      | 142                   | 70       | 108                                      | 160                   | 92           | 105                                      | 147                   | 122     |
| Total                                                                                                                                                                    | 2040      | 99                                     | 158                   | 130     | 191                                      | 249                   | 131      | 157                                      | 238                   | 156          | 102                                      | 143                   | 118     |
| Hearing? Poor hearing, partial hearing, or are d/Deaf                                                                                                                    | 33<br>2%  | 2<br>2%                                | 1<br>1%               | 3<br>2% | 3<br>2%                                  | 6<br>2%               | **<br>** | 3<br>2%                                  | 1<br>1%               | -<br>-%      | 3<br>3%                                  | 3<br>2%               | 4<br>4% |
| Eyesight? Poor vision, colour blindness, partial sight, or are blind                                                                                                     | 80<br>4%  | 7<br>7%                                | 5<br>3%               | 4<br>3% | 20<br>10%                                | 13<br>5%              | **<br>** | 3<br>2%                                  | 13<br>5%<br>c         | *<br>*%      | 4<br>4%                                  | 5<br>3%               | 3<br>3% |
| 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                      | 49<br>2%  | 3<br>3%<br>b                           | -<br>-%               | 2<br>2% | 2<br>1%                                  | 6<br>2%               | **<br>** | 8<br>5%                                  | 4<br>2%               | 4<br>3%      | 3<br>3%                                  | 6<br>4%               | 4<br>3% |
| Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. | 26<br>1%  | 1<br>1%                                | 1<br>*%               | 2<br>1% | 2<br>1%                                  | 3<br>1%               | **<br>** | 2<br>2%                                  | 4<br>2%               | *<br>*%<br>b | 5<br>5%<br>b                             | 1<br>1%               | 3<br>2% |
| Breathing? Breathlessness or chest pains                                                                                                                                 | 29<br>1%  | 2<br>2%                                | 2<br>1%               | 2<br>1% | 5<br>2%                                  | 3<br>1%               | **<br>** | 7<br>4%<br>c                             | 4<br>2%               | -<br>-%      | 1<br>1%                                  | 3<br>2%               | 1<br>1% |
| Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.                                                | 135<br>7% | 12<br>13%<br>c                         | 15<br>9%              | 4<br>3% | 21<br>11%                                | 14<br>6%              | **<br>** | 8<br>5%                                  | 14<br>6%              | 6<br>4%      | 11<br>11%                                | 7<br>5%               | 7<br>6% |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                                                       | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                  | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |                 |
|-------------------------------------------------------------------------------------------------------|-------------|----------------------------------------|-----------------|------------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|-----------------|
|                                                                                                       |             | MOST                                   | POTEN-<br>TIALY | LEAST            | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST           | MOST                                     | POTEN-<br>TIALY | LEAST           |
|                                                                                                       |             | a                                      | b               | c                | a                                        | b               | ~c       | a                                        | b               | c               | a                                        | b               | c               |
| Significance Level: 95%                                                                               |             |                                        |                 |                  |                                          |                 |          |                                          |                 |                 |                                          |                 |                 |
| Unweighted total                                                                                      | 2040        | 131                                    | 192             | 155              | 175                                      | 193             | 93       | 139                                      | 205             | 121             | 134                                      | 189             | 158             |
| Effective Weighted Sample                                                                             | 1481        | 102                                    | 149             | 122              | 131                                      | 142             | 70       | 108                                      | 160             | 92              | 105                                      | 147             | 122             |
| Total                                                                                                 | 2040        | 99                                     | 158             | 130              | 191                                      | 249             | 131      | 157                                      | 238             | 156             | 102                                      | 143             | 118             |
| Difficulty with speech? e.g. due to a stroke, stutter or stammer                                      | 43<br>2%    | -<br>-%                                | 5<br>3%         | 4<br>3%          | 4<br>2%                                  | 9<br>4%         | **<br>** | 2<br>1%                                  | 2<br>1%         | 3<br>2%         | 2<br>2%                                  | 1<br>1%         | 3<br>2%         |
| Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc. | 201<br>10%  | 14<br>15%<br>c                         | 23<br>15%<br>c  | 6<br>5%          | 23<br>12%                                | 28<br>11%       | **<br>** | 22<br>14%<br>c                           | 24<br>10%<br>c  | 5<br>3%         | 10<br>10%                                | 15<br>11%       | 8<br>6%         |
| Their mental health? Anxiety, depression, or trauma-related conditions, for example                   | 137<br>7%   | 2<br>2%                                | 8<br>5%         | 3<br>3%          | 13<br>7%                                 | 16<br>7%        | **<br>** | 9<br>6%                                  | 17<br>7%        | 8<br>5%         | 10<br>10%                                | 22<br>16%       | 11<br>10%       |
| Other illnesses/ conditions which impact or limit their daily activities                              | 30<br>1%    | -<br>-%                                | *<br>*%         | 2<br>1%          | 3<br>1%                                  | 3<br>1%         | **<br>** | 2<br>2%                                  | 8<br>3%         | 2<br>1%         | 1<br>1%                                  | 6<br>4%         | 2<br>2%         |
| Nothing – no impairments or conditions that impact or limit their daily activities                    | 1492<br>73% | 64<br>64%                              | 113<br>72%      | 109<br>84%<br>ab | 122<br>64%                               | 178<br>71%      | **<br>** | 104<br>66%                               | 181<br>76%      | 133<br>85%<br>a | 66<br>65%                                | 101<br>71%      | 96<br>81%<br>ab |
| Don't know                                                                                            | 38<br>2%    | 9<br>9%<br>bc                          | -<br>-%         | 1<br>1%          | 3<br>1%                                  | 4<br>2%         | **<br>** | 5<br>3%                                  | 5<br>2%         | 1<br>1%         | 6<br>6%<br>bc                            | *<br>*%<br>bc   | 1<br>1%         |
| Prefer not to say                                                                                     | 40<br>2%    | -<br>-%                                | 2<br>2%         | 1<br>1%          | 1<br>1%                                  | 6<br>2%         | **<br>** | 3<br>2%                                  | 5<br>2%         | 2<br>1%         | 3<br>3%                                  | 2<br>1%         | -<br>-%         |
| <b>SUMMARY</b>                                                                                        |             |                                        |                 |                  |                                          |                 |          |                                          |                 |                 |                                          |                 |                 |
| ANY IMPACTING OR LIMITING CONDITIONS                                                                  | 470<br>23%  | 27<br>27%<br>c                         | 42<br>27%<br>c  | 19<br>14%        | 65<br>34%                                | 61<br>24%       | **<br>** | 46<br>29%<br>c                           | 47<br>20%       | 20<br>13%       | 27<br>26%                                | 40<br>28%       | 21<br>18%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 46**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                      |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                      |            | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                      |            |
|-------------------------------------------|-------|----------------------------------------|----------------------|------------|------------------------------------------|----------------------|-------------|------------------------------------------|----------------------|------------|------------------------------------------|----------------------|------------|
|                                           |       | MOST<br>a                              | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c | MOST<br>a                                | POTEN-<br>TIALY<br>b | LEAST<br>c |
| Significance Level: 95%                   |       |                                        |                      |            |                                          |                      |             |                                          |                      |            |                                          |                      |            |
| Unweighted total                          | 2040  | 131                                    | 192                  | 155        | 175                                      | 193                  | 93          | 139                                      | 205                  | 121        | 134                                      | 189                  | 158        |
| Effective Weighted Sample                 | 1481  | 102                                    | 149                  | 122        | 131                                      | 142                  | 70          | 108                                      | 160                  | 92         | 105                                      | 147                  | 122        |
| Total                                     | 2040  | 99                                     | 158                  | 130        | 191                                      | 249                  | 131         | 157                                      | 238                  | 156        | 102                                      | 143                  | 118        |
| MULTIPLE IMPACTING OR LIMITING CONDITIONS | 181   | 12                                     | 13                   | 8          | 20                                       | 29                   | **          | 11                                       | 25                   | 6          | 11                                       | 17                   | 11         |
|                                           | 9%    | 12%                                    | 8%                   | 6%         | 11%                                      | 12%                  | **          | 7%                                       | 10%                  | 4%         | 11%                                      | 12%                  | 9%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |            | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |            |                                           |            |                                             |            |                                             |            |                                             |            |
| Unweighted total          | 2040       | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample | 1481       | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288        |
| Total                     | 2040       | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278        |
| 25 to 34                  | 343<br>17% | 32<br>34%                                 | 92<br>30%  | 43<br>27%                                   | 90<br>20%  | **<br>**                                    | 41<br>9%   | 5<br>5%                                     | 5<br>2%    |
| 35 to 44                  | 998<br>49% | 47<br>50%                                 | 158<br>52% | 81<br>51%                                   | 248<br>54% | **<br>**                                    | 222<br>49% | 42<br>45%                                   | 109<br>39% |
| 45 to 54                  | 556<br>27% | 13<br>14%                                 | 46<br>15%  | 33<br>21%                                   | 102<br>22% | **<br>**                                    | 150<br>33% | 34<br>36%                                   | 113<br>41% |
| 55 to 64                  | 114<br>6%  | 1<br>1%                                   | 3<br>1%    | -<br>-%                                     | 13<br>3%   | **<br>**                                    | 32<br>7%   | 11<br>12%                                   | 48<br>17%  |
| 65 to 74                  | 1<br>*%    | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | -<br>-%                                     | 1<br>1%    |
| Prefer not to say         | 27<br>1%   | 1<br>1%                                   | 5<br>2%    | 1<br>1%                                     | 5<br>1%    | **<br>**                                    | 8<br>2%    | 1<br>2%                                     | 1<br>*%    |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| 25 to 34                  | 343   | 38                                     | 49              | 34    | 47                                       | 45              | **    | 23                                       | 25              | 17    | 3                                        | 4               | 3     |
|                           | 17%   | 39%                                    | 31%             | 26%   | 25%                                      | 18%             | **    | 15%                                      | 11%             | 11%   | 3%                                       | 3%              | 3%    |
|                           |       | c                                      |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| 35 to 44                  | 998   | 46                                     | 81              | 72    | 100                                      | 127             | **    | 70                                       | 115             | 73    | 52                                       | 48              | 52    |
|                           | 49%   | 46%                                    | 51%             | 56%   | 53%                                      | 51%             | **    | 44%                                      | 48%             | 47%   | 52%                                      | 33%             | 44%   |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       | b                                        |                 |       |
| 45 to 54                  | 556   | 11                                     | 22              | 24    | 41                                       | 66              | **    | 54                                       | 82              | 54    | 36                                       | 60              | 46    |
|                           | 27%   | 11%                                    | 14%             | 18%   | 22%                                      | 27%             | **    | 34%                                      | 34%             | 35%   | 36%                                      | 42%             | 39%   |
| 55 to 64                  | 114   | 1                                      | 3               | -     | 2                                        | 7               | **    | 9                                        | 16              | 8     | 8                                        | 31              | 16    |
|                           | 6%    | 1%                                     | 2%              | -%    | 1%                                       | 3%              | **    | 5%                                       | 7%              | 5%    | 8%                                       | 22%             | 13%   |
|                           |       |                                        |                 |       |                                          |                 |       |                                          |                 |       | a                                        |                 |       |
| 65 to 74                  | 1     | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | -                                        | -               | 1     |
|                           | *%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | -%                                       | -%              | 1%    |
| Prefer not to say         | 27    | 2                                      | 3               | *     | -                                        | 3               | **    | 2                                        | 1               | 3     | 2                                        | -               | -     |
|                           | 1%    | 2%                                     | 2%              | *%    | -%                                       | 1%              | **    | 1%                                       | *%              | 2%    | 2%                                       | -%              | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |                 |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|-----------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b  | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b       |
| Significance Level: 95%   |             |                                           |            |                                             |            |                                             |            |                                             |                 |
| Unweighted total          | 2040        | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370             |
| Effective Weighted Sample | 1481        | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288             |
| Total                     | 2040        | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278             |
| Man                       | 697<br>34%  | 27<br>29%                                 | 114<br>38% | 42<br>27%                                   | 145<br>32% | **<br>**                                    | 170<br>38% | 26<br>27%                                   | 114<br>41%<br>a |
| Woman                     | 1336<br>66% | 67<br>71%                                 | 188<br>62% | 115<br>73%                                  | 313<br>68% | **<br>**                                    | 280<br>62% | 68<br>73%<br>b                              | 164<br>59%      |
| Non-binary                | 4<br>*%     | -<br>-%                                   | 1<br>*%    | 1<br>1%                                     | -<br>-%    | **<br>**                                    | *<br>*%    | -<br>-%                                     | -<br>-%         |
| Prefer not to say         | 2<br>*%     | -<br>-%                                   | -<br>-%    | -<br>-%                                     | 1<br>*%    | **<br>**                                    | 2<br>*%    | -<br>-%                                     | -<br>-%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
|                           |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Significance Level: 95%   |       |                                        |             |       |                                          |             |       |                                          |             |       |                                          |             |       |
| Unweighted total          | 2040  | 131                                    | 192         | 155   | 175                                      | 193         | 93    | 139                                      | 205         | 121   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149         | 122   | 131                                      | 142         | 70    | 108                                      | 160         | 92    | 105                                      | 147         | 122   |
| Total                     | 2040  | 99                                     | 158         | 130   | 191                                      | 249         | 131   | 157                                      | 238         | 156   | 102                                      | 143         | 118   |
| Man                       | 697   | 20                                     | 46          | 73    | 46                                       | 90          | **    | 38                                       | 94          | 72    | 32                                       | 52          | 58    |
|                           | 34%   | 21%                                    | 29%         | 56%   | 24%                                      | 36%         | **    | 25%                                      | 39%         | 46%   | 31%                                      | 37%         | 49%   |
|                           |       |                                        |             | ab    |                                          | a           |       |                                          | a           | a     |                                          |             | ab    |
| Woman                     | 1336  | 77                                     | 111         | 56    | 143                                      | 158         | **    | 118                                      | 144         | 84    | 70                                       | 91          | 60    |
|                           | 66%   | 78%                                    | 71%         | 43%   | 75%                                      | 64%         | **    | 75%                                      | 61%         | 54%   | 69%                                      | 63%         | 51%   |
|                           |       | c                                      | c           |       | b                                        |             |       | bc                                       |             |       | c                                        | c           |       |
| Non-binary                | 4     | 2                                      | -           | 1     | 1                                        | -           | **    | *                                        | -           | -     | -                                        | -           | -     |
|                           | *%    | 2%                                     | -%          | 1%    | 1%                                       | -%          | **    | *%                                       | -%          | -%    | -%                                       | -%          | -%    |
| Prefer not to say         | 2     | -                                      | -           | -     | 1                                        | -           | **    | -                                        | -           | -     | -                                        | -           | -     |
|                           | *%    | -%                                     | -%          | -%    | *%                                       | -%          | **    | -%                                       | -%          | -%    | -%                                       | -%          | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 49**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |            | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|-------------------------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                                           |             | ANY                                       | NONE       | ANY                                         | NONE       | ANY                                         | NONE       | ANY                                         | NONE       |
| Significance Level: 95%                   |             | a                                         | b          | a                                           | b          | ~a                                          | b          | a                                           | b          |
| Unweighted total                          | 2040        | 118                                       | 375        | 118                                         | 376        | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample                 | 1481        | 91                                        | 292        | 90                                          | 274        | 80                                          | 294        | 96                                          | 288        |
| Total                                     | 2040        | 94                                        | 303        | 158                                         | 458        | 124                                         | 453        | 93                                          | 278        |
| In full time employment                   | 1145<br>56% | 44<br>47%                                 | 200<br>66% | 79<br>50%                                   | 249<br>54% | **<br>**                                    | 266<br>59% | 40<br>43%                                   | 175<br>63% |
|                                           |             |                                           | a          |                                             |            |                                             |            |                                             | a          |
| In part time employment                   | 446<br>22%  | 21<br>22%                                 | 62<br>20%  | 34<br>21%                                   | 104<br>23% | **<br>**                                    | 102<br>22% | 21<br>23%                                   | 51<br>18%  |
| Unemployed                                | 106<br>5%   | 5<br>5%                                   | 12<br>4%   | 7<br>5%                                     | 31<br>7%   | **<br>**                                    | 21<br>5%   | 6<br>6%                                     | 8<br>3%    |
| A student                                 | 30<br>1%    | 3<br>3%                                   | 6<br>2%    | 2<br>1%                                     | 2<br>*%    | **<br>**                                    | 5<br>1%    | 2<br>2%                                     | 6<br>2%    |
| Full time responsibility for home/ family | 265<br>13%  | 21<br>23%                                 | 22<br>7%   | 31<br>19%                                   | 69<br>15%  | **<br>**                                    | 52<br>11%  | 15<br>16%                                   | 29<br>10%  |
|                                           |             | b                                         |            |                                             |            |                                             |            |                                             |            |
| Retired                                   | 13<br>1%    | -<br>-%                                   | -<br>-%    | -<br>-%                                     | *<br>*%    | **<br>**                                    | 3<br>1%    | 2<br>2%                                     | 6<br>2%    |
| Other                                     | 25<br>1%    | -<br>-%                                   | 1<br>*%    | 3<br>2%                                     | 3<br>1%    | **<br>**                                    | 3<br>1%    | 5<br>5%                                     | 3<br>1%    |
|                                           |             |                                           |            |                                             |            |                                             |            | b                                           |            |
| Don't know                                | 1<br>*%     | -<br>-%                                   | -<br>-%    | -<br>-%                                     | -<br>-%    | **<br>**                                    | -<br>-%    | 1<br>2%                                     | -<br>-%    |
|                                           |             |                                           |            |                                             |            |                                             |            | b                                           |            |
| Prefer not to say                         | 8<br>*%     | -<br>-%                                   | -<br>-%    | 3<br>2%                                     | -<br>-%    | **<br>**                                    | 1<br>*%    | 2<br>2%                                     | -<br>-%    |
|                                           |             |                                           |            | b                                           |            |                                             |            | b                                           |            |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 49**

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

**C6. What is your working status? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|-------------------------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%                   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total                          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample                 | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| In full time employment                   | 1145  | 37                                     | 91              | 108   | 77                                       | 138             | **    | 54                                       | 145             | 123   | 38                                       | 87              | 94    |
|                                           | 56%   | 37%                                    | 58%             | 83%   | 40%                                      | 56%             | **    | 35%                                      | 61%             | 79%   | 37%                                      | 61%             | 80%   |
|                                           |       |                                        | a               | ab    |                                          | a               |       |                                          | a               | ab    |                                          | a               | ab    |
| In part time employment                   | 446   | 21                                     | 46              | 15    | 40                                       | 58              | **    | 45                                       | 60              | 19    | 27                                       | 25              | 13    |
|                                           | 22%   | 21%                                    | 29%             | 12%   | 21%                                      | 23%             | **    | 28%                                      | 25%             | 12%   | 27%                                      | 18%             | 11%   |
|                                           |       |                                        | c               |       |                                          |                 |       | c                                        | c               |       | c                                        |                 |       |
| Unemployed                                | 106   | 13                                     | 2               | 3     | 19                                       | 19              | **    | 15                                       | 8               | -     | 6                                        | 7               | 1     |
|                                           | 5%    | 13%                                    | 1%              | 2%    | 10%                                      | 8%              | **    | 9%                                       | 3%              | -%    | 6%                                       | 5%              | 1%    |
|                                           |       | bc                                     |                 |       |                                          |                 |       | bc                                       |                 |       | c                                        | c               |       |
| A student                                 | 30    | 1                                      | 5               | 1     | 3                                        | 2               | **    | 2                                        | 3               | 2     | 5                                        | 2               | 1     |
|                                           | 1%    | 1%                                     | 3%              | 1%    | 2%                                       | 1%              | **    | 1%                                       | 1%              | 1%    | 5%                                       | 1%              | 1%    |
|                                           |       |                                        | c               |       |                                          |                 |       |                                          |                 |       | c                                        |                 |       |
| Full time responsibility for home/ family | 265   | 25                                     | 14              | 3     | 48                                       | 28              | **    | 37                                       | 16              | 11    | 19                                       | 16              | 8     |
|                                           | 13%   | 25%                                    | 9%              | 2%    | 25%                                      | 11%             | **    | 24%                                      | 7%              | 7%    | 18%                                      | 11%             | 7%    |
|                                           |       | bc                                     | c               |       | b                                        |                 |       | bc                                       |                 |       | c                                        |                 |       |
| Retired                                   | 13    | 2                                      | -               | -     | -                                        | *               | **    | *                                        | 2               | 1     | 2                                        | 3               | 1     |
|                                           | 1%    | 2%                                     | -%              | -%    | -%                                       | *%              | **    | *%                                       | 1%              | *%    | 2%                                       | 2%              | 1%    |
| Other                                     | 25    | 1                                      | *               | -     | 3                                        | 3               | **    | 3                                        | 3               | -     | 2                                        | 4               | 1     |
|                                           | 1%    | 1%                                     | *%              | -%    | 2%                                       | 1%              | **    | 2%                                       | 1%              | -%    | 2%                                       | 2%              | 1%    |
| Don't know                                | 1     | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | 1                                        | -               | -     |
|                                           | *%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | 1%                                       | -%              | -%    |
| Prefer not to say                         | 8     | -                                      | -               | -     | -                                        | -               | **    | -                                        | -               | -     | 1                                        | -               | -     |
|                                           | *%    | -%                                     | -%              | -%    | -%                                       | -%              | **    | -%                                       | -%              | -%    | 1%                                       | -%              | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**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 8-17

|                                                        | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|--------------------------------------------------------|------------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                        |            | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                |            |                                           |           |                                             |           |                                             |           |                                             |           |
| Unweighted total                                       | 2040       | 118                                       | 375       | 118                                         | 376       | 97                                          | 389       | 123                                         | 370       |
| Effective Weighted Sample                              | 1481       | 91                                        | 292       | 90                                          | 274       | 80                                          | 294       | 96                                          | 288       |
| Total                                                  | 2040       | 94                                        | 303       | 158                                         | 458       | 124                                         | 453       | 93                                          | 278       |
| Income Support                                         | 103<br>5%  | 10<br>11%<br>b                            | 8<br>3%   | 11<br>7%                                    | 17<br>4%  | **<br>**                                    | 16<br>3%  | 8<br>9%<br>b                                | 5<br>2%   |
| Income-based Jobseeker's Allowance                     | 26<br>1%   | 4<br>4%                                   | 4<br>1%   | 1<br>1%                                     | 2<br>*%   | **<br>**                                    | 6<br>1%   | 4<br>5%<br>b                                | 1<br>1%   |
| Pensions Credit (Guaranteed Credit)                    | 37<br>2%   | 3<br>3%                                   | 6<br>2%   | 2<br>1%                                     | 7<br>2%   | **<br>**                                    | 6<br>1%   | 4<br>4%<br>b                                | 3<br>1%   |
| Pensions Credit (no Guaranteed Credit)                 | 13<br>1%   | 4<br>4%<br>b                              | -<br>-%   | -<br>-%                                     | 1<br>*%   | **<br>**                                    | -<br>-%   | 3<br>3%<br>b                                | 1<br>*%   |
| Employment and Support Allowance (ESA)                 | 109<br>5%  | 8<br>9%                                   | 14<br>5%  | 14<br>9%<br>b                               | 17<br>4%  | **<br>**                                    | 16<br>4%  | 8<br>8%                                     | 13<br>5%  |
| Universal Credit (and household has other earnings)    | 420<br>21% | 20<br>21%                                 | 58<br>19% | 56<br>35%<br>b                              | 93<br>20% | **<br>**                                    | 80<br>18% | 32<br>34%<br>b                              | 32<br>12% |
| Universal Credit (and household has no other earnings) | 192<br>9%  | 22<br>23%<br>b                            | 17<br>6%  | 30<br>19%<br>b                              | 31<br>7%  | **<br>**                                    | 30<br>7%  | 15<br>16%<br>b                              | 14<br>5%  |
| Personal Independence Payment (PIP)                    | 161<br>8%  | 6<br>6%                                   | 13<br>4%  | 15<br>10%                                   | 35<br>8%  | **<br>**                                    | 19<br>4%  | 23<br>24%<br>b                              | 24<br>9%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**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 8-17

|                                                      | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |                 | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |                 | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |                 |
|------------------------------------------------------|-------------|-------------------------------------------|-----------------|---------------------------------------------|-----------------|---------------------------------------------|------------|---------------------------------------------|-----------------|
|                                                      |             | ANY<br>a                                  | NONE<br>b       | ANY<br>a                                    | NONE<br>b       | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b       |
| Significance Level: 95%                              |             |                                           |                 |                                             |                 |                                             |            |                                             |                 |
| Unweighted total                                     | 2040        | 118                                       | 375             | 118                                         | 376             | 97                                          | 389        | 123                                         | 370             |
| Effective Weighted Sample                            | 1481        | 91                                        | 292             | 90                                          | 274             | 80                                          | 294        | 96                                          | 288             |
| Total                                                | 2040        | 94                                        | 303             | 158                                         | 458             | 124                                         | 453        | 93                                          | 278             |
| Carer's allowance                                    | 150<br>7%   | 18<br>19%<br>b                            | 10<br>3%        | 29<br>19%<br>b                              | 28<br>6%        | **<br>**                                    | 20<br>4%   | 13<br>14%<br>b                              | 6<br>2%         |
| Disability Living Allowance (DLA)                    | 114<br>6%   | 17<br>18%<br>b                            | 7<br>2%         | 35<br>22%<br>b                              | 19<br>4%        | **<br>**                                    | 6<br>1%    | 9<br>9%<br>b                                | 6<br>2%         |
| Other                                                | 20<br>1%    | 2<br>2%                                   | 1<br>*%         | 4<br>2%                                     | 3<br>1%         | **<br>**                                    | 6<br>1%    | 1<br>1%                                     | 2<br>1%         |
| None of these - Do not receive any of these benefits | 1092<br>54% | 27<br>28%                                 | 188<br>62%<br>a | 36<br>23%                                   | 272<br>59%<br>a | **<br>**                                    | 297<br>66% | 29<br>31%                                   | 194<br>70%<br>a |
| Don't know                                           | 21<br>1%    | -<br>-%                                   | 2<br>1%         | 1<br>1%                                     | 5<br>1%         | **<br>**                                    | 2<br>*%    | -<br>-%                                     | 4<br>2%         |
| Prefer not to say                                    | 76<br>4%    | 6<br>6%                                   | 10<br>3%        | 6<br>4%                                     | 8<br>2%         | **<br>**                                    | 11<br>2%   | 4<br>4%                                     | 8<br>3%         |
| <b>SUMMARY</b>                                       |             |                                           |                 |                                             |                 |                                             |            |                                             |                 |
| ANY BENEFITS                                         | 852<br>42%  | 62<br>66%<br>b                            | 103<br>34%      | 114<br>72%<br>b                             | 173<br>38%      | **<br>**                                    | 143<br>32% | 61<br>65%<br>b                              | 72<br>26%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 50**

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

**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 8-17

|                                                        | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |         |
|--------------------------------------------------------|------------|----------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|---------|
|                                                        |            | MOST                                   | POTEN-<br>TIALY | LEAST           | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST   |
|                                                        |            | a                                      | b               | c               | a                                        | b               | ~c       | a                                        | b               | c        | a                                        | b               | c       |
| Significance Level: 95%                                |            |                                        |                 |                 |                                          |                 |          |                                          |                 |          |                                          |                 |         |
| Unweighted total                                       | 2040       | 131                                    | 192             | 155             | 175                                      | 193             | 93       | 139                                      | 205             | 121      | 134                                      | 189             | 158     |
| Effective Weighted Sample                              | 1481       | 102                                    | 149             | 122             | 131                                      | 142             | 70       | 108                                      | 160             | 92       | 105                                      | 147             | 122     |
| Total                                                  | 2040       | 99                                     | 158             | 130             | 191                                      | 249             | 131      | 157                                      | 238             | 156      | 102                                      | 143             | 118     |
| Income Support                                         | 103<br>5%  | 5<br>5%                                | 5<br>3%         | 10<br>8%        | 12<br>6%                                 | 9<br>4%         | **<br>** | 21<br>13%<br>b                           | 8<br>3%         | 8<br>5%  | 6<br>6%                                  | 3<br>2%         | 7<br>6% |
| Income-based Jobseeker's Allowance                     | 26<br>1%   | 1<br>1%                                | 2<br>1%         | 5<br>3%         | 2<br>1%                                  | 1<br>1%         | **<br>** | 6<br>4%<br>b                             | 1<br>1%         | 2<br>1%  | 2<br>2%                                  | 1<br>1%         | 3<br>2% |
| Pensions Credit (Guaranteed Credit)                    | 37<br>2%   | -<br>-%                                | 3<br>2%         | 6<br>5%<br>a    | 3<br>2%                                  | 3<br>1%         | **<br>** | 3<br>2%                                  | 2<br>1%         | 5<br>3%  | 5<br>5%<br>c                             | 2<br>1%         | 1<br>1% |
| Pensions Credit (no Guaranteed Credit)                 | 13<br>1%   | 2<br>2%                                | 1<br>1%         | 1<br>*%<br>a    | -<br>-%                                  | 1<br>1%         | **<br>** | 3<br>2%                                  | *<br>*%<br>a    | -<br>-%  | 1<br>1%                                  | *<br>*%<br>a    | 3<br>2% |
| Employment and Support Allowance (ESA)                 | 109<br>5%  | 3<br>4%                                | 4<br>3%         | 15<br>11%<br>ab | 15<br>8%                                 | 8<br>3%         | **<br>** | 11<br>7%                                 | 10<br>4%        | 10<br>6% | 7<br>7%                                  | 5<br>4%         | 8<br>6% |
| Universal Credit (and household has other earnings)    | 420<br>21% | 36<br>37%<br>bc                        | 35<br>23%<br>c  | 3<br>3%         | 61<br>32%                                | 64<br>26%       | **<br>** | 45<br>29%<br>c                           | 57<br>24%<br>c  | 7<br>4%  | 32<br>31%<br>bc                          | 27<br>19%<br>c  | 6<br>5% |
| Universal Credit (and household has no other earnings) | 192<br>9%  | 23<br>23%<br>bc                        | 12<br>7%        | 4<br>3%         | 33<br>17%<br>b                           | 19<br>8%        | **<br>** | 33<br>21%<br>bc                          | 18<br>8%        | 5<br>3%  | 16<br>16%<br>bc                          | 8<br>6%         | 4<br>4% |
| Personal Independence Payment (PIP)                    | 161<br>8%  | 9<br>9%<br>c                           | 8<br>5%         | 2<br>1%         | 25<br>13%<br>b                           | 11<br>4%        | **<br>** | 15<br>9%<br>c                            | 22<br>9%<br>c   | 3<br>2%  | 20<br>20%<br>c                           | 16<br>11%       | 9<br>7% |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 50**

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

**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 8-17

|                                                      | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                            |                | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                            |             | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                            |                  | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                            |                 |
|------------------------------------------------------|-------------|----------------------------------------|----------------------------|----------------|------------------------------------------|----------------------------|-------------|------------------------------------------|----------------------------|------------------|------------------------------------------|----------------------------|-----------------|
|                                                      |             | MOST<br>a                              | POTEN-<br>TIAL-<br>LY<br>b | LEAST<br>c     | MOST<br>a                                | POTEN-<br>TIAL-<br>LY<br>b | LEAST<br>~c | MOST<br>a                                | POTEN-<br>TIAL-<br>LY<br>b | LEAST<br>c       | MOST<br>a                                | POTEN-<br>TIAL-<br>LY<br>b | LEAST<br>c      |
| Significance Level: 95%                              |             |                                        |                            |                |                                          |                            |             |                                          |                            |                  |                                          |                            |                 |
| Unweighted total                                     | 2040        | 131                                    | 192                        | 155            | 175                                      | 193                        | 93          | 139                                      | 205                        | 121              | 134                                      | 189                        | 158             |
| Effective Weighted Sample                            | 1481        | 102                                    | 149                        | 122            | 131                                      | 142                        | 70          | 108                                      | 160                        | 92               | 105                                      | 147                        | 122             |
| Total                                                | 2040        | 99                                     | 158                        | 130            | 191                                      | 249                        | 131         | 157                                      | 238                        | 156              | 102                                      | 143                        | 118             |
| Carer's allowance                                    | 150<br>7%   | 11<br>12%                              | 11<br>7%                   | 6<br>5%        | 24<br>13%                                | 22<br>9%                   | **<br>**    | 19<br>12%<br>c                           | 14<br>6%                   | 4<br>3%          | 8<br>7%                                  | 7<br>5%                    | 4<br>3%         |
| Disability Living Allowance (DLA)                    | 114<br>6%   | 10<br>10%<br>c                         | 11<br>7%                   | 3<br>2%        | 26<br>14%<br>b                           | 13<br>5%                   | **<br>**    | 10<br>6%                                 | 7<br>3%                    | 4<br>2%          | 5<br>4%                                  | 5<br>3%                    | 4<br>3%         |
| Other                                                | 20<br>1%    | 1<br>1%                                | 2<br>1%                    | -<br>-%        | 1<br>1%                                  | 3<br>1%                    | **<br>**    | 2<br>1%                                  | 1<br>1%                    | 4<br>2%          | 2<br>2%                                  | -<br>-%                    | 1<br>1%         |
| None of these - Do not receive any of these benefits | 1092<br>54% | 27<br>27%                              | 92<br>58%<br>a             | 90<br>69%<br>a | 55<br>29%                                | 135<br>54%<br>a            | **<br>**    | 43<br>28%                                | 145<br>61%<br>a            | 128<br>82%<br>ab | 32<br>32%                                | 87<br>61%<br>a             | 94<br>80%<br>ab |
| Don't know                                           | 21<br>1%    | 2<br>2%                                | -<br>-%                    | 1<br>1%        | 2<br>1%                                  | 2<br>1%                    | **<br>**    | -<br>-%                                  | 2<br>1%                    | -<br>-%          | 2<br>2%                                  | 3<br>2%                    | -<br>-%         |
| Prefer not to say                                    | 76<br>4%    | 1<br>1%                                | 2<br>1%                    | 8<br>6%<br>b   | 10<br>5%                                 | 3<br>1%                    | **<br>**    | 1<br>1%                                  | 2<br>1%                    | 4<br>3%          | 6<br>6%                                  | 2<br>2%                    | 2<br>2%         |
| <b>SUMMARY</b>                                       |             |                                        |                            |                |                                          |                            |             |                                          |                            |                  |                                          |                            |                 |
| ANY BENEFITS                                         | 852<br>42%  | 69<br>69%<br>bc                        | 64<br>40%<br>c             | 31<br>24%      | 125<br>65%<br>b                          | 108<br>44%                 | **<br>**    | 112<br>72%<br>bc                         | 90<br>38%<br>c             | 24<br>15%        | 61<br>60%<br>bc                          | 51<br>35%<br>c             | 22<br>19%       |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 51**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                  | Total      | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |           |
|------------------------------------------------------------------|------------|-------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|---------------------------------------------|-----------|
|                                                                  |            | ANY<br>a                                  | NONE<br>b | ANY<br>a                                    | NONE<br>b | ANY<br>~a                                   | NONE<br>b | ANY<br>a                                    | NONE<br>b |
| Significance Level: 95%                                          |            | a                                         | b         | a                                           | b         | ~a                                          | b         | a                                           | b         |
| Unweighted total                                                 | 2040       | 118                                       | 375       | 118                                         | 376       | 97                                          | 389       | 123                                         | 370       |
| Effective Weighted Sample                                        | 1481       | 91                                        | 292       | 90                                          | 274       | 80                                          | 294       | 96                                          | 288       |
| Total                                                            | 2040       | 94                                        | 303       | 158                                         | 458       | 124                                         | 453       | 93                                          | 278       |
| Up to £199 per week / Up to £10,399 per year                     | 133<br>7%  | 7<br>7%                                   | 12<br>4%  | 16<br>10%                                   | 33<br>7%  | **<br>**                                    | 22<br>5%  | 10<br>10%                                   | 16<br>6%  |
| From £200 to £299 per week / From £10,400 to £15,599 per year    | 168<br>8%  | 11<br>12%                                 | 23<br>8%  | 24<br>15%                                   | 25<br>5%  | **<br>**                                    | 27<br>6%  | 11<br>12%                                   | 16<br>6%  |
|                                                                  |            |                                           |           | b                                           |           |                                             |           |                                             |           |
| From £300 to £499 per week / From £15,600 to £25,999 per year    | 354<br>17% | 14<br>15%                                 | 37<br>12% | 43<br>27%                                   | 75<br>16% | **<br>**                                    | 74<br>16% | 20<br>21%                                   | 42<br>15% |
|                                                                  |            |                                           |           | b                                           |           |                                             |           |                                             |           |
| From £500 to £699 per week / From £26,000 to £36,399 per year    | 354<br>17% | 19<br>20%                                 | 58<br>19% | 30<br>19%                                   | 75<br>16% | **<br>**                                    | 86<br>19% | 17<br>18%                                   | 41<br>15% |
| From £700 to £999 per week / From £36,400 to £51,999 per year    | 338<br>17% | 18<br>19%                                 | 48<br>16% | 14<br>9%                                    | 95<br>21% | **<br>**                                    | 81<br>18% | 10<br>11%                                   | 54<br>20% |
|                                                                  |            |                                           |           | a                                           |           |                                             |           |                                             | a         |
| From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year | 312<br>15% | 11<br>11%                                 | 64<br>21% | 17<br>11%                                   | 68<br>15% | **<br>**                                    | 72<br>16% | 12<br>13%                                   | 50<br>18% |
|                                                                  |            |                                           | a         |                                             |           |                                             |           |                                             |           |
| £1,500 and above per week / £78,000 and above per year           | 213<br>10% | 8<br>9%                                   | 46<br>15% | 4<br>3%                                     | 38<br>8%  | **<br>**                                    | 56<br>12% | 9<br>10%                                    | 44<br>16% |
| Don't know                                                       | 71<br>3%   | 3<br>3%                                   | 9<br>3%   | 8<br>5%                                     | 20<br>4%  | **<br>**                                    | 15<br>3%  | 2<br>3%                                     | 3<br>1%   |
| Prefer not to say                                                | 97<br>5%   | 4<br>4%                                   | 7<br>2%   | 3<br>2%                                     | 30<br>7%  | **<br>**                                    | 20<br>4%  | 3<br>3%                                     | 11<br>4%  |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 51**

All interviewing conducted using an online panel. Any break column with 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 8-17

|                                                                  | Total      | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |                 |
|------------------------------------------------------------------|------------|----------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|-----------------|
|                                                                  |            | MOST                                   | POTENTIALLY     | LEAST           | MOST                                     | POTENTIALLY     | LEAST    | MOST                                     | POTENTIALLY     | LEAST           | MOST                                     | POTENTIALLY     | LEAST           |
|                                                                  |            | a                                      | b               | c               | a                                        | b               | ~c       | a                                        | b               | c               | a                                        | b               | c               |
| Significance Level: 95%                                          |            | a                                      | b               | c               | a                                        | b               | ~c       | a                                        | b               | c               | a                                        | b               | c               |
| Unweighted total                                                 | 2040       | 131                                    | 192             | 155             | 175                                      | 193             | 93       | 139                                      | 205             | 121             | 134                                      | 189             | 158             |
| Effective Weighted Sample                                        | 1481       | 102                                    | 149             | 122             | 131                                      | 142             | 70       | 108                                      | 160             | 92              | 105                                      | 147             | 122             |
| Total                                                            | 2040       | 99                                     | 158             | 130             | 191                                      | 249             | 131      | 157                                      | 238             | 156             | 102                                      | 143             | 118             |
| Up to £199 per week / Up to £10,399 per year                     | 133<br>7%  | 21<br>21%<br>bc                        | -<br>-%         | -<br>-%         | 50<br>26%<br>b                           | -<br>-%         | **<br>** | 34<br>22%<br>bc                          | -<br>-%         | -<br>-%         | 29<br>28%<br>bc                          | -<br>-%         | -<br>-%         |
| From £200 to £299 per week / From £10,400 to £15,599 per year    | 168<br>8%  | 27<br>28%<br>bc                        | 10<br>6%<br>c   | -<br>-%         | 28<br>15%                                | 28<br>11%       | **<br>** | 33<br>21%<br>bc                          | 11<br>4%<br>c   | -<br>-%         | 15<br>14%<br>c                           | 17<br>12%<br>c  | -<br>-%         |
| From £300 to £499 per week / From £15,600 to £25,999 per year    | 354<br>17% | 29<br>29%<br>bc                        | 26<br>17%<br>c  | -<br>-%         | 71<br>37%<br>b                           | 50<br>20%       | **<br>** | 58<br>37%<br>bc                          | 57<br>24%<br>c  | -<br>-%         | 33<br>33%<br>bc                          | 30<br>21%<br>c  | -<br>-%         |
| From £500 to £699 per week / From £26,000 to £36,399 per year    | 354<br>17% | 19<br>19%<br>c                         | 59<br>37%<br>ac | -<br>-%         | 39<br>20%                                | 68<br>27%       | **<br>** | 31<br>20%<br>c                           | 80<br>34%<br>ac | -<br>-%         | 17<br>17%<br>c                           | 42<br>29%<br>ac | -<br>-%         |
| From £700 to £999 per week / From £36,400 to £51,999 per year    | 338<br>17% | 3<br>3%<br>c                           | 62<br>40%<br>ac | -<br>-%         | 3<br>2%                                  | 102<br>41%<br>a | **<br>** | 2<br>1%                                  | 91<br>38%<br>ac | 4<br>3%         | 8<br>8%<br>c                             | 55<br>39%<br>ac | 2<br>2%         |
| From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year | 312<br>15% | -<br>-%                                | -<br>-%         | 75<br>58%<br>ab | -<br>-%                                  | -<br>-%         | **<br>** | -<br>-%                                  | -<br>-%         | 89<br>57%<br>ab | -<br>-%                                  | -<br>-%         | 62<br>53%<br>ab |
| £1,500 and above per week / £78,000 and above per year           | 213<br>10% | -<br>-%                                | -<br>-%         | 55<br>42%<br>ab | -<br>-%                                  | -<br>-%         | **<br>** | -<br>-%                                  | -<br>-%         | 62<br>40%<br>ab | -<br>-%                                  | -<br>-%         | 53<br>45%<br>ab |
| Don't know                                                       | 71<br>3%   | -<br>-%                                | -<br>-%         | -<br>-%         | -<br>-%                                  | -<br>-%         | **<br>** | -<br>-%                                  | -<br>-%         | -<br>-%         | -<br>-%                                  | -<br>-%         | -<br>-%         |

Columns Tested: a,b,c - a,b,c - 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 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|---------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                           |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%   |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total          | 2040  | 131                                    | 192         | 155   | 175                                      | 193         | 93    | 139                                      | 205         | 121   | 134                                      | 189         | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149         | 122   | 131                                      | 142         | 70    | 108                                      | 160         | 92    | 105                                      | 147         | 122   |
| Total                     | 2040  | 99                                     | 158         | 130   | 191                                      | 249         | 131   | 157                                      | 238         | 156   | 102                                      | 143         | 118   |
| Prefer not to say         | 97    | -                                      | -           | -     | -                                        | -           | **    | -                                        | -           | -     | -                                        | -           | -     |
|                           | 5%    | -%                                     | -%          | -%    | -%                                       | -%          | **    | -%                                       | -%          | -%    | -%                                       | -%          | -%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**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 8-17

|                           | Total       | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |            | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |                 | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |            | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |            |
|---------------------------|-------------|-------------------------------------------|------------|---------------------------------------------|-----------------|---------------------------------------------|------------|---------------------------------------------|------------|
|                           |             | ANY<br>a                                  | NONE<br>b  | ANY<br>a                                    | NONE<br>b       | ANY<br>~a                                   | NONE<br>b  | ANY<br>a                                    | NONE<br>b  |
| Significance Level: 95%   |             | a                                         | b          | a                                           | b               | ~a                                          | b          | a                                           | b          |
| Unweighted total          | 2040        | 118                                       | 375        | 118                                         | 376             | 97                                          | 389        | 123                                         | 370        |
| Effective Weighted Sample | 1481        | 91                                        | 292        | 90                                          | 274             | 80                                          | 294        | 96                                          | 288        |
| Total                     | 2040        | 94                                        | 303        | 158                                         | 458             | 124                                         | 453        | 93                                          | 278        |
| Doing well                | 339<br>17%  | 14<br>15%                                 | 61<br>20%  | 19<br>12%                                   | 60<br>13%       | **<br>**                                    | 76<br>17%  | 17<br>18%                                   | 58<br>21%  |
| Getting by                | 1046<br>51% | 47<br>50%                                 | 172<br>57% | 62<br>39%                                   | 255<br>56%<br>a | **<br>**                                    | 234<br>52% | 38<br>40%                                   | 141<br>51% |
| Struggling                | 632<br>31%  | 33<br>35%<br>b                            | 68<br>22%  | 76<br>48%<br>b                              | 142<br>31%      | **<br>**                                    | 135<br>30% | 39<br>42%<br>b                              | 78<br>28%  |
| Don't know                | 9<br>*%     | -<br>-%                                   | 1<br>*%    | -<br>-%                                     | -<br>-%         | **<br>**                                    | 2<br>*%    | -<br>-%                                     | 1<br>*%    |
| Prefer not to say         | 13<br>1%    | -<br>-%                                   | 1<br>*%    | 1<br>1%                                     | 2<br>*%         | **<br>**                                    | 6<br>1%    | -<br>-%                                     | 1<br>*%    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**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 8-17

|                           | Total       | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |          | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |                 | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |                 |
|---------------------------|-------------|----------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|----------|------------------------------------------|-----------------|-----------------|------------------------------------------|-----------------|-----------------|
|                           |             | MOST                                   | POTEN-<br>TIALY | LEAST           | MOST                                     | POTEN-<br>TIALY | LEAST    | MOST                                     | POTEN-<br>TIALY | LEAST           | MOST                                     | POTEN-<br>TIALY | LEAST           |
|                           |             | a                                      | b               | c               | a                                        | b               | ~c       | a                                        | b               | c               | a                                        | b               | c               |
| Significance Level: 95%   |             |                                        |                 |                 |                                          |                 |          |                                          |                 |                 |                                          |                 |                 |
| Unweighted total          | 2040        | 131                                    | 192             | 155             | 175                                      | 193             | 93       | 139                                      | 205             | 121             | 134                                      | 189             | 158             |
| Effective Weighted Sample | 1481        | 102                                    | 149             | 122             | 131                                      | 142             | 70       | 108                                      | 160             | 92              | 105                                      | 147             | 122             |
| Total                     | 2040        | 99                                     | 158             | 130             | 191                                      | 249             | 131      | 157                                      | 238             | 156             | 102                                      | 143             | 118             |
| Doing well                | 339<br>17%  | 13<br>13%                              | 11<br>7%        | 55<br>42%<br>ab | 17<br>9%                                 | 29<br>11%       | **<br>** | 21<br>14%                                | 20<br>8%        | 46<br>30%<br>ab | 12<br>12%                                | 15<br>11%       | 49<br>41%<br>ab |
| Getting by                | 1046<br>51% | 43<br>43%                              | 99<br>63%<br>ac | 64<br>49%       | 93<br>49%                                | 128<br>52%      | **<br>** | 62<br>40%                                | 138<br>58%<br>a | 92<br>59%<br>a  | 36<br>36%                                | 75<br>52%<br>a  | 59<br>50%<br>a  |
| Struggling                | 632<br>31%  | 41<br>42%<br>bc                        | 46<br>29%<br>c  | 11<br>8%        | 82<br>43%                                | 92<br>37%       | **<br>** | 72<br>46%<br>bc                          | 79<br>33%<br>c  | 17<br>11%       | 52<br>51%<br>bc                          | 53<br>37%<br>c  | 11<br>9%        |
| Don't know                | 9<br>*%     | 2<br>2%                                | 1<br>*%         | -<br>-%         | -<br>-%                                  | -<br>-%         | **<br>** | -<br>-%                                  | 2<br>1%         | -<br>-%         | 1<br>1%                                  | -<br>-%         | -<br>-%         |
| Prefer not to say         | 13<br>1%    | -<br>-%                                | 1<br>1%         | -<br>-%         | -<br>-%                                  | -<br>-%         | **<br>** | 1<br>1%                                  | -<br>-%         | -<br>-%         | *<br>*%                                  | -<br>-%         | -<br>-%         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**C10. How much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 IMPACTING OR LIMITING CONDITIONS |      | AGED 10-12 IMPACTING OR LIMITING CONDITIONS |      | AGED 13-15 IMPACTING OR LIMITING CONDITIONS |      | AGED 16-17 IMPACTING OR LIMITING CONDITIONS |      |
|---------------------------|-------|-------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|---------------------------------------------|------|
|                           |       | ANY                                       | NONE | ANY                                         | NONE | ANY                                         | NONE | ANY                                         | NONE |
| Significance Level: 95%   |       | a                                         | b    | a                                           | b    | ~a                                          | b    | a                                           | b    |
| Unweighted total          | 2040  | 118                                       | 375  | 118                                         | 376  | 97                                          | 389  | 123                                         | 370  |
| Effective Weighted Sample | 1481  | 91                                        | 292  | 90                                          | 274  | 80                                          | 294  | 96                                          | 288  |
| Total                     | 2040  | 94                                        | 303  | 158                                         | 458  | 124                                         | 453  | 93                                          | 278  |
| A lot                     | 199   | 18                                        | 23   | 16                                          | 32   | **                                          | 45   | 14                                          | 17   |
|                           | 10%   | 19%                                       | 8%   | 10%                                         | 7%   | **                                          | 10%  | 15%                                         | 6%   |
|                           |       | b                                         |      |                                             |      |                                             |      | b                                           |      |
| A moderate amount         | 283   | 23                                        | 61   | 26                                          | 62   | **                                          | 44   | 14                                          | 20   |
|                           | 14%   | 25%                                       | 20%  | 16%                                         | 13%  | **                                          | 10%  | 14%                                         | 7%   |
|                           |       |                                           |      |                                             |      |                                             |      | b                                           |      |
| A little                  | 619   | 42                                        | 151  | 60                                          | 150  | **                                          | 102  | 14                                          | 43   |
|                           | 30%   | 45%                                       | 50%  | 38%                                         | 33%  | **                                          | 23%  | 15%                                         | 16%  |
| None at all               | 938   | 11                                        | 67   | 56                                          | 215  | **                                          | 262  | 52                                          | 197  |
|                           | 46%   | 12%                                       | 22%  | 36%                                         | 47%  | **                                          | 58%  | 56%                                         | 71%  |
|                           |       |                                           | a    |                                             |      |                                             |      |                                             | a    |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH NOVEMBER 2024.**

**Table 53**

All interviewing conducted using an online panel. Any break column with 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 much help did your child receive in completing the questions today? (SINGLE CODE)**

Base : All parents of children aged 8-17

|                           | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |                 |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |                 |       |
|---------------------------|-------|----------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|------------------------------------------|-----------------|-------|
|                           |       | MOST                                   | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST | MOST                                     | POTEN-<br>TIALY | LEAST |
|                           |       | a                                      | b               | c     | a                                        | b               | ~c    | a                                        | b               | c     | a                                        | b               | c     |
| Significance Level: 95%   |       |                                        |                 |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| Unweighted total          | 2040  | 131                                    | 192             | 155   | 175                                      | 193             | 93    | 139                                      | 205             | 121   | 134                                      | 189             | 158   |
| Effective Weighted Sample | 1481  | 102                                    | 149             | 122   | 131                                      | 142             | 70    | 108                                      | 160             | 92    | 105                                      | 147             | 122   |
| Total                     | 2040  | 99                                     | 158             | 130   | 191                                      | 249             | 131   | 157                                      | 238             | 156   | 102                                      | 143             | 118   |
| A lot                     | 199   | 10                                     | 11              | 22    | 14                                       | 17              | **    | 24                                       | 23              | 19    | 14                                       | 10              | 8     |
|                           | 10%   | 10%                                    | 7%              | 17%   | 7%                                       | 7%              | **    | 15%                                      | 10%             | 12%   | 14%                                      | 7%              | 7%    |
|                           |       |                                        | b               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |
| A moderate amount         | 283   | 21                                     | 37              | 23    | 28                                       | 40              | **    | 14                                       | 32              | 9     | 12                                       | 14              | 10    |
|                           | 14%   | 22%                                    | 23%             | 17%   | 15%                                      | 16%             | **    | 9%                                       | 13%             | 6%    | 12%                                      | 9%              | 8%    |
| A little                  | 619   | 51                                     | 81              | 61    | 66                                       | 91              | **    | 37                                       | 50              | 42    | 18                                       | 18              | 19    |
|                           | 30%   | 51%                                    | 51%             | 46%   | 35%                                      | 36%             | **    | 24%                                      | 21%             | 27%   | 17%                                      | 13%             | 16%   |
| None at all               | 938   | 17                                     | 29              | 25    | 82                                       | 101             | **    | 82                                       | 134             | 86    | 58                                       | 101             | 81    |
|                           | 46%   | 17%                                    | 18%             | 20%   | 43%                                      | 40%             | **    | 52%                                      | 56%             | 55%   | 57%                                      | 71%             | 69%   |
|                           |       |                                        | a               |       |                                          |                 |       |                                          |                 |       |                                          |                 |       |

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



**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**FINANCIAL VULNERABILITY**

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

|                                    | Total | AGED 8-9 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 10-12 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 13-15 IMPACTING OR<br>LIMITING CONDITIONS |           | AGED 16-17 IMPACTING OR<br>LIMITING CONDITIONS |           |
|------------------------------------|-------|----------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|------------------------------------------------|-----------|
|                                    |       | ANY<br>a                                     | NONE<br>b | ANY<br>a                                       | NONE<br>b | ANY<br>~a                                      | NONE<br>b | ANY<br>a                                       | NONE<br>b |
| Significance Level: 95%            |       | a                                            | b         | a                                              | b         | ~a                                             | b         | a                                              | b         |
| Unweighted total                   | 1885  | 110                                          | 355       | 110                                            | 341       | 88                                             | 360       | 115                                            | 350       |
| Effective Weighted Sample          | 1369  | 86                                           | 276       | 83                                             | 248       | 72                                             | 273       | 89                                             | 272       |
| Total                              | 1872  | 87                                           | 286       | 148                                            | 408       | 113                                            | 417       | 88                                             | 263       |
| Most Financially Vulnerable        | 549   | 27                                           | 64        | 65                                             | 122       | **                                             | 104       | 27                                             | 66        |
|                                    | 29%   | 31%                                          | 22%       | 44%                                            | 30%       | **                                             | 25%       | 30%                                            | 25%       |
|                                    |       |                                              |           | b                                              |           |                                                |           |                                                |           |
| Potentially Financially Vulnerable | 788   | 42                                           | 113       | 61                                             | 178       | **                                             | 181       | 40                                             | 101       |
|                                    | 42%   | 48%                                          | 40%       | 41%                                            | 43%       | **                                             | 43%       | 45%                                            | 38%       |
| Least Financially Vulnerable       | 535   | 19                                           | 109       | 22                                             | 109       | **                                             | 133       | 21                                             | 96        |
|                                    | 29%   | 22%                                          | 38%       | 15%                                            | 27%       | **                                             | 32%       | 24%                                            | 36%       |
|                                    |       |                                              | a         |                                                | a         |                                                |           |                                                | a         |

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

**CHILDREN'S ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2024 - 8TH OCTOBER TO 15TH 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.

**FINANCIAL VULNERABILITY**

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

|                                    | Total | AGED 8-9 FINANCIAL VULNERABILITY INDEX |             |       | AGED 10-12 FINANCIAL VULNERABILITY INDEX |             |       | AGED 13-15 FINANCIAL VULNERABILITY INDEX |             |       | AGED 16-17 FINANCIAL VULNERABILITY INDEX |             |       |
|------------------------------------|-------|----------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|------------------------------------------|-------------|-------|
|                                    |       | MOST                                   | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST | MOST                                     | POTENTIALLY | LEAST |
| Significance Level: 95%            |       | a                                      | b           | c     | a                                        | b           | ~c    | a                                        | b           | c     | a                                        | b           | c     |
| Unweighted total                   | 1885  | 131                                    | 192         | 155   | 175                                      | 193         | 93    | 139                                      | 205         | 121   | 134                                      | 189         | 158   |
| Effective Weighted Sample          | 1369  | 102                                    | 149         | 122   | 131                                      | 142         | 70    | 108                                      | 160         | 92    | 105                                      | 147         | 122   |
| Total                              | 1872  | 99                                     | 158         | 130   | 191                                      | 249         | 131   | 157                                      | 238         | 156   | 102                                      | 143         | 118   |
| Most Financially Vulnerable        | 549   | 99                                     | -           | -     | 191                                      | -           | **    | 157                                      | -           | -     | 102                                      | -           | -     |
|                                    | 29%   | 100%                                   | -%          | -%    | 100%                                     | -%          | **    | 100%                                     | -%          | -%    | 100%                                     | -%          | -%    |
|                                    |       | bc                                     |             |       | b                                        |             |       | bc                                       |             |       | bc                                       |             |       |
| Potentially Financially Vulnerable | 788   | -                                      | 158         | -     | -                                        | 249         | **    | -                                        | 238         | -     | -                                        | 143         | -     |
|                                    | 42%   | -%                                     | 100%        | -%    | -%                                       | 100%        | **    | -%                                       | 100%        | -%    | -%                                       | 100%        | -%    |
|                                    |       |                                        | ac          |       |                                          | a           |       |                                          | ac          |       |                                          | ac          |       |
| Least Financially Vulnerable       | 535   | -                                      | -           | 130   | -                                        | -           | **    | -                                        | -           | 156   | -                                        | -           | 118   |
|                                    | 29%   | -%                                     | -%          | 100%  | -%                                       | -%          | **    | -%                                       | -%          | 100%  | -%                                       | -%          | 100%  |
|                                    |       |                                        |             | ab    |                                          |             |       |                                          |             | ab    |                                          |             | ab    |

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