

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

**Table 1**  
**Waves**  
**Base: All respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Wave 1 2021	1259	-	619	-	640	-	342	-	371	-	261	-	279	-	713	-	540	-	89	-	1170	-	143	-	215	-
	100%b	-	100%d	-	100%f	-	100%h	-	100%j	-	100%l	-	100%n	-	100%p	-	100%r	-	100%t	-	100%v	-	100%x	-	100%z	-
Wave 2 2022	-	1243	-	606	-	631	-	337	-	365	-	257	-	275	-	701	-	532	-	87	-	1156	-	142	-	212
	-	100%a	-	100%c	-	100%e	-	100%g	-	100%i	-	100%k	-	100%m	-	100%o	-	100%q	-	100%s	-	100%u	-	100%w	-	100%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 2  
Waves  
Base: All respondents

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Wave 1 2021	204	-	221	-	175	-	139	-	73	-	386	-	212	-	1085	-	158	-	353	-	162	-	209	-	867	-
	100%b	-	100%d	-	100%f	-	100%h	-	100%j	-	100%l	-	100%n	-	100%p	-	100%r	-	100%t	-	100%v	-	100%x	-	100%z	-
Wave 2 2022	-	202	-	218	-	173	-	137	-	72	-	381	-	209	-	1080	-	152	-	365	-	192	-	200	-	836
	-	100%a	-	100%c	-	100%e	-	100%g	-	100%i	-	100%k	-	100%m	-	100%o	-	100%q	-	100%s	-	100%u	-	100%w	-	100%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 3  
Waves  
Base: All respondents

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Wave 1 2021	867	-	302	-	1158	-	692	-	390	-	1032	-	365	-	176	-	151	-	63	-	51	-	76	-
	100% <sup>b</sup>	-	100% <sup>d</sup>	-	100% <sup>f</sup>	-	100% <sup>h</sup>	-	100% <sup>j</sup>	-	100% <sup>l</sup>	-	100% <sup>n</sup>	-	100% <sup>p</sup>	-	100% <sup>r</sup>	-	100% <sup>t</sup>	-	100% <sup>v</sup>	-	100% <sup>x</sup>	-
Wave 2 2022	-	835	-	408	-	1119	-	683	-	422	-	1019	-	360	-	161	-	149	-	38	-	37	-	62
	-	100% <sup>a</sup>	-	100% <sup>c</sup>	-	100% <sup>e</sup>	-	100% <sup>g</sup>	-	100% <sup>i</sup>	-	100% <sup>k</sup>	-	100% <sup>m</sup>	-	100% <sup>o</sup>	-	100% <sup>q</sup>	-	100% <sup>s</sup>	-	100% <sup>u</sup>	-	100% <sup>w</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 4  
Waves  
Base: All respondents

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Wave 1 2021	249 100%b	-	994 100%d	-	460 100%f	-	799 100%h	-
Wave 2 2022	-	293 100%a	-	933 100%c	-	500 100%e	-	743 100%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 5  
**Sample Type**  
**Base: All respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Adult	1170 93%	1156 93%	573 93%	561 93%	597 93%	588 93%	305 89%	299 89%	350 94%	343 94%	246 95%	245 95%	263 94%	260 95%	655 92%	642 92%	510 94%	505 95%	-	-	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
Child	89 7%	87 7%	45 7%	45 7%	43 7%	43 7%	37 11%	38 11%	21 6%	22 6%	14 5%	12 5%	16 6%	15 5%	58 8%	60 8%	30 6%	27 5%	89 100%	87 100%	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 6  
**Sample Type**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Adult	204	202	221	218	175	173	139	137	73	72	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	93%	93%	92%	91%	94%	95%	91%	93%	96%	96%	93%	92%
Child	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	72	13	14	23	18	14	13	9	8	65	67
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	7%	8%	9%	6%	5%	9%	7%	4%	4%	7%	8%

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 7  
**Sample Type**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Adult	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25	51	37	76	62
	100%	100%	100% <sup>d</sup>	79%	92%	92%	89%	90%	83%	84%	94%	94%	82%	83%	81%	77%	88% <sup>r</sup>	78%	79%	67%	100%	100%	100%	100%
Child	-	3	-	85	88	84	73	69	66	70	67	63	66	62	33	37	18	33	13	13	-	-	-	-
	-	*	-	21% <sup>c</sup>	8%	8%	11%	10%	17%	16%	6%	6%	18%	17%	19%	23%	12%	22% <sup>q</sup>	21%	33%	-	-	-	-

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 8  
**Sample Type**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Adult	218 88%	256 87%	937 94%	885 95%	415 90%	454 91%	755 94%	702 95%
Child	31 12%	37 13%	57 6%	48 5%	44 10%	47 9%	44 6%	41 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 9

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Summary table - NET: Used in the last 3 months**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
YouTube	1158 92%	1119 90%	597 97% <sup>d</sup>	569 94%	561 88%	544 86%	319 93%	310 92%	343 92%	329 90%	241 93%	228 89%	249 89%	242 88%	662 93%	638 91%	490 91%	470 88%	88 99%	84 96%	1070 91%	1034 90%	134 93%	132 94%	203 94%	201 95%
Instagram	692 55%	683 55%	315 51%	287 47%	376 59%	391 62%	204 60%	197 58%	227 61%	209 57%	128 49%	139 54%	130 46%	134 49%	431 60%	405 58%	257 48%	273 51%	73 82%	69 79%	619 53%	614 53%	128 89% <sup>x</sup>	111 79%	153 71%	154 72%
TikTok	390 31%	422 34%	195 31%	193 32%	195 30%	223 35%	123 36%	123 36%	106 28%	124 34%	79 30%	88 34%	79 28%	84 30%	229 32%	246 35%	158 29%	171 32%	66 75%	70 80%	323 28%	352 30%	78 54%	73 52%	78 36%	98 46% <sup>y</sup>
Facebook	1032 82%	1019 82%	481 78%	484 80%	552 86%	529 84%	281 82%	280 83%	299 81%	289 79%	213 82%	219 86%	234 84%	223 81%	580 81%	568 81%	448 83%	442 83%	67 75%	63 72%	966 83%	956 83%	127 88%	126 89%	184 85%	185 87%
Snapchat	365 29%	360 29%	179 29%	155 26%	186 29%	200 32%	105 31%	111 33%	111 30%	108 30%	74 28%	68 26%	69 25%	70 25%	217 30%	219 31%	143 26%	138 26%	66 74%	62 71%	299 26%	298 26%	96 67%	87 62%	82 38%	86 41%
Twitch	176 14%	161 13%	126 20%	108 18%	51 8%	52 8%	59 17%	58 17%	52 14%	47 13%	34 13%	28 11%	30 11%	27 10%	110 15%	105 15%	64 12%	55 10%	33 37%	37 42%	143 12%	124 11%	32 22%	33 23%	54 25%	41 19%
Vimeo	151 12%	149 12%	104 17%	97 16%	48 7%	51 8%	64 19%	64 19%	42 11%	49 13%	23 9%	25 10%	22 8%	10 4%	106 15%	113 16%	45 8%	35 7%	18 20%	33 38% <sup>s</sup>	133 11%	116 10%	27 19%	19 13%	37 17%	29 14%
Fruitleab	63 5% <sup>b</sup>	38 3%	39 6%	23 4%	25 4%	14 2%	25 7%	14 4%	21 6%	15 4%	10 4%	6 2%	8 3%	2 1%	46 6%	29 4%	18 3%	7 1%	13 15%	13 14%	50 4% <sup>w</sup>	25 2%	12 8%	5 4%	17 8%	7 4%
Triller	55 4%	45 4%	38 6%	28 5%	17 3%	17 3%	25 7%	23 7%	14 4%	11 3%	8 3%	8 3%	7 3%	2 3%	39 5%	34 5%	16 3%	10 2%	13 15%	13 15%	42 4%	32 3%	10 7%	8 5%	14 6%	10 5%
Recast	51 4%	42 3%	36 6%	27 4%	15 2%	16 2%	22 6%	22 7%	12 3%	9 3%	7 3%	7 3%	11 4% <sup>n</sup>	2 1%	34 5%	31 4%	17 3%	9 2%	13 15%	15 17%	39 3%	28 2%	8 6%	7 5%	13 6%	9 4%
Vuepay	53 4%	46 4%	33 5%	30 5%	20 3%	16 3%	22 6%	20 6%	16 4%	14 4%	8 3%	8 3%	7 2%	3 1%	38 5%	34 5%	15 3%	11 2%	12 14%	17 19%	41 4%	29 3%	9 6%	6 4%	14 6%	10 5%
Base: All Adult respondents	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	**	**	1170	1156	143	142	215	212
Bitchute	51 4%	37 3%	35 6%	23 4%	16 3%	15 2%	15 5%	8 3%	19 5%	13 4%	10 4%	10 4%	7 2%	6 2%	33 5%	21 3%	17 3%	16 3%	-	-	51 4%	37 3%	5 4%	4 3%	19 9%	10 5%
OnlyFans	76 6%	62 5%	67 12%	53 9%	9 2%	9 2%	23 8%	21 7%	23 7%	18 5%	12 5%	10 4%	17 6%	12 5%	47 7%	40 6%	29 6%	23 4%	-	-	76 6%	62 5%	13 9%	6 4%	25 12%	20 10%
Xpanded.com	41 4% <sup>b</sup>	23 2%	26 5%	15 3%	16 3%	9 1%	10 3%	8 3%	15 4%	6 2%	7 3%	5 2%	9 3%	4 2%	25 4%	14 2%	17 3%	9 2%	-	-	41 4% <sup>w</sup>	23 2%	8 6%	5 3%	16 7%	8 4%
TV Girls Plaza	34 3%	18 2%	24 4%	12 2%	10 2%	5 1%	13 4%	7 2%	10 3%	5 1%	6 3%	4 2%	4 2%	2 1%	23 3%	12 2%	11 2%	6 1%	-	-	34 3%	18 2%	9 6%	5 3%	11 5%	5 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 9

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Summary table - NET: Used in the last 3 months**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Base: All Adult respondents	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	**	**	1170	1156	143	142	215	212
UK Babe Channels Video	50 4% <sup>b</sup>	26 2%	34 6% <sup>d</sup>	18 3%	16 3%	8 1%	18 6%	9 3%	17 5%	8 2%	9 4%	4 2%	6 2%	3 1%	35 5% <sup>p</sup>	17 3%	15 3%	8 2%	-	-	50 4% <sup>v</sup>	26 2%	8 6%	5 4%	15 7%	9 4%
Fanzworld	36 3%	20 2%	25 4%	15 3%	10 2%	6 1%	11 4%	9 3%	11 3%	5 2%	7 3%	4 2%	7 2%	2 1%	22 3%	14 2%	14 3%	6 1%	-	-	36 3%	20 2%	9 6%	7 5%	11 5%	6 3%
PocketStars	41 4%	25 2%	30 5%	18 3%	11 2%	7 1%	14 5%	10 3%	10 3%	6 2%	10 4%	7 3%	6 2%	3 1%	24 4%	16 2%	17 3%	9 2%	-	-	41 4%	25 2%	9 7%	6 4%	14 6%	10 5%
Admire.Me	32 3%	22 2%	25 4%	15 3%	7 1%	7 1%	11 4%	9 3%	9 2%	5 2%	7 3%	5 2%	5 2%	3 1%	20 3%	14 2%	12 2%	8 2%	-	-	32 3%	22 2%	6 4%	5 4%	12 5%	8 4%
Base: All respondents	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
NET: Other Non Core VSPs	88 7%	75 6%	55 9%	46 8%	33 5%	29 5%	37 11%	36 11%	24 6%	18 5%	14 6%	14 6%	13 5%	4 1%	61 9%	54 8%	27 5%	18 3%	18 20%	20 23%	71 6%	55 5%	15 11%	11 8%	22 10%	16 8%
NET: Other Non Core Adult VSPs	88 7% <sup>b</sup>	49 4%	59 9% <sup>d</sup>	32 5%	29 5%	17 3%	28 8%	15 5%	26 7%	14 4%	19 7%	11 4%	14 5%	8 3%	54 8% <sup>p</sup>	29 4%	34 6%	19 4%	-	-	88 8% <sup>v</sup>	49 4%	15 11%	9 7%	28 13%	17 8%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 10  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
YouTube	198 97%	188 93%	209 95% <sup>d</sup>	193 88%	151 86%	149 86%	115 83%	117 85%	61 84%	53 74%	327 85%	319 84%	176 83%	170 81%	987 91%	964 89%	156 99%	144 95%	319 91%	331 91%	154 95%	182 95%	184 88%	176 88%	801 92%	752 90%
Instagram	132 65%	127 63%	98 44%	120 55%	63 36%	62 36%	38 27%	27 20%	8 10%	13 18%	108 28%	102 27%	45 21%	40 19%	560 52%	553 51%	123 78%	123 81%	178 50%	187 51%	94 58%	123 64%	88 42%	95 48%	487 56%	474 57%
TikTok	69 34%	69 34%	56 25%	73 33%	25 14%	31 18%	16 11%	6 4%	3 4%	3 4%	43 11%	39 10%	18 9%	9 4%	318 29%	336 31%	68 43%	85 56% <sup>q</sup>	96 27%	119 33%	60 37%	81 42%	45 22%	55 28%	280 32%	286 34%
Facebook	168 82%	172 85%	185 84%	180 83%	136 78%	132 77%	114 82%	102 75%	51 71%	58 80%	302 78%	293 77%	166 78%	160 77%	894 82%	888 82%	129 82%	124 82%	292 83%	308 84%	134 83%	165 86%	168 80%	170 85%	712 82%	681 81%
Snapchat	59 29%	62 31%	42 19%	39 18%	15 8%	16 9%	4 3%	4 3%	3 4%	4 5%	21 6%	24 6%	7 3%	7 4%	278 26%	278 26%	83 53%	81 53%	92 26%	95 26%	57 35%	64 33%	44 21%	45 23%	254 29%	252 30%
Twitch	40 19%	32 16%	16 7%	16 7%	2 1%	3 2%	1 1%	* *	- -	- -	3 1%	3 1%	1 *	* *	134 12%	120 11%	41 26%	39 26%	42 12%	41 11%	24 15%	29 15%	22 11%	18 9%	129 15%	112 13%
Vimeo	29 14%	29 14%	26 12%	20 9%	12 7%	9 5%	2 2%	9 6%	- -	1 2%	14 4%	19 5%	2 1%	10 5%	108 10%	111 10%	42 26%	38 25%	29 8%	43 12%	18 11%	27 14%	14 6%	23 12%	114 13%	98 12%
Fruittlab	15 8%	7 4%	3 1%	4 2%	3 2%	- -	- -	1 1%	- -	- -	3 1%	1 *	- -	1 1%	39 4%	24 2%	23 15%	13 9%	12 4%	11 3%	5 3%	6 3%	10 5%	7 3%	47 5% <sup>z</sup>	24 3%
Triller	12 6%	6 3%	6 3%	4 2%	* *	3 2%	1 *	1 1%	- -	- -	1 *	4 1%	1 *	1 *	33 3%	28 3%	21 13%	17 11%	13 4%	13 4%	7 5%	5 3%	9 4%	11 5%	38 4%	30 4%
Recast	10 5%	8 4%	4 2%	3 1%	- -	1 1%	4 3%	1 *	- -	- -	4 1%	2 *	4 2%	1 *	29 3%	28 3%	22 14%	14 9%	11 3%	10 3%	6 4%	5 3%	7 3%	8 4%	36 4%	28 3%
Vuepay	12 6%	10 5%	5 2%	3 1%	1 1%	1 1%	1 *	1 *	- -	- -	2 *	1 *	1 *	1 *	36 3%	26 2%	16 10%	19 13%	11 3%	12 3%	5 3%	6 3%	8 4%	8 4%	39 4%	32 4%
Base: All Adult respondents	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Bitchute	16 8%	8 4%	6 3%	10 4%	3 2%	2 1%	1 1%	4 3%	- -	- -	5 1%	6 1%	1 1%	4 2%	30 3%	26 3%	19 13%	11 8%	9 3%	9 2%	3 2%	4 2%	5 2%	3 2%	38 5%	26 3%
OnlyFans	19 9%	19 9%	14 6%	8 4%	2 1%	8 5%	2 1%	1 1%	- -	* -	14 1%	10 3%	2 1%	2 1%	54 5%	50 5%	21 15%	13 9%	21 6%	15 4%	10 7%	6 3%	12 6%	9 5%	51 6%	44 6%
Xpanded.com	10 5%	5 3%	5 2%	4 2%	* *	1 1%	1 1%	- -	1 2%	- -	3 1%	1 *	2 1%	- -	26 3%	14 1%	16 11%	9 7%	10 3%	5 2%	4 2%	2 1%	7 4%	4 2%	28 4%	16 2%
TV Girls Plaza	10 5%	5 3%	3 2%	2 1%	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	18 2%	9 1%	15 11%	8 6%	6 2%	4 1%	3 2%	2 1%	4 2%	3 1%	25 3%	12 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 10  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Base: All Adult respondents	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
UK Babe Channels Video	16 8%	6 3%	6 3%	4 2%	2 1%	* *	2 1%	* *	1 2%	- -	5 1%	* *	3 1%	* *	30 3%p	13 1%	19 13%	12 9%	12 4%	6 2%	3 1%	3 1%	8 4%	4 2%	34 4%	19 2%
Fanzworld	12 6%	5 2%	3 2%	3 1%	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	23 2%	11 1%	12 8%	9 7%	6 2%	5 1%	2 1%	2 1%	4 2%	3 2%	27 3%	14 2%
PocketStars	11 5%	6 3%	5 2%	2 1%	- *	1 *	3 2%	* *	- -	- -	3 1%	1 *	3 1%	* *	25 2%	15 1%	16 11%	9 7%	7 2%	6 2%	2 2%	3 2%	6 3%	3 2%	31 4%	17 2%
Admire.Me	11 5%	6 3%	3 1%	3 1%	1 *	* *	- -	* *	- -	- -	1 *	1 *	- -	* *	17 2%	12 1%	15 11%	10 7%	5 1%	5 1%	2 1%	2 1%	3 2%	3 1%	23 3%	15 2%
Base: All respondents	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
NET: Other Non Core VSPs	19 9%	15 8%	9 4%	5 2%	1 1%	5 3%	5 4%	1 1%	- -	- -	6 2%	6 2%	5 2%	1 1%	56 5%	47 4%	31 20%	26 17%	18 5%	17 5%	9 6%	8 4%	10 5%	13 6%	64 7%	51 6%
NET: Other Non Core Adult VSPs	26 13%	13 7%	10 4%	7 3%	3 2%	2 1%	5 4%	1 1%	1 2%	- -	9 2%	3 1%	6 3%	1 *	59 5%p	32 3%	29 18%	16 11%	17 5%	11 3%	7 4%	5 3%	11 5%	7 3%	66 8%z	35 4%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 11  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
YouTube	791 91%	737 88%	277 92%	381 93%	1158 100%	1119 100%	658 95%	632 93%	378 97%	412 98%	934 90%	904 89%	353 97%	341 95%	175 99%	159 99%	149 98%	148 99%	62 98%	37 99%	51 100%	37 99%	75 98%	61 99%
Instagram	408 47%	391 47%	210 69%	292 72%	658 57%	632 57%	692 100%	683 100%	333 86%	353 84%	619 60%	618 61%	328 90%	315 88%	149 84%	134 83%	128 85%	129 87%	58 92%	35 93%	42 82%	28 76%	66 88%	55 88%
TikTok	192 22%	209 25%	130 43%	213 52% <sup>c</sup>	378 33%	412 37%	333 48%	353 52%	390 100%	422 100%	349 34%	372 36%	248 68%	257 71%	116 66%	117 72%	103 68%	106 71%	51 80%	30 79%	32 64%	20 54%	54 71%	47 75%
Facebook	695 80%	670 80%	269 89%	349 85%	934 81%	904 81%	619 90%	618 90%	349 90%	372 88%	1032 100%	1019 100%	333 91%	336 93%	154 87%	137 85%	134 88%	133 89%	57 91%	37 98%	43 84%	30 81%	68 89%	58 94%
Snapchat	171 20%	167 20%	127 42%	193 47%	353 31%	341 30%	328 47%	315 46%	248 64%	257 61%	333 32%	336 33%	365 100%	360 100%	119 68%	104 64%	92 61%	91 61%	56 89%	32 85%	34 67% <sup>v</sup>	19 52%	52 69%	39 62%
Twitch	90 10%	69 8%	54 18%	92 23%	175 15%	159 14%	149 22%	134 20%	116 30%	117 28%	154 15%	137 13%	119 33%	104 29%	176 100%	161 100%	75 50%	75 50%	49 76%	31 82%	33 66% <sup>v</sup>	17 46%	44 58%	30 48%
Vimeo	78 9%	65 8%	55 18%	84 21%	149 13%	148 13%	128 19%	129 19%	103 27%	106 25%	134 13%	133 13%	92 25%	91 25%	75 43%	75 47%	151 100%	149 100%	50 79%	33 89%	31 62%	19 51%	40 53%	27 44%
Fruitlab	17 2%	9 1%	33 11%	29 7%	62 5% <sup>f</sup>	37 3%	58 8% <sup>h</sup>	35 5%	51 13% <sup>j</sup>	30 7%	57 6%	37 4%	56 15% <sup>n</sup>	32 9%	49 28%	31 19%	50 33% <sup>r</sup>	33 22%	63 100%	38 100%	28 54% <sup>v</sup>	12 32%	26 34% <sup>x</sup>	14 23%
Triller	16 2%	15 2%	26 8%	30 7%	55 5%	44 4%	52 8%	43 6%	48 12%	37 9%	53 5%	45 4%	49 13%	38 11%	42 24%	33 20%	42 28%	35 24%	35 55%	26 70%	24 47%	13 34%	26 34% <sup>x</sup>	14 22%
Recast	14 2%	11 1%	24 8%	32 8%	50 4%	42 4%	49 7%	41 6%	46 12%	35 8%	51 5%	42 4%	46 13%	35 10%	41 23%	34 21%	41 27%	34 23%	38 66%	25 47% <sup>v</sup>	24 32%	12 30%	23 30%	15 24%
Vuepay	13 1%	7 1%	28 9%	39 9%	51 4%	46 4%	50 7%	44 6%	46 12%	39 9%	52 5%	44 4%	47 13%	40 11%	41 23%	37 23%	40 26%	39 26%	38 60%	27 71%	24 47%	13 35%	24 31%	15 25%
Base: All Adult respondents	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Bitchute	24 3%	23 3%	26 9%	15 5%	51 5%	37 4%	42 7%	28 5%	32 10% <sup>j</sup>	20 6%	43 4%	30 3%	34 11%	19 7%	33 23% <sup>p</sup>	17 14%	31 24%	19 17%	28 55%	12 48%	51 100%	37 100%	23 30% <sup>x</sup>	12 20%
OnlyFans	44 5%	38 5%	32 10%	24 7%	75 7%	61 6%	66 11%	55 9%	54 17%	47 13%	68 7%	58 6%	52 17%	39 13%	44 31%	30 24%	40 30%	27 24%	26 51%	14 58%	23 45%	12 33%	76 100%	62 100%
Xpanded.com	18 2%	7 1%	23 8%	16 5%	39 4%	22 2%	38 6% <sup>h</sup>	20 3%	29 9%	19 5%	40 4% <sup>l</sup>	22 2%	33 11%	19 6%	31 21%	16 13%	30 23%	18 15%	26 51%	14 54%	26 52% <sup>v</sup>	12 32%	26 34% <sup>x</sup>	14 22%
TV Girls Plaza	10 1%	5 1%	23 8%	13 4%	32 3%	17 2%	32 5% <sup>h</sup>	17 3%	32 10% <sup>j</sup>	16 5%	33 3%	17 2%	32 11% <sup>n</sup>	15 5%	29 20%	15 12%	27 21%	16 14%	27 54%	13 52%	23 45%	12 33%	25 32% <sup>x</sup>	13 21%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 11  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Base: All Adult respondents	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
UK Babe Channels Video	21 2%	9 1%	28 9%	17 5%	48 4% <sup>f</sup>	25 2%	45 7% <sup>h</sup>	24 4%	39 12% <sup>j</sup>	22 6%	47 5% <sup>l</sup>	24 2%	41 14% <sup>n</sup>	20 7%	33 23%	18 15%	33 25%	19 16%	29 59%	14 56%	26 52% <sup>v</sup>	12 33%	32 42% <sup>x</sup>	16 25%
Fanzworld	9 1%	5 1%	26 9%	15 5%	36 3%	20 2%	36 6% <sup>h</sup>	19 3%	32 10% <sup>j</sup>	18 5%	36 4%	20 2%	34 11% <sup>n</sup>	18 6%	28 19%	17 14%	29 21%	18 16%	28 56%	14 55%	22 44%	13 34%	24 31%	13 22%
PocketStars	14 2%	8 1%	27 9%	17 5%	40 4%	24 2%	39 6%	24 4%	34 11%	22 6%	40 4%	24 3%	36 12%	22 7%	31 22%	19 15%	33 25%	19 16%	28 56%	16 65%	26 51% <sup>v</sup>	13 35%	25 33%	15 24%
Admire.Me	9 1%	7 1%	23 8%	16 5%	32 3%	21 2%	32 5%	20 3%	29 9%	20 6%	31 3%	22 2%	30 10%	19 6%	26 18%	18 15%	27 20%	19 16%	26 52%	15 60%	24 47%	13 34%	27 36%	16 25%
Base: All respondents	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
NET: Other Non Core VSPs	31 4%	25 3%	39 13%	50 12%	85 7%	73 7%	80 12%	69 10%	72 18%	57 13%	85 8%	72 7%	71 19%	58 16%	56 32%	50 31%	56 37%	53 36%	47 74%	30 79%	28 56% <sup>v</sup>	15 39%	30 39%	19 30%
NET: Other Non Core Adult VSPs	43 5% <sup>b</sup>	18 2%	45 15% <sup>d</sup>	31 8%	82 7% <sup>f</sup>	47 4%	79 11% <sup>h</sup>	43 6%	62 16% <sup>j</sup>	39 9%	85 8% <sup>l</sup>	46 5%	64 18% <sup>n</sup>	35 10%	52 30% <sup>p</sup>	29 18%	52 35% <sup>r</sup>	30 20%	38 60%	38 50%	19 63% <sup>v</sup>	15 39%	40 53% <sup>x</sup>	20 33%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 12

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Summary table - NET: Used in the last 3 months**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
YouTube	243 98%	284 97%	900 91%	822 88%	434 94%	466 93%	725 91%	653 88%
Instagram	194 78%	227 77%	490 49%	450 48%	318 69%	327 65%	374 47%	356 48%
TikTok	151 61%	192 66%	235 24%	225 24%	207 45%	212 42%	182 23%	210 28%g
Facebook	225 91%	263 90%	800 80%	742 80%	409 89%	426 85%	623 78%	593 80%
Snapchat	137 55%	163 55%	220 22%	193 21%	197 43%	201 40%	168 21%	159 21%
Twitch	72 29%	87 30%	103 10%	73 8%	111 24%	105 21%	65 8%	56 8%
Vimeo	61 25%	67 23%	89 9%	82 9%	85 18%	86 17%	67 8%	63 8%
Fruittlab	34 13%	26 9%	29 3% <sup>d</sup>	11 1%	46 10% <sup>f</sup>	30 6%	18 2%	7 1%
Triller	30 12%	29 10%	24 2%	16 2%	37 8%	33 7%	18 2%	12 2%
Recast	30 12%	31 11%	19 2%	10 1%	38 8%	32 6%	14 2%	10 1%
Vuepay	29 12%	32 11%	23 2%	14 1%	37 8%	36 7%	16 2%	10 1%
Base: All Adult respondents	218	256	937	885	415	454	755	702
Bitchute	23 11%	15 6%	27 3%	22 2%	35 8%	26 6%	16 2%	11 2%
OnlyFans	37 17%	31 12%	37 4%	32 4%	44 11%	40 9%	32 4%	22 3%
Xpanded.com	23 10%	14 5%	18 2%	9 1%	28 7%	18 4%	14 2%	6 1%
TV Girls Plaza	21 10%	12 5%	12 1%	5 1%	24 6%	14 3%	9 1%	3 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 12

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Summary table - NET: Used in the last 3 months**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Base: All Adult respondents	218	256	937	885	415	454	755	702
UK Babe Channels Video	23 11%	17 7%	26 3% <sup>d</sup>	9 1%	32 8%	20 4%	17 2% <sup>h</sup>	5 1%
Fanzworld	20 9%	14 6%	15 2%	6 1%	28 7%	17 4%	8 1%	4 1%
PocketStars	23 10%	15 6%	17 2%	10 1%	28 7%	21 5%	13 2%	4 1%
Admire.Me	19 9%	14 6%	12 1%	8 1%	24 6%	17 4%	8 1%	5 1%
Base: All respondents	249	293	994	933	460	500	799	743
NET: Other Non Core VSPs	41 16%	49 17%	45 5%	25 3%	59 13%	53 11%	29 4%	21 3%
NET: Other Non Core Adult VSPs	38 15% <sup>b</sup>	27 9%	49 5% <sup>d</sup>	21 2%	57 12% <sup>f</sup>	36 7%	31 4% <sup>h</sup>	13 2%
None of these	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 13  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
YouTube	1158 92%	1119 90%	597 97% <sup>d</sup>	569 94%	561 88%	544 86%	319 93%	310 92%	343 92%	329 90%	241 93%	228 89%	249 89%	242 88%	662 93%	638 91%	490 91%	470 88%	88 99%	84 96%	1070 91%	1034 90%	134 93%	132 94%	203 94%	201 95%
Instagram	692 55%	683 55%	315 51%	287 47%	376 59%	391 62%	204 60%	197 58%	227 61%	209 57%	128 49%	139 54%	130 46%	134 49%	431 60%	405 58%	257 48%	273 51%	73 82%	69 79%	619 53%	614 53%	128 89% <sup>x</sup>	111 79%	153 71%	154 72%
TikTok	390 31%	422 34%	195 31%	193 32%	195 30%	223 35%	123 36%	123 36%	106 28%	124 34%	79 30%	88 34%	79 28%	84 30%	229 32%	246 35%	158 29%	171 32%	66 75%	70 80%	323 28%	352 30%	78 54%	73 52%	78 36%	98 46% <sup>y</sup>
Facebook	1032 82%	1019 82%	481 78%	484 80%	552 86%	529 84%	281 82%	280 83%	299 81%	289 79%	213 82%	219 86%	234 84%	223 81%	580 81%	568 81%	448 83%	442 83%	67 75%	63 72%	966 83%	956 83%	127 88%	126 89%	184 85%	185 87%
Snapchat	365 29%	360 29%	179 29%	155 26%	186 29%	200 32%	105 31%	111 33%	111 30%	108 30%	74 28%	68 26%	69 25%	70 25%	217 30%	219 31%	143 26%	138 26%	66 74%	62 71%	299 26%	298 26%	96 67%	87 62%	82 38%	86 41%
Twitch	176 14%	161 13%	126 20%	108 18%	51 8%	52 8%	59 17%	58 17%	52 14%	47 13%	34 13%	28 11%	30 11%	27 10%	110 15%	105 15%	64 12%	55 10%	33 37%	37 42%	143 12%	124 11%	32 22%	33 23%	54 25%	41 19%
Vimeo	151 12%	149 12%	104 17%	97 16%	48 7%	51 8%	64 19%	64 19%	42 11%	49 13%	25 9%	22 10%	10 8%	10 4%	106 15%	113 16%	45 8%	35 7%	18 20%	33 38% <sup>s</sup>	133 11%	116 10%	27 19%	19 13%	37 17%	29 14%
Fruitleab	63 5% <sup>b</sup>	38 3%	39 6%	23 4%	25 4%	14 2%	25 7%	14 4%	21 6%	15 4%	10 4%	6 2%	8 3%	2 1%	46 6%	29 4%	18 3%	7 1%	13 15%	13 14%	50 4% <sup>w</sup>	25 2%	12 8%	5 4%	17 8%	7 4%
Base: All Adult respondents	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	-**	-**	1170	1156	143	142	215	212
Bitchute	51 4%	37 3%	35 6%	23 4%	16 3%	15 2%	15 5%	8 3%	19 5%	13 4%	10 4%	10 4%	7 3%	6 2%	33 5%	21 3%	17 3%	16 3%	-	-	51 4%	37 3%	5 4%	4 3%	19 9%	10 5%
OnlyFans	76 6%	62 5%	67 12%	53 9%	9 2%	9 2%	23 8%	21 7%	23 7%	18 5%	12 5%	10 4%	17 6%	12 5%	47 7%	40 6%	29 6%	23 4%	-	-	76 6%	62 5%	13 9%	6 4%	25 12%	20 10%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 14  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
YouTube	198 97%	188 93%	209 95% <sup>d</sup>	193 88%	151 86%	149 86%	115 83%	117 85%	61 84%	53 74%	327 85%	319 84%	176 83%	170 81%	987 91%	964 89%	156 99%	144 95%	319 91%	331 91%	154 95%	182 95%	184 88%	176 88%	801 92%	752 90%
Instagram	132 65%	127 63%	98 44%	120 55%	63 36%	62 36%	38 27%	27 20%	8 10%	13 18%	108 28%	102 27%	45 21%	40 19%	560 52%	553 51%	123 78%	123 81%	178 50%	187 51%	94 58%	123 64%	88 42%	95 48%	487 56%	474 57%
TikTok	69 34%	69 34%	56 25%	73 33%	25 14%	31 18%	16 11%	6 4%	3 4%	3 4%	43 11%	39 10%	18 9%	9 4%	318 29%	336 31%	68 43%	85 56% <sup>q</sup>	96 27%	119 33%	60 37%	81 42%	45 22%	55 28%	280 32%	286 34%
Facebook	168 82%	172 85%	185 84%	180 83%	136 78%	132 77%	114 82%	102 75%	51 71%	58 80%	302 78%	293 77%	166 78%	160 77%	894 82%	888 82%	129 82%	124 82%	292 83%	308 84%	134 83%	165 86%	168 80%	170 85%	712 82%	681 81%
Snapchat	59 29%	62 31%	42 19%	39 18%	15 8%	16 9%	4 3%	4 3%	3 4%	4 5%	21 6%	24 6%	7 3%	7 4%	278 26%	278 26%	83 53%	81 53%	92 26%	95 26%	57 35%	64 33%	44 21%	45 23%	254 29%	252 30%
Twitch	40 19%	32 16%	16 7%	16 7%	2 1%	3 2%	1 1%	* *	- -	- -	3 1%	3 1%	1 *	* *	134 12%	120 11%	41 26%	39 26%	42 12%	41 11%	24 15%	29 15%	22 11%	18 9%	129 15%	112 13%
Vimeo	29 14%	29 14%	26 12%	20 9%	12 7%	9 5%	2 2%	9 6%	- -	1 2%	14 4%	19 5%	2 1%	10 5%	108 10%	111 10%	42 26%	38 25%	29 8%	43 12%	18 11%	27 14%	14 6%	23 12%	114 13%	98 12%
Fruitleab	15 8%	7 4%	3 1%	4 2%	3 2%	- -	- -	1 1%	- -	- -	3 1%	1 *	- -	1 1%	39 4%	24 2%	23 15%	13 9%	12 4%	11 3%	5 3%	6 3%	10 5%	7 3%	47 5% <sup>z</sup>	24 3%
Base: All Adult respondents	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Bitchute	16 8%	8 4%	6 3%	10 4%	3 2%	2 1%	1 1%	4 3%	- -	- -	5 1%	6 1%	1 1%	4 2%	30 3%	26 3%	19 13%	11 8%	9 3%	9 2%	3 2%	4 2%	5 2%	3 2%	38 5%	26 3%
OnlyFans	19 9%	19 9%	14 6%	8 4%	2 1%	8 5%	2 1%	1 1%	- -	* 1%	4 1%	10 3%	2 1%	2 1%	54 5%	50 5%	21 15%	13 9%	21 6%	15 4%	10 7%	6 3%	12 6%	9 5%	51 6%	44 6%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 15  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

Base: All respondents

Summary table - NET: Used in the last 3 months - Selected VSPs only

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
YouTube	791 91%	737 88%	277 92%	381 93%	1158 100%	1119 100%	658 95%	632 93%	378 97%	412 98%	934 90%	904 89%	353 97%	341 95%	175 99%	159 99%	149 98%	148 99%	62 98%	37 99%	51 100%	37 99%	75 98%	61 99%
Instagram	408 47%	391 47%	210 69%	292 72%	658 57%	632 57%	692 100%	683 100%	333 86%	353 84%	619 60%	618 61%	328 90%	315 88%	149 84%	134 83%	128 85%	129 87%	58 92%	35 93%	42 82%	28 76%	66 88%	55 88%
TikTok	192 22%	209 25%	130 43%	213 52% <sup>c</sup>	378 33%	412 37%	333 48%	353 52%	390 100%	422 100%	349 34%	372 36%	248 68%	257 71%	116 66%	117 72%	103 68%	106 71%	51 80%	30 79%	32 64%	20 54%	54 71%	47 75%
Facebook	695 80%	670 80%	269 89%	349 85%	934 81%	904 81%	619 90%	618 90%	349 90%	372 88%	1032 100%	1019 100%	333 91%	336 93%	154 87%	137 85%	134 88%	133 89%	57 91%	37 98%	43 84%	30 81%	68 89%	58 94%
Snapchat	171 20%	167 20%	127 42%	193 47%	353 31%	341 30%	328 47%	315 46%	248 64%	257 61%	333 32%	336 33%	365 100%	360 100%	119 68%	104 64%	92 61%	91 61%	56 89%	32 85%	34 67% <sup>v</sup>	19 52%	52 69%	39 62%
Twitch	90 10%	69 8%	54 18%	92 23%	175 15%	159 14%	149 22%	134 20%	116 30%	117 28%	154 15%	137 13%	119 33%	104 29%	176 100%	161 100%	75 50%	75 50%	49 76%	31 82% <sup>v</sup>	33 46%	17 46%	44 58%	30 48%
Vimeo	78 9%	65 8%	55 18%	84 21%	149 13%	148 13%	128 19%	129 19%	103 27%	106 25%	134 13%	133 13%	92 25%	91 25%	75 43%	75 47%	151 100%	149 100%	50 79%	33 89%	31 62%	19 51%	40 53%	27 44%
Fruitlab	17 2%	9 1%	33 11%	29 7%	62 5% <sup>f</sup>	37 3%	58 8% <sup>h</sup>	35 5%	51 13% <sup>j</sup>	30 7%	57 6%	37 4%	56 15% <sup>n</sup>	32 9%	49 28%	31 19%	50 33% <sup>r</sup>	33 22%	63 100%	38 100%	28 54% <sup>v</sup>	12 32%	26 34% <sup>x</sup>	14 23%
Base: All Adult respondents	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Bitchute	24 3%	23 3%	26 9%	15 5%	51 5%	37 4%	42 7%	28 5%	32 10% <sup>j</sup>	20 6%	43 4%	30 3%	34 11%	19 7%	33 23% <sup>p</sup>	17 14%	31 24%	19 17%	28 55%	12 48%	51 100%	37 100%	23 30% <sup>x</sup>	12 20%
OnlyFans	44 5%	38 5%	32 10%	24 7%	75 7%	61 6%	66 11%	55 9%	54 17%	47 13%	68 7%	58 6%	52 17%	39 13%	44 31%	30 24%	40 30%	27 24%	26 51%	14 58%	23 45%	12 33%	76 100%	62 100%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 16

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Summary table - NET: Used in the last 3 months - Selected VSPs only**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
YouTube	243 98%	284 97%	900 91%	822 88%	434 94%	466 93%	725 91%	653 88%
Instagram	194 78%	227 77%	490 49%	450 48%	318 69%	327 65%	374 47%	356 48%
TikTok	151 61%	192 66%	235 24%	225 24%	207 45%	212 42%	182 23%	210 28%g
Facebook	225 91%	263 90%	800 80%	742 80%	409 89%	426 85%	623 78%	593 80%
Snapchat	137 55%	163 55%	220 22%	193 21%	197 43%	201 40%	168 21%	159 21%
Twitch	72 29%	87 30%	103 10%	73 8%	111 24%	105 21%	65 8%	56 8%
Vimeo	61 25%	67 23%	89 9%	82 9%	85 18%	86 17%	67 8%	63 8%
Fruittlab	34 13%	26 9%	29 3% <sup>d</sup>	11 1%	46 10% <sup>f</sup>	30 6%	18 2%	7 1%
Base: All Adult respondents	218	256	937	885	415	454	755	702
Bitchute	23 11%	15 6%	27 3%	22 2%	35 8%	26 6%	16 2%	11 2%
OnlyFans	37 17%	31 12%	37 4%	32 4%	44 11%	40 9%	32 4%	22 3%
None of these	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 17  
**Q1. VSP usage frequency - Total number of VSP's used in last 3 months**  
 Base: All respondents

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	174 14%	196 16%	89 14%	94 15%	85 13%	103 16%	52 15%	56 17%	40 11%	49 13%	34 13%	38 15%	48 17%	52 19%	92 13%	105 15%	82 15%	90 17%	5 6%	6 7%	168 14%	190 16%	7 5%	7 5%	11 5%	14 6%
2 VSPs	342 27%	307 25%	178 29%	173 29%	164 26%	133 21%	70 20%	72 22%	100 27%	100 27%	91 35% <sup>l</sup>	62 24%	78 28%	70 25%	170 24%	173 25%	170 31% <sup>r</sup>	131 25%	5 5%	4 5%	337 29%	303 26%	10 7%	16 12%	41 19%	29 14%
3 VSPs	264 21%	262 21%	103 17%	106 17%	161 25%	156 25%	72 21%	69 20%	86 23%	79 22%	44 17%	54 21%	63 22%	60 22%	158 22%	148 21%	107 20%	114 21%	7 8%	6 7%	257 22%	255 22%	25 17%	29 20%	52 24%	46 22%
4 VSPs	180 14%	174 14%	73 12%	90 15%	106 17%	84 13%	48 14%	36 11%	60 16%	46 13%	32 12%	45 17%	40 14%	46 17%	108 15%	82 12%	72 13%	90 17%	19 21%	16 18%	161 14%	158 14%	24 17%	25 18%	40 19%	49 23%
5+ VSPs	300 24%	304 24%	175 28%	143 24%	125 19%	155 25%	101 29%	104 31%	85 23%	90 25%	60 23%	58 23%	50 18%	48 17%	186 26%	194 28%	110 20%	106 20%	53 60%	55 63%	247 21%	249 22%	77 54%	64 45%	71 33%	74 35%
Mean no. of VSPs used	3.61	3.47	3.89	3.58	3.34	3.36	3.99	3.87	3.65	3.48	3.44	3.40	3.24	3.03	3.82	3.67	3.34	3.21	5.20	5.44	3.49	3.33	5.07	4.59	4.51	4.28

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 18  
**Q1. VSP usage frequency - Total number of VSP's used in last 3 months**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	15 7%	14 7%	22 10%	26 12%	42 24%	51 29%	39 28%	46 34%	32 44%	32 45%	113 29%	129 34%	71 34%	78 37%	160 15%	179 17%	7 5%	13 9%	56 16%	50 14%	18 11%	12 6%	45 22%	34 17%	111 13%	133 16%	
2 VSPs	49 24%	53 26%	79 36%	67 31%	70 40%	56 32%	58 42%	60 44%	31 43%	23 32%	159 41%	138 36%	89 42%	83 40%	316 29%	295 27%	25 16%	11 8%	107 30%	107 29%	41 25%	49 26%	70 34%	61 31%	229 26%	197 24%	
3 VSPs	54 26%	52 26%	62 28%	62 28%	31 18%	30 18%	28 20%	22 16%	5 7%	15 21%	64 17%	67 18%	33 16%	37 18%	229 21%	227 21%	32 20%	31 21%	69 19%	81 22%	35 21%	41 21%	35 17%	44 22%	185 21%	174 21%	
4 VSPs	31 15%	31 15%	29 13%	26 12%	23 13%	22 13%	9 7%	4 3%	3 4%	1 1%	36 9%	27 7%	13 6%	5 2%	152 14%	145 13%	25 16%	28 18%	52 15%	49 13%	25 16%	34 18%	28 13%	23 11%	124 14%	123 15%	
5+ VSPs	55 27%	53 26%	30 14%	38 17%	9 5%	14 8%	4 3%	5 3%	1 1%	1 2%	14 4%	20 5%	5 2%	6 3%	228 21%	234 22%	68 43%	68 45%	69 20%	79 22%	43 27%	56 29%	30 14%	38 19%	218 25%	210 25%	
Mean no. of VSPs used	4.15	3.82	3.15	3.16	2.39	2.43	2.18	2.00	1.75	1.83	2.19	2.16	2.03	1.94	3.36	3.25	5.43	5.13	3.32	3.36	3.67	3.74	3.10	3.25	3.68	3.51	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 19  
**Q1. VSP usage frequency - Total number of VSP's used in last 3 months**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	150 17%	167 20%	19 6%	29 7%	114 10%	124 11%	1 *	4 1%	-	2 *	57 6%	67 7%	1 *	-	-	-	-	-	-	-	-	-	-	-
2 VSPs	273 31%	243 29%	64 21%	64 16%	315 27%	274 24%	44 6%	47 7%	10 3%	8 2%	286 28%	264 26%	7 2%	2 1%	7 4%	8 5%	4 2%	5 3%	-	-	4 9%	4 10%	2 3%	1 2%
3 VSPs	197 23%	186 22%	61 20%	76 19%	257 22%	247 22%	196 28%	184 27%	40 10%	48 11%	237 23%	240 24%	23 6%	38 11% <sup>m</sup>	12 7%	6 4%	13 9%	8 5%	-	3 7% <sup>s</sup>	2 4%	5 12% <sup>u</sup>	5 7%	4 6%
4 VSPs	98 11%	100 12%	63 21%	75 18%	175 15%	171 15%	160 23%	154 22%	83 21%	95 22%	161 16%	153 15%	79 22%	66 18%	21 12%	25 15%	14 9%	15 10%	3 5%	-	4 8%	4 11%	6 8%	8 12%
5+ VSPs	149 17%	139 17%	96 32%	165 40% <sup>c</sup>	297 26%	303 27%	292 42%	295 43%	257 66%	269 64%	290 28%	296 29%	255 70%	254 70%	136 77%	123 76%	120 80%	121 81%	60 95%	35 93%	40 79%	25 66%	62 82%	50 80%
Mean no. of VSPs used	3.04	2.94	4.77	4.57	3.78	3.68	4.98	4.74	6.13 <sup>j</sup>	5.60	3.98	3.83	6.38	5.89	7.89	7.26	8.31	7.56	12.23	12.31	11.58 <sup>v</sup>	9.24	9.95	8.62

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 20  
**Q1. VSP usage frequency - Total number of VSP's used in last 3 months**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
None	-	-	-	-	-	-	-	-
1 VSP	1 *	10 3% <sup>a</sup>	165 17%	181 19%	30 7%	47 9%	143 18%	150 20%
2 VSPs	35 14%	32 11%	305 31%	271 29%	82 18%	89 18%	260 33%	218 29%
3 VSPs	46 19%	41 14%	217 22%	217 23%	98 21%	111 22%	167 21%	151 20%
4 VSPs	39 16%	59 20%	139 14%	114 12%	69 15%	80 16%	111 14%	94 13%
5+ VSPs	127 51%	150 51%	169 17%	150 16%	181 39%	174 35%	119 15%	130 18%
Mean no. of VSPs used	5.62	5.23	3.11	2.93	4.70	4.26	2.98	2.95

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 21  
**Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months**  
**Base: All respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	178 14%	199 16%	90 15%	95 16%	88 14%	104 16%	52 15%	56 17%	42 11%	50 14%	36 14%	39 15%	48 17%	53 19%	94 13%	105 15%	84 16%	92 17%	5 6%	6 7%	173 15%	192 17%	7 5%	7 5%	12 6%	14 6%
2 VSPs	345 27%	306 25%	180 29%	173 29%	165 26%	132 21%	71 21%	73 22%	103 28%	100 27%	91 35% <sup>l</sup>	61 24%	79 28%	69 25%	173 24%	173 25%	169 31% <sup>r</sup>	130 24%	5 5%	4 5%	340 29%	302 26%	10 7%	16 12%	41 19%	29 14%
3 VSPs	270 21%	267 22%	107 17%	110 18%	163 25%	158 25%	74 22%	69 21%	84 23%	80 22%	46 18%	58 23%	66 24%	60 22%	158 22%	149 21%	112 21%	118 22%	7 8%	7 8%	262 22%	261 23%	25 17%	29 20%	55 26%	47 22%
4 VSPs	177 14%	178 14%	75 12%	91 15%	102 16%	87 14%	48 14%	37 11%	61 17%	49 13%	31 12%	44 17%	37 13%	46 17%	110 15%	86 12%	68 13%	90 17%	19 21%	16 18%	158 14%	162 14%	26 18%	26 18%	39 18%	51 24%
5+ VSPs	289 23%	293 24%	167 27%	137 23%	122 19%	150 24%	97 28%	101 30%	81 22%	87 24%	58 22%	54 21%	49 18%	47 17%	178 25%	188 27%	107 20%	101 19%	52 59%	54 62%	237 20%	239 21%	75 52%	63 45%	69 32%	71 33%
Mean no. of VSPs used	3.30	3.26	3.45	3.29	3.15	3.21	3.56	3.52	3.35	3.29	3.17	3.20	3.02	2.94	3.45	3.40	3.09	3.07	4.77	4.93	3.19	3.13	4.53	4.22	3.95	3.92

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 22  
**Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	15 7%	14 7%	22 10%	27 12%	42 24%	52 30%	43 31%	46 34%	32 44%	32 45%	117 30%	130 34%	75 36%	78 37%	165 15%	182 17%	7 5%	13 9%	57 16%	51 14%	18 11%	13 7%	45 22%	34 17%	115 13%	135 16%
2 VSPs	51 25%	52 26%	80 36%	67 31%	72 41%	54 32%	55 39%	61 44%	32 45%	23 32%	159 41%	138 36%	87 41%	83 40%	317 29%	294 27%	26 17%	11 8%	110 31%	106 29%	42 26%	49 25%	73 35%	61 31%	228 26%	197 24%
3 VSPs	53 26%	53 26%	63 29%	63 29%	31 18%	33 19%	30 21%	21 16%	5 7%	15 21%	66 17%	69 18%	35 17%	36 17%	236 22%	231 21%	31 20%	33 21%	68 19%	82 22%	35 22%	41 21%	36 17%	45 23%	192 22%	178 21%
4 VSPs	34 17%	33 16%	27 12%	25 11%	23 13%	21 12%	7 5%	5 4%	2 3%	1 1%	32 8%	27 7%	9 4%	6 3%	147 14%	149 14%	27 17%	27 18%	48 14%	50 14%	24 15%	36 19%	24 12%	23 11%	124 14%	125 15%
5+ VSPs	51 25%	50 25%	29 13%	37 17%	8 5%	13 7%	4 3%	4 3%	1 1%	1 2%	13 3%	18 5%	5 2%	5 2%	220 20%	224 21%	66 42%	67 44%	69 20%	77 21%	43 27%	54 28%	30 14%	37 18%	208 24%	202 24%
Mean no. of VSPs used	3.65	3.53	2.97	3.03	2.36	2.39	2.11	1.98	1.72	1.83	2.15	2.14	1.97	1.93	3.14	3.10	4.47	4.42	3.09	3.17	3.46	3.59	2.83	3.01	3.36	3.29

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 23  
**Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 VSP	154 18%	169 20%	19 6%	30 7%	115 10%	126 11%	1 *	4 1%	-	2 *	61 6%	68 7%	1 *	-	-	-	-	-	-	-	-	-	-	-
2 VSPs	273 31%	243 29%	66 22%	64 16%	319 28%	274 24%	46 7%	47 7%	11 3%	8 2%	288 28%	265 26%	7 2%	2 1%	7 4%	8 5%	4 2%	5 3%	-	-	4 9%	4 11%	2 3%	1 2%
3 VSPs	203 23%	190 23%	60 20%	77 19%	265 23%	252 23%	203 29%	190 28%	40 10%	50 12%	244 24%	245 24%	23 6%	40 11% <sup>m</sup>	13 7%	6 4%	14 10%	8 5%	-	3 7% <sup>s</sup>	2 4%	5 12% <sup>u</sup>	5 7%	4 6%
4 VSPs	98 11%	99 12%	60 20%	79 19%	171 15%	176 16%	160 23%	155 23%	85 22%	97 23%	158 15%	157 15%	83 23%	67 19%	20 12%	27 17%	17 11%	20 13%	4 6%	1 2%	4 8%	4 11%	7 9%	8 12%
5+ VSPs	139 16%	134 16%	96 32%	158 39%	288 25%	292 26%	283 41%	287 42%	254 65%	265 63%	280 27%	285 28%	251 69%	252 70%	136 77%	120 75%	116 77%	116 78%	60 94%	34 92%	40 79%	25 66%	61 81%	50 80%
Mean no. of VSPs used	2.90	2.85	4.02	4.10	3.45	3.44	4.44	4.37	5.27	5.06	3.61	3.58	5.43	5.26	6.18	5.98	6.31	6.11	7.88	7.96	7.24 <sup>v</sup>	6.23	6.91	6.51

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 24  
**Q1. VSP usage frequency - Total number of Selected VSP's used in last 3 months**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
None	-	-	-	-	-	-	-	-
1 VSP	1 *	10 3%a	170 17%	183 20%	31 7%	47 9%	147 18%	152 20%
2 VSPs	35 14%	33 11%	307 31%	270 29%	84 18%	90 18%	261 33%	217 29%
3 VSPs	48 19%	43 15%	221 22%	221 24%	99 22%	114 23%	170 21%	154 21%
4 VSPs	39 15%	61 21%	137 14%	116 12%	68 15%	83 17%	109 14%	95 13%
5+ VSPs	126 51%	147 50%	160 16%	143 15%	178 39%	167 33%	112 14%	126 17%
Mean no. of VSPs used	4.74	4.62	2.95	2.84	4.10	3.84	2.84	2.87

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 25  
**Q1. VSP usage frequency - YouTube**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**YouTube**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	367 29%	345 28%	223 36%	212 35%	145 23%	131 21%	99 29%	112 33%	113 30%	105 29%	69 26%	55 21%	82 29%	71 26%	212 30%	217 31%	151 28%	126 24%	43 48%	41 47%	325 28%	304 26%	76 53%	64 45%	93 43%	88 41%
At least once a day	250 20%	234 19%	131 21%	121 20%	119 19%	112 18%	67 20%	58 17%	92 25%	75 21%	39 15%	58 23%	51 18%	41 15%	159 22%	134 19%	91 17%	99 19%	28 32%	27 31%	222 19%	207 18%	29 20%	18 13%	43 20%	47 22%
At least once a week	308 24%	297 24%	166 27%	145 24%	143 22%	152 24%	95 28%	71 21%	75 20%	86 24%	70 27%	65 25%	67 24%	72 26%	170 24%	157 22%	137 25%	137 26%	14 16%	12 14%	294 25%	285 25%	20 14%	27 19%	46 21%	50 24%
At least once a month	159 13%	159 13%	56 9%	60 10%	104 16%	98 16%	45 13%	45 13%	42 11%	35 10%	39 15%	34 13%	33 12%	41 15%	87 12%	80 11%	72 13%	75 14%	2 3%	3 3%	157 13%	157 14%	7 5%	8 6%	13 6%	13 6%
At least once in the last 3 months	73 6%	83 7%	23 4%	31 5%	51 8%	50 8%	12 4%	23 7%	22 6%	28 8%	24 9%	16 6%	15 6%	17 6%	34 5%	50 7%	39 7%	33 6%	1 1%	2 2%	73 6%	82 7%	1 1%	15 11%w	8 4%	4 2%
At least once in the last 12 months	27 2%	42 3%	5 1%	7 1%	22 3%	35 6%	6 2%	9 3%	8 2%	10 3%	5 2%	11 4%	8 3%	13 5%	13 2%	19 3%	13 2%	23 4%	-	1 2%	27 2%	41 4%	1 1%	3 2%	3 2%	1 *
Used to use, but haven't in the last 12 months	9 1%	15 1%	2 *	3 *	7 1%	12 2%	-	5 1%	2 1%	2 1%	2 1%	2 1%	5 2%	6 2%	2 *	7 1%	7 1%	8 2%	-	-	9 1%	15 1%	-	1 1%	-	-
NET: At least daily	617 49%	579 47%	353 57%	333 55%	264 41%	244 39%	166 49%	170 51%	205 55%	180 49%	108 42%	113 44%	133 48%	112 41%	371 52%	351 50%	242 45%	225 42%	71 80%	68 77%	547 47%	512 44%	105 73% <del>x</del>	82 58%	136 63%	135 63%
NET: At least weekly	926 74%	876 70%	519 84% <del>d</del>	478 79%	406 63%	395 63%	261 76%	242 72%	280 75%	266 73%	178 68%	178 69%	200 72%	183 67%	541 76%	508 72%	379 70%	362 68%	85 96%	80 91%	841 72%	796 69%	125 87%	109 77%	182 84%	185 87%
NET: At least monthly	1085 86%	1035 83%	575 93% <del>d</del>	538 89%	510 80%	493 78%	307 90%	287 85%	321 87%	301 83%	217 83%	212 83%	234 84%	225 82%	628 88% <del>p</del>	588 84%	451 83%	437 82%	87 98%	82 94%	998 85%	953 82%	132 92% <del>x</del>	117 83%	195 91%	198 93%
NET: Within the last 3 months	1158 92%	1119 90%	597 97% <del>d</del>	569 94%	561 88%	544 86%	319 93%	310 92%	343 92%	329 90%	241 93%	228 89%	249 89%	242 88%	662 93%	638 91%	490 91%	470 88%	88 99%	84 96%	1070 91%	1034 90%	134 93%	132 94%	203 94%	201 95%
NET: At least yearly	1185 94%	1161 93%	602 97% <del>d</del>	576 95%	583 91%	579 92%	325 95%	318 95%	351 95%	339 93%	247 95%	238 93%	257 92%	255 93%	676 95%	657 94%	503 93%	493 93%	88 99%	86 98%	1097 94%	1075 93%	135 94%	135 96%	206 96%	202 95%
NET: Ever	1194 95%	1176 95%	604 98% <del>d</del>	578 95%	590 92%	591 94%	325 95%	323 96%	353 95%	341 94%	248 95%	240 94%	262 94%	261 95%	678 95%	664 95%	511 95%	501 94%	88 99%	86 98%	1107 95%	1090 94%	135 94%	136 96%	206 96%	202 95%
Never	65 5%	67 5%	14 2%	27 5% <del>c</del>	51 8%	40 6%	17 5%	14 4%	18 5%	24 6%	12 5%	16 6%	17 6%	14 5%	35 5%	37 5%	29 5%	30 6%	1 1%	2 2%	64 5%	66 6%	8 6%	5 4%	9 4%	10 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 26  
**Q1. VSP usage frequency - YouTube**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	67 33%	71 35%	51 23%	49 22%	18 11%	22 13%	16 11%	8 6%	4 6%	3 4%	39 10%	33 9%	20 10%	10 5%	265 24%	263 24%	98 62%	79 52%	89 25%	95 26%	50 31%	68 35%	46 22%	37 19%	261 30%	232 28%
At least once a day	51 25%	42 21%	50 23%	46 21%	28 16%	30 18%	16 12%	19 14%	4 6%	5 7%	48 13%	54 14%	21 10%	24 11%	220 20%	190 18%	27 17%	41 27% <sup>q</sup>	64 18%	67 18%	36 22%	35 18%	36 17%	36 18%	177 20%	161 19%
At least once a week	54 27%	47 23%	58 26%	53 24%	61 35%	48 28%	36 26%	44 32%	18 25%	16 22%	115 30%	107 28%	54 26%	59 28%	275 25%	277 26%	25 16%	18 12%	95 27%	97 26%	40 25%	49 26%	52 25%	59 29%	206 24%	196 23%
At least once a month	21 10%	20 10%	35 16%	30 14%	26 15%	29 17%	29 21%	31 23%	27 37%	26 36%	81 21%	86 23%	56 26%	57 27%	153 14%	154 14%	6 4%	5 3%	48 14%	48 13%	23 14%	18 10%	31 15%	29 15%	108 12%	108 13%
At least once in the last 3 months	5 2%	8 4%	15 7%	15 7%	18 11%	19 11%	18 13%	16 11%	7 10%	4 5%	44 11%	39 10%	25 12%	20 9%	73 7%	81 8%	*	2 1%	24 7%	25 7%	6 4%	11 6%	20 9%	15 8%	49 6%	56 7%
At least once in the last 12 months	1 1%	7 3%	2 1%	10 4% <sup>c</sup>	11 6%	6 3%	5 4%	6 5%	3 4%	9 12%	19 5%	21 5%	8 4%	15 7%	27 2%	42 4%	-	*	12 3%	16 4%	2 1%	5 3%	8 4%	9 4%	15 2%	26 3%
Used to use, but haven't in the last 12 months	-	-	2 1%	3 1%	3 2%	3 2%	3 2%	5 3%	1 1%	3 4%	7 2%	11 3%	4 2%	8 4%	9 1%	12 1%	-	3 2%	5 1%	3 1%	2 1%	1 1%	3 1%	3 1%	5 1%	12 1%
NET: At least daily	118 58%	113 56%	101 46%	95 43%	46 26%	53 31%	32 23%	26 19%	9 12%	8 11%	87 23%	87 23%	41 19%	34 16%	485 45%	452 42%	124 79%	120 79%	153 43%	162 44%	86 53%	103 54%	81 39%	73 37%	438 51%	393 47%
NET: At least weekly	172 84%	160 79%	159 72%	148 68%	107 61%	101 58%	69 49%	70 51%	27 36%	23 32%	202 52%	194 51%	95 45%	93 45%	760 70%	729 68%	150 95%	138 91%	248 70%	258 71%	126 78%	153 80%	134 64%	132 66%	644 74%	588 70%
NET: At least monthly	193 94%	180 89%	194 88%	178 81%	133 76%	130 75%	97 70%	101 74%	53 73%	49 68%	284 73%	280 73%	151 71%	151 72%	914 84%	883 82%	156 99% <sup>r</sup>	142 94%	296 84%	307 84%	148 92%	148 89%	171 79%	161 81%	752 87%	696 83%
NET: Within the last 3 months	198 97%	188 93%	209 95% <sup>d</sup>	193 88%	151 86%	149 86%	115 83%	117 85%	61 84%	53 74%	327 85%	319 84%	176 83%	170 81%	987 91%	964 89%	156 99%	144 95%	319 91%	331 91%	154 95%	182 95%	184 88%	176 88%	801 92%	752 90%
NET: At least yearly	199 97%	195 97%	211 95%	203 93%	162 93%	155 90%	120 87%	123 90%	64 88%	62 86%	346 90%	340 89%	184 87%	185 89%	1013 93%	1005 93%	156 99%	145 95%	332 94%	347 95%	157 97%	187 97%	192 92%	185 92%	816 94%	778 93%
NET: Ever	199 97%	195 97%	213 96%	205 94%	166 95%	158 92%	123 89%	128 94%	65 89%	65 90%	354 92%	351 92%	188 89%	193 92%	1023 94%	1017 94%	156 99%	148 97%	336 95%	350 96%	159 98%	188 98%	195 93%	188 94%	821 95%	790 94%
Never	5 3%	7 3%	8 4%	13 6%	9 5%	14 8%	16 11%	9 6%	8 11%	7 10%	33 8%	30 8%	24 11%	16 8%	62 6%	62 6%	2 1%	4 3%	16 5%	15 4%	3 2%	3 2%	14 7%	12 6%	46 5%	46 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 27  
**Q1. VSP usage frequency - YouTube**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	218 25%	197 24%	107 35%	148 36%	367 32%	345 31%	282 41%	250 37%	177 45%	199 47%	298 29%	293 29%	178 49%	159 44%	107 61%	105 65%	85 56%	81 54%	32 51%	24 64%	30 59%	21 56%	40 53%	34 55%
At least once a day	144 17%	136 16%	77 25%	98 24%	250 22%	234 21%	145 21%	137 20%	108 28%	95 22%	211 20%	191 19%	82 22%	72 20%	42 24%	37 23%	36 24%	43 29%	19 31%	7 19%	10 20%	9 25%	17 22%	15 24%
At least once a week	230 27%	202 24%	63 21%	94 23%	308 27%	297 27%	146 21%	157 23%	62 16%	73 17%	259 25%	227 22%	65 18%	70 19%	21 12%	12 8%	22 15%	18 12%	9 13%	3 7%	9 18%	6 15%	14 18%	8 13%
At least once a month	140 16%	130 16%	17 6%	30 7%	159 14%	159 14%	63 9%	59 9%	25 6%	28 7%	121 12%	127 12%	18 5%	27 7%	4 3%	4 3%	5 3%	5 3%	1 2%	2 6%	1 3%	1 3%	3 4%	4 6%
At least once in the last 3 months	59 7%	72 9%	14 5%	11 3%	73 6%	83 7%	22 3%	29 4%	6 2%	18 4%	44 4%	66 6%	10 3%	14 4%	1 *	1 1%	1 1%	2 2%	1 1%	1 3%	1 2%	*	1 1%	*
At least once in the last 12 months	25 3%	33 4%	2 1%	9 2%	-	-	11 2%	14 2%	4 1%	5 1%	27 3%	38 4%	2 1%	7 2%	1 1%	*	1 1%	*	1 2%	-	*	*	*	1 1%
Used to use, but haven't in the last 12 months	7 1%	13 2%	2 1%	2 *	-	-	3 *	6 1%	-	-	9 1%	12 1%	-	1 *	-	1 1%	-	-	-	-	-	-	-	-
NET: At least daily	362 42%	333 40%	184 61%	246 60%	617 53%	579 52%	428 62%	388 57%	285 73%	294 70%	509 49%	484 48%	260 71%	230 64%	149 85%	142 88%	121 80%	124 83%	52 81%	31 82%	40 79%	30 81%	57 75%	50 79%
NET: At least weekly	593 68%	536 64%	246 82%	340 83%	926 80%	876 78%	573 83%	544 80%	347 89%	367 87%	768 74%	711 70%	325 89%	300 83%	170 96%	154 96%	143 94%	141 95%	60 95%	34 89%	49 97%	36 96%	71 93%	57 92%
NET: At least monthly	732 84%	665 80%	264 87%	370 91%	1085 94%	1035 93%	636 92%	604 88%	372 95%	395 94%	889 86%	839 82%	343 94%	327 91%	174 99%	158 98%	148 98%	146 98%	61 97%	36 96%	50 98%	37 99%	74 97%	61 98%
NET: Within the last 3 months	791 91%	737 88%	277 92%	381 93%	1158 100%	1119 100%	658 95%	632 93%	378 97%	412 98%	934 90%	904 89%	353 97%	341 95%	175 99%	159 99%	149 98%	148 99%	62 98%	37 99%	51 100%	37 99%	75 98%	61 99%
NET: At least yearly	816 94%	770 92%	279 92%	390 96%	1158 100%	1119 100%	669 97%	646 95%	382 98%	418 99%	960 93%	942 92%	356 97%	348 97%	176 100%	160 99%	150 99%	149 100%	63 100%	37 99%	51 100%	37 100%	75 99%	62 100%
NET: Ever	823 95%	783 94%	281 93%	392 96%	1158 100%	1119 100%	672 97%	652 95%	382 98%	418 99%	970 94%	955 94%	356 97%	349 97%	176 100%	161 100%	150 99%	149 100%	63 100%	37 99%	51 100%	37 100%	75 99%	62 100%
Never	43 5%	51 6%	21 7%	16 4%	-	-	20 3%	31 5%	8 2%	4 1%	62 6%	65 6%	9 3%	11 3%	-	1 *	1 1%	1 *	-	*	-	-	1 1%	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 28

**Q1. VSP usage frequency - YouTube**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**YouTube**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	100 40%	136 46%	260 26%	204 22%	203 44%	201 40%	164 21%	144 19%
At least once a day	64 26%	65 22%	182 18%	169 18%	107 23%	100 20%	143 18%	134 18%
At least once a week	51 20%	57 19%	255 26%	236 25%	84 18%	110 22%	225 28%	186 25%
At least once a month	22 9%	14 5%	137 14%	143 15%	26 6%	39 8%	133 17%	120 16%
At least once in the last 3 months	5 2%	13 4%	67 7%	70 7%	14 3%	15 3%	60 7%	68 9%
At least once in the last 12 months	2 1%	5 2%	24 2%	36 4%	4 1%	13 3% <sup>e</sup>	23 3%	29 4%
Used to use, but haven't in the last 12 months	1 *	-	9 1%	15 2%	1 *	4 1%	8 1%	11 2%
NET: At least daily	165 66%	201 68%	442 44%	373 40%	310 67% <sup>f</sup>	301 60%	307 38%	278 37%
NET: At least weekly	216 87%	258 88%	697 70% <sup>d</sup>	609 65%	394 86%	412 82%	532 67%	464 62%
NET: At least monthly	238 96%	272 93%	833 84%	752 81%	420 91%	451 90%	665 83% <sup>h</sup>	584 79%
NET: Within the last 3 months	243 98%	284 97%	900 91%	822 88%	434 94%	466 93%	725 91%	653 88%
NET: At least yearly	245 99%	289 99%	924 93%	858 92%	437 95%	479 96%	748 94%	681 92%
NET: Ever	246 99%	289 99%	933 94%	873 94%	438 95%	483 97%	756 95%	693 93%
Never	2 1%	4 1%	61 6%	60 6%	22 5%	17 3%	43 5%	50 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 29  
**Q1. VSP usage frequency - Instagram**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Instagram**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	291 23%	283 23%	129 21%	104 17%	162 25%	177 28%	92 27%	88 26%	110 30%	89 24%	39 15%	53 21%	48 17%	51 19%	202 28%	178 25%	87 16%	104 20%	30 34%	37 43%	261 22%	245 21%	86 60% <i>x</i>	64 45%	76 35%	80 37%
At least once a day	181 14%	164 13%	76 12%	74 12%	105 16%	90 14%	54 16%	36 11%	45 12%	50 14%	43 17%	51 20%	39 14%	26 9%	99 14%	86 12%	82 15%	76 14%	24 15%	14 27%	157 13%	150 13%	29 20%	23 16%	43 20%	33 16%
At least once a week	125 10%	139 11%	65 10%	60 10%	61 9%	75 12%	27 8%	40 12%	36 10%	32 10%	29 12%	28 11%	33 10%	33 12%	65 9%	75 11%	59 12%	62 12%	12 14%	12 14%	113 10%	127 11%	9 6%	19 13%	23 11%	23 11%
At least once a month	59 5%	64 5%	25 4%	30 5%	33 5%	34 5%	21 6%	22 7%	21 6%	22 6%	11 4%	6 2%	6 2%	13 5%	43 6%	44 6%	16 3%	19 4%	4 5%	3 3%	55 5%	61 5%	2 1%	5 4%	6 3%	14 7%
At least once in the last 3 months	35 3%	34 3%	20 3%	20 3%	16 2%	14 2%	10 3%	10 3%	12 3%	12 3%	3 1%	* *	10 3%	11 4%	22 3%	23 3%	13 2%	11 2%	2 3%	4 4%	33 3%	30 3%	1 1%	* *	5 3%	4 2%
At least once in the last 12 months	24 2%	17 1%	8 1%	10 2%	16 3%	6 1%	8 2%	7 2%	9 2%	5 1%	3 1%	2 1%	5 2%	2 1%	16 2%	12 2%	8 2%	4 1%	1 1%	- -	24 2%	17 1%	- -	- -	7 3%	7 3%
Used to use, but haven't in the last 12 months	28 2%	42 3%	20 3%	18 3%	8 1%	24 4% <i>e</i>	11 3%	9 3%	5 1%	9 3%	5 2%	10 4%	7 3%	13 5%	16 2%	19 3%	12 2%	23 4%	- -	2 3%	28 2%	39 3%	1 1%	4 3%	3 2%	9 4%
NET: At least daily	472 38%	447 36%	206 33%	177 29%	267 42%	268 42%	146 43%	125 37%	155 42%	139 38%	82 31%	104 40%	86 31%	77 28%	301 42%	264 38%	169 31%	181 34%	54 61%	51 59%	418 36%	395 34%	115 81% <i>x</i>	87 61%	119 55%	113 53%
NET: At least weekly	598 47%	585 47%	270 44%	237 39%	327 51%	343 54%	173 51%	164 49%	193 52%	175 48%	114 44%	133 52%	114 41%	110 40%	366 51%	339 48%	228 42%	243 46%	66 75%	63 72%	532 45%	522 45%	125 87% <i>x</i>	106 75%	142 66%	136 64%
NET: At least monthly	657 52%	649 52%	296 48%	267 44%	361 56%	377 60%	194 57%	186 55%	215 58%	197 54%	124 48%	139 54%	120 43%	123 45%	409 57%	383 55%	244 45%	262 49%	71 80%	66 75%	586 50%	583 50%	126 88%	111 79%	148 69%	150 70%
NET: Within the last 3 months	692 55%	683 55%	315 51%	287 47%	376 59%	391 62%	204 60%	197 58%	227 61%	209 57%	128 49%	139 54%	130 46%	134 49%	431 60%	405 58%	257 48%	273 51%	73 82%	69 79%	619 53%	614 53%	128 89% <i>x</i>	111 79%	153 71%	154 72%
NET: At least yearly	716 57%	700 56%	324 52%	297 49%	393 61%	397 63%	211 62%	204 61%	236 64%	214 59%	131 50%	141 55%	135 48%	136 49%	447 63%	418 60%	265 49%	277 52%	73 83%	69 79%	643 55%	630 55%	128 89% <i>x</i>	111 79%	160 74%	161 76%
NET: Ever	745 59%	741 60%	344 56%	315 52%	401 63%	421 67%	222 65%	213 63%	241 65%	223 61%	136 52%	151 59%	142 51%	149 54%	463 65%	436 62%	278 51%	300 56%	73 83%	72 82%	671 57%	670 58%	128 90%	115 82%	163 76%	170 80%
Never	514 41%	502 40%	275 44%	291 48%	240 37%	210 33%	120 35%	124 37%	130 35%	142 39%	125 48%	105 41%	137 49%	126 46%	250 35%	265 38%	262 49%	231 44%	15 17%	15 18%	499 43%	486 42%	15 10%	26 18%	52 24%	43 20%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 30  
**Q1. VSP usage frequency - Instagram**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	54 26%	52 26%	31 14%	39 18%	7 4%	9 5%	3 2%	3 2%	3 5%	-	14 4%	12 3%	7 3%	3 1%	219 20%	227 21%	70 44%	55 36%	68 19%	74 20%	41 25%	57 29%	24 12%	29 14%	211 24%	198 24%
At least once a day	36 18%	30 15%	23 11%	35 16%	17 10%	18 10%	8 6%	8 6%	1 1%	3 4%	26 7%	29 7%	10 4%	11 5%	154 14%	130 12%	23 14%	33 22%	40 11%	33 9%	19 12%	14 7%	18 9%	19 9%	130 15%	128 15%
At least once a week	28 13%	28 14%	21 9%	24 11%	18 10%	20 11%	14 10%	12 9%	1 1%	2 3%	33 8%	33 9%	15 7%	14 7%	102 9%	117 11%	22 14%	18 12%	45 13%	46 13%	18 11%	35 18%	30 14%	28 14%	78 9%	86 10%
At least once a month	10 5%	14 7%	11 5%	9 4%	15 9%	10 6%	10 7%	4 3%	1 2%	5 7%	26 7%	19 5%	11 5%	9 4%	54 5%	52 5%	4 2%	12 8%q	12 3%	22 6%	9 5%	12 6%	9 4%	13 7%	45 5%	42 5%
At least once in the last 3 months	4 2%	3 2%	12 6%	13 6%	6 3%	5 3%	3 2%	2 1%	1 1%	3 4%	9 2%	9 2%	3 2%	4 2%	30 3%	26 2%	5 3%	5 4%	12 4%	12 3%	7 4%	5 3%	7 3%	6 3%	23 3%	21 2%
At least once in the last 12 months	2 1%	4 2%	10 4%	3 1%	2 1%	2 1%	2 1%	1 1%	1 2%	-	5 1%	3 1%	3 1%	1 *	22 2%	15 1%	2 2%	1 1%	6 2%	2 1%	3 2%	2 1%	6 3%	1 1%	17 2%	14 2%
Used to use, but haven't in the last 12 months	6 3%	2 1%	8 4%	4 2%	2 1%	6 3%	5 3%	10 7%	2 3%	4 6%	10 2%	20 5%	7 3%	15 7%	26 2%	38 3%	2 1%	4 3%	9 3%	15 4%	6 4%	10 5%	4 2%	8 4%	18 2%	25 3%
NET: At least daily	90 44%	81 40%	54 24%	74 34%	24 14%	27 16%	12 9%	10 7%	4 10%	3 4%	40 10%	40 11%	16 8%	13 6%	373 34%	357 33%	92 59%	88 58%	108 29%	107 31%	60 37%	70 37%	42 20%	48 24%	342 39%	327 39%
NET: At least weekly	117 57%	110 54%	75 34%	98 45% <sup>c</sup>	42 24%	47 27%	25 18%	22 16%	5 7%	5 7%	73 19%	73 19%	31 15%	27 13%	476 44%	474 44%	114 73%	105 70%	153 43%	153 42%	79 48%	105 55%	72 34%	76 38%	420 48%	412 49%
NET: At least monthly	128 63%	123 61%	86 39%	107 49%	57 33%	57 33%	35 25%	26 19%	7 9%	10 14%	99 26%	93 24%	42 20%	36 17%	530 49%	527 49%	118 75%	117 77%	165 47%	175 48%	87 54%	117 61%	81 39%	89 45%	465 54%	454 54%
NET: Within the last 3 months	132 65%	127 63%	98 44%	120 55%	63 36%	62 36%	38 27%	27 20%	8 10%	13 18%	108 28%	102 27%	45 21%	40 19%	560 52%	553 51%	123 78%	123 81%	178 50%	187 51%	94 58%	123 64%	88 42%	95 48%	487 56%	474 57%
NET: At least yearly	134 66%	131 65%	108 49%	123 56%	65 37%	64 37%	39 28%	28 21%	9 12%	13 18%	113 29%	105 27%	48 23%	41 20%	582 54%	568 53%	126 80%	124 82%	184 52%	189 52%	97 60%	125 65%	93 45%	97 48%	505 58%	489 58%
NET: Ever	141 69%	133 66%	116 53%	126 58%	68 39%	69 40%	44 32%	38 28%	11 15%	17 24%	123 32%	125 33%	55 26%	56 27%	608 56%	606 56%	128 81%	128 85%	193 55%	205 56%	103 64%	135 70%	97 46%	105 52%	522 60%	514 61%
Never	64 31%	69 34%	105 47%	92 42%	107 61%	103 60%	95 68%	98 72%	62 85%	55 76%	264 68%	256 67%	156 74%	153 73%	477 44%	474 44%	30 19%	24 15%	160 45%	161 44%	59 36%	57 30%	112 54%	95 48%	344 40%	323 39%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 31  
**Q1. VSP usage frequency - Instagram**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	164 19%	154 18%	97 32%	129 32%	281 24%	264 24%	291 42%	283 41%	168 43%	177 42%	262 25%	261 26%	169 46%	171 48%	76 43%	65 40%	64 42%	55 37%	31 48%	21 56%	21 42%	11 31%	35 46%	26 42%
At least once a day	99 11%	90 11%	57 19%	74 18%	170 15%	145 13%	181 26%	164 24%	77 20%	70 17%	165 16%	150 15%	88 24%	70 19%	33 19%	34 21%	28 19%	26 17%	12 19%	5 12%	8 15%	6 16%	13 17%	16 25%
At least once a week	78 9%	76 9%	35 12%	63 15%	117 10%	130 12%	125 18%	139 20%	57 15%	66 16%	117 11%	125 12%	52 14%	48 13%	27 15%	18 11%	24 16%	27 18%	9 14%	5 14%	8 15%	5 13%	12 16%	6 10%
At least once a month	40 5%	50 6%	15 5%	14 3%	57 5%	61 5%	59 9%	64 9%	22 6%	27 6%	45 4%	54 5%	12 3%	19 5%	9 5%	15 9%	8 9%	13 9%	5 8%	3 8%	2 5%	3 8%	4 6%	4 7%
At least once in the last 3 months	27 3%	21 3%	6 2%	13 3%	33 3%	32 3%	35 5%	34 5%	9 2%	13 3%	31 3%	28 3%	8 2%	8 2%	3 2%	3 2%	4 3%	9 6%	2 2%	1 3%	3 5%	3 9%	2 3%	3 5%
At least once in the last 12 months	19 2%	8 1%	4 1%	3 2%	22 2%	17 1%	- -	- -	6 2%	1 *	22 2%	14 1%	7 2%	4 1%	4 2%	1 1%	4 3%	1 1%	3 5%	1 4%	- -	1 3%	* 1%	- -
Used to use, but haven't in the last 12 months	26 3%	32 4%	1 *	10 2%	23 2%	40 4%	- -	- -	3 1%	10 2%	22 2%	33 3%	3 1%	10 3%	2 1%	* *	1 2%	3 2%	- -	- -	3 6%	1 3%	2 2%	2 2%
NET: At least daily	264 30%	243 29%	154 51%	203 50%	450 39%	409 37%	472 68%	447 65%	246 63%	247 58%	427 41%	411 40%	257 70%	241 67%	109 62%	99 61%	92 61%	81 54%	43 67%	26 69%	29 57%	17 46%	48 64%	42 67%
NET: At least weekly	342 39%	320 38%	189 63%	266 65%	567 49%	539 48%	598 86%	585 86%	303 78%	313 74%	544 53%	536 53%	308 85%	289 80%	136 77%	117 73%	117 77%	108 72%	51 81%	31 82%	37 72%	22 59%	60 79%	48 76%
NET: At least monthly	381 44%	370 44%	204 67%	280 69%	624 54%	601 54%	657 95%	649 95%	325 83%	340 81%	589 57%	590 58%	320 88%	307 85%	146 83%	132 82%	124 82%	121 81%	57 89%	34 90%	39 77%	25 67%	64 85%	52 83%
NET: Within the last 3 months	408 47%	391 47%	210 69%	292 72%	658 57%	632 57%	692 100%	683 86%	333 86%	353 84%	619 60%	618 61%	328 90%	315 88%	149 84%	134 83%	128 85%	129 87%	58 92%	35 93%	42 82%	28 76%	66 88%	55 88%
NET: At least yearly	428 49%	398 48%	214 71%	301 74%	680 59%	649 58%	692 100%	683 100%	340 87%	354 84%	642 62%	631 62%	335 92%	319 89%	153 87%	136 84%	132 87%	130 87%	61 97%	36 97%	42 82%	29 78%	67 88%	55 88%
NET: Ever	454 52%	430 52%	215 71%	311 76%	703 61%	689 62%	692 100%	683 100%	343 88%	364 86%	664 64%	664 65%	338 93%	329 91%	155 88%	136 84%	133 88%	133 89%	61 97%	36 97%	45 88%	31 82%	69 91%	56 90%
Never	412 48%	405 48%	87 29%	97 24%	455 39%	430 38%	- -	- -	47 12%	58 14%	369 36%	355 35%	27 7%	31 9%	21 12%	26 16%	18 12%	17 11%	2 3%	1 3%	6 12%	7 18%	7 9%	6 10%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 32

**Q1. VSP usage frequency - Instagram**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Instagram**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 1</u>	<u>Wave 2</u>
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	91 37%	116 40%	199 20%	162 17%	152 33%	156 31%	140 17%	126 17%
At least once a day	49 20%	55 19%	129 13%	108 12%	90 20% <sup>f</sup>	69 14%	91 11%	95 13%
At least once a week	38 15%	32 11%	86 9%	106 11%	49 11%	64 13%	77 10%	75 10%
At least once a month	12 5%	12 4%	46 5%	52 6%	17 4%	24 5%	41 5%	40 5%
At least once in the last 3 months	3 1%	12 4%	31 3%	22 2%	10 2%	14 3%	25 3%	20 3%
At least once in the last 12 months	5 2%	2 1%	20 2%	14 2%	8 2%	9 2%	16 2%	8 1%
Used to use, but haven't in the last 12 months	5 2%	13 4%	23 2%	28 3%	13 3%	15 3%	15 2%	27 4%
NET: At least daily	141 57%	171 58%	327 33%	270 29%	242 53% <sup>f</sup>	226 45%	231 29%	221 30%
NET: At least weekly	178 72%	203 69%	413 42%	376 40%	290 63%	289 58%	307 38%	296 40%
NET: At least monthly	191 77%	215 73%	460 46%	428 46%	308 67%	314 63%	349 44%	336 45%
NET: Within the last 3 months	194 78%	227 77%	490 49%	450 48%	318 69%	327 65%	374 47%	356 48%
NET: At least yearly	199 80%	229 78%	510 51%	464 50%	326 71%	336 67%	391 49%	363 49%
NET: Ever	203 82%	242 83%	534 54%	492 53%	339 74%	351 70%	405 51%	390 53%
Never	45 18%	51 17%	461 46%	441 47%	120 26%	149 30%	394 49%	353 47%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 33  
**Q1. VSP usage frequency - TikTok**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**TikTok**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	126 10%	153 12%	61 10%	66 11%	65 10%	86 14%	36 10%	40 12%	37 10%	48 13%	29 11%	27 11%	21 7%	35 13%	73 10%	88 13%	50 9%	62 12%	24 27%	36 42% <sup>s</sup>	102 9%	117 10%	29 20%	37 26%	34 16%	35 17%
At least once a day	86 7%	87 7%	41 7%	43 7%	45 7%	41 7%	30 9%	33 10%	21 6%	14 4%	16 6%	18 7%	19 7%	20 7%	51 7%	47 7%	36 7%	38 7%	25 28%	16 18%	62 5%	71 6%	17 12%	19 13%	8 4%	21 10% <sup>y</sup>
At least once a week	83 7%	92 7%	45 7%	41 7%	38 6%	51 8%	22 6%	24 7%	17 5%	30 8%	18 7%	26 10%	27 10%	12 4%	39 5%	54 8%	44 8%	38 7%	8 8%	13 15%	76 6%	79 7%	17 12%	10 7%	18 8%	15 7%
At least once a month	46 4%	53 4%	30 5%	30 5%	16 2%	23 4%	20 6%	16 5%	14 4%	17 5%	7 3%	9 4%	6 2%	11 4%	33 5%	33 5%	13 2%	20 4%	7 8%	1 2%	39 3%	52 4%	7 5%	5 4%	11 5%	14 7%
At least once in the last 3 months	48 4%	37 3%	17 3%	13 2%	31 5%	23 4%	16 5%	10 3%	17 4%	14 4%	8 3%	7 3%	7 2%	5 2%	33 5%	24 3%	15 3%	12 2%	3 4%	3 3%	45 4%	34 3%	7 5%	2 1%	7 3%	12 6%
At least once in the last 12 months	33 3%	34 3%	17 3%	12 2%	17 3%	22 3%	11 3%	12 3%	7 2%	13 4%	6 2%	6 2%	10 4% <sup>n</sup>	2 1%	18 2%	25 4%	16 3%	8 1%	2 2%	2 2%	32 3%	32 3%	6 4%	2 2%	4 2%	8 4%
Used to use, but haven't in the last 12 months	29 2%	28 2%	20 3%	14 2%	9 1%	14 2%	14 4% <sup>h</sup>	4 1%	6 2%	10 3%	6 2%	10 4%	2 1%	3 1%	20 3%	14 2%	8 2%	13 2%	1 1%	3 4%	28 2%	24 2%	8 5%	3 2%	3 1%	6 3%
NET: At least daily	212 17%	240 19%	102 16%	109 18%	110 17%	127 20%	66 19%	73 22%	58 16%	62 17%	46 18%	45 18%	40 14%	55 20%	124 17%	136 19%	86 16%	101 19%	49 55%	52 60%	163 14%	188 16%	46 32%	56 39%	43 20%	57 27%
NET: At least weekly	295 23%	332 27%	147 24%	150 25%	148 23%	178 28%	87 25%	97 29%	76 20%	93 25%	63 24%	71 28%	66 24%	67 24%	163 23%	189 27%	130 24%	138 26%	56 63%	65 75%	239 20%	267 23%	63 44%	66 47%	60 28%	72 34%
NET: At least monthly	342 27%	385 31%	178 29%	180 30%	164 26%	201 32% <sup>e</sup>	107 31%	112 33%	89 24%	110 30%	70 27%	80 31%	73 26%	79 29%	196 27%	222 32%	143 26%	159 30%	63 71%	67 76%	278 24%	319 28%	70 49%	71 50%	86 33%	86 41%
NET: Within the last 3 months	390 31%	422 34%	195 31%	193 32%	195 30%	223 35%	123 36%	123 36%	106 28%	124 34%	79 30%	88 34%	79 28%	84 30%	229 32%	246 35%	158 29%	171 32%	66 75%	70 80%	323 28%	352 30%	78 54%	73 52%	78 36%	98 46% <sup>y</sup>
NET: At least yearly	423 34%	456 37%	212 34%	206 34%	212 33%	245 39%	134 39%	134 40%	113 30%	137 38%	84 32%	93 36%	89 32%	86 31%	247 35%	271 39%	174 32%	179 34%	68 77%	71 82%	355 30%	384 33%	84 58%	75 53%	81 38%	107 50% <sup>y</sup>
NET: Ever	452 36%	483 39%	231 37%	219 36%	220 34%	259 41% <sup>e</sup>	148 43%	138 41%	119 32%	147 40% <sup>i</sup>	90 35%	103 40%	92 33%	89 32%	267 37%	286 41%	182 34%	192 36%	69 77%	75 85%	383 33%	409 35%	91 64%	78 55%	84 39%	113 53% <sup>y</sup>
Never	807 64%	760 61%	387 63%	386 64%	420 66% <sup>f</sup>	372 59%	194 57%	198 59%	252 68% <sup>j</sup>	218 60%	170 65%	153 60%	188 67%	186 68%	446 63%	416 59%	358 66%	339 64%	20 23%	13 15%	787 67%	747 65%	52 36%	63 45%	131 61% <sup>z</sup>	100 47%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 34  
**Q1. VSP usage frequency - TikTok**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	18 9%	17 9%	14 6%	21 9%	5 3%	6 4%	1 1%	1 1%	-	-	6 2%	7 2%	1 *	1 *	100 9%	117 11%	25 16%	36 24%	37 10%	44 12%	25 15%	34 18%	16 7%	19 9%	86 10%	101 12%
At least once a day	17 8%	12 6%	12 5%	14 7%	4 2%	5 3%	4 3%	* 3%	-	-	7 2%	5 1%	4 2%	* *	73 7%	70 7%	11 7%	17 11%	19 5%	24 7%	11 7%	13 7%	11 5%	16 8%	64 7%	61 7%
At least once a week	17 8%	22 11%	15 7%	21 10%	5 3%	8 4%	4 3%	2 2%	-	-	9 2%	10 3%	4 2%	2 1%	66 6%	75 7%	17 11%	17 11%	21 6%	23 6%	11 6%	16 8%	11 5%	11 5%	59 7%	66 8%
At least once a month	10 5%	14 7%	3 1%	11 5% <sup>c</sup>	4 2%	7 4%	3 2%	-	2 2%	1 1%	8 2%	8 2%	5 2%	1 *	36 3%	42 4%	9 6%	11 8%	8 2%	17 5%	7 5%	12 6%	3 2%	6 3%	36 4%	34 4%
At least once in the last 3 months	7 3%	4 2%	12 5%	6 3%	7 4%	5 3%	4 3%	3 2%	1 1%	2 3%	12 3%	9 2%	5 2%	4 2%	42 4%	33 3%	6 4%	4 3%	12 3%	10 3%	7 4%	6 3%	4 2%	4 2%	36 4%	25 3%
At least once in the last 12 months	5 3%	8 4%	9 4%	5 4%	1 3%	4 2%	5 4%	4 3%	1 1%	-	8 2%	8 2%	6 3%	4 2%	30 3%	30 3%	3 2%	3 2%	13 4%	10 3%	8 5%	4 2%	7 3%	6 3%	17 2%	23 3%
Used to use, but haven't in the last 12 months	3 1%	2 1%	7 3%	4 2%	4 2%	5 3%	2 1%	4 3%	2 3%	-	8 2%	9 2%	4 2%	4 2%	18 2%	25 2%	11 7% <sup>r</sup>	3 2%	5 1%	8 2%	2 1%	3 2%	2 1%	4 2%	24 3%	19 2%
NET: At least daily	35 17%	29 14%	26 12%	35 16%	9 5%	11 6%	5 3%	1 1%	-	-	14 3%	12 3%	5 2%	1 1%	173 16%	187 17%	36 23%	53 35% <sup>q</sup>	56 16%	68 19%	35 22%	47 24%	26 13%	35 17%	149 17%	162 19%
NET: At least weekly	52 26%	51 25%	41 19%	56 26%	14 8%	18 11%	9 6%	3 3%	-	-	22 6%	22 6%	9 4%	3 2%	240 22%	262 24%	53 33%	70 46% <sup>q</sup>	77 22%	92 25%	46 28%	63 33%	37 18%	45 23%	208 24%	228 27%
NET: At least monthly	63 31%	65 32%	44 20%	67 31% <sup>c</sup>	17 10%	26 15%	12 8%	3 3%	2 2%	1 1%	31 8%	30 8%	13 6%	4 2%	276 25%	303 28%	62 39%	81 53% <sup>q</sup>	85 24%	109 30%	53 33%	75 39%	41 20%	51 26%	244 28%	262 31%
NET: Within the last 3 months	69 34%	69 34%	56 25%	73 33%	25 14%	31 18%	16 11%	6 4%	3 4%	3 4%	43 11%	39 10%	18 9%	9 4%	318 29%	336 31%	68 43%	85 56% <sup>q</sup>	96 27%	119 33%	60 37%	81 42%	45 22%	55 28%	280 32%	286 34%
NET: At least yearly	75 37%	77 38%	65 29%	78 36%	26 15%	34 20%	21 15%	10 8%	4 5%	3 4%	50 13%	47 12%	24 12%	13 6%	348 32%	366 34%	71 45%	88 58% <sup>q</sup>	109 31%	129 35%	69 42%	85 44%	52 25%	61 31%	297 34%	309 37%
NET: Ever	77 38%	79 39%	72 33%	83 38%	30 17%	39 22%	23 16%	14 10%	6 8%	3 4%	58 15%	56 15%	28 13%	17 8%	366 34%	391 36%	82 52%	91 60%	114 32%	136 37%	71 44%	88 46%	54 26%	65 33%	320 37%	328 39%
Never	127 62%	122 61%	149 67%	136 62%	145 83%	134 78%	116 84%	123 90%	67 92%	69 96%	328 85%	326 85%	183 87%	192 92%	719 66%	688 64%	76 48%	61 40%	238 68%	229 63%	91 56%	103 54%	155 74%	135 67%	546 63%	508 61%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 35  
**Q1. VSP usage frequency - TikTok**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	54 6%	66 8%	48 16%	88 21%	123 11%	149 13%	116 17%	135 20%	126 32%	153 36%	115 11%	139 14%	95 26%	113 31%	43 24%	56 35%	32 21%	46 31%	16 26%	15 40%	10 20%	6 15%	23 30%	17 27%
At least once a day	27 3%	39 5%	34 11%	47 12%	84 7%	86 8%	75 11%	74 11%	86 22%	87 21%	80 8%	81 8%	61 17%	58 16%	31 18%	27 17%	24 16%	19 15%	6 31%	7 16%	8 15%	8 20%	11 15%	11 18%
At least once a week	52 6%	49 6%	24 8%	43 11%	82 7%	91 8%	72 10%	76 11%	83 21%	92 22%	69 7%	75 7%	47 13%	49 14%	19 11%	22 14%	19 12%	20 14%	8 13%	6 16%	9 17%	3 8%	12 16%	9 14%
At least once a month	27 3%	34 4%	13 4%	19 5%	44 4%	50 4%	36 5%	42 6%	46 12%	53 13%	43 4%	46 5%	23 6%	21 6%	14 8%	8 5%	18 12%	9 6%	6 10%	1 3%	4 9%	3 8%	4 6%	5 8%
At least once in the last 3 months	33 4%	21 3%	12 4%	15 4%	44 4%	36 3%	34 5%	26 4%	48 12%	37 9%	42 4%	31 3%	22 6%	16 4%	7 2%	4 2%	11 7%	9 6%	1 1%	2 5%	2 3%	1 2%	4 5%	4 7%
At least once in the last 12 months	23 3%	21 3%	8 3%	13 3%	28 2%	32 3%	20 3%	21 3%	- -	- -	30 3%	28 3%	9 3%	12 3%	5 3%	3 2%	6 4%	6 4%	2 4%	3 8%	3 5%	2 5%	1 2%	2 3%
Used to use, but haven't in the last 12 months	23 3%	19 2%	5 2%	9 2%	29 2%	26 2%	23 3%	15 2%	- -	- -	22 2%	23 2%	11 3%	4 1%	2 1%	2 2%	3 2%	1 1%	1 1%	1 2%	1 1%	1 3%	1 1%	1 2%
NET: At least daily	80 9%	105 13%	82 27%	135 33%	208 18%	235 21%	191 28%	209 31%	212 54%	240 57%	194 19%	220 22%	156 43%	171 48%	74 42%	83 51%	56 37%	68 45%	36 56%	21 56%	17 34%	13 35%	34 45%	28 46%
NET: At least weekly	132 15%	154 18%	106 35%	178 44% <sup>c</sup>	290 25%	326 29% <sup>e</sup>	263 38%	285 42%	295 76%	332 79%	264 26%	294 29%	203 56%	220 61%	94 53%	105 65% <sup>o</sup>	74 49%	88 59%	44 69%	27 71%	26 52%	16 43%	46 60%	37 60%
NET: At least monthly	159 18%	188 22%	119 39%	198 48% <sup>c</sup>	334 29%	376 34% <sup>e</sup>	299 43%	328 48%	342 88%	385 91%	307 30%	340 33%	227 62%	241 67%	108 61%	113 70%	92 61%	98 65%	50 79%	28 75%	31 60%	19 52%	50 66%	42 68%
NET: Within the last 3 months	192 22%	209 25%	130 43%	213 52% <sup>c</sup>	378 33%	412 37%	333 48%	353 52%	390 100%	422 100%	349 34%	372 36%	248 68%	257 71%	116 66%	117 72%	103 68%	106 71%	51 80%	30 79%	32 64%	20 54%	54 71%	47 75%
NET: At least yearly	215 25%	230 28%	138 46%	226 55% <sup>c</sup>	406 35%	444 40% <sup>e</sup>	354 51%	374 55%	390 100%	422 100%	379 37%	400 39%	258 71%	269 75%	121 68%	120 74%	109 72%	109 75%	53 83%	33 87%	35 69%	22 58%	55 73%	48 77%
NET: Ever	238 27%	249 30%	143 47%	235 57% <sup>c</sup>	434 37%	470 42% <sup>e</sup>	377 55%	389 57%	390 100%	422 100%	401 39%	423 41%	268 74%	273 76%	123 70%	122 76%	112 74%	113 76%	53 84%	33 89%	35 70%	23 62%	57 75%	49 79%
Never	628 73%	586 70%	159 53% <sup>d</sup>	174 43%	724 63% <sup>f</sup>	648 58%	315 45%	294 43%	- -	- -	632 61%	596 59%	96 26%	87 24%	53 30%	39 24%	39 26%	36 24%	10 16%	4 11%	15 30%	14 38%	19 25%	13 21%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 36

**Q1. VSP usage frequency - TikTok**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**TikTok**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	54 22%	79 27%	70 7%	73 8%	75 16%	92 18%	51 6%	62 8%
At least once a day	35 14%	46 16%	52 5%	41 4%	49 11%	52 10%	37 5%	35 5%
At least once a week	33 13%	35 12%	49 5%	55 6%	42 9%	34 7%	41 5%	58 8%
At least once a month	15 6%	23 8%	31 3%	30 3%	23 5%	20 4%	23 3%	33 4%
At least once in the last 3 months	15 6%	10 3%	33 3%	26 3%	18 4%	14 3%	30 4%	22 3%
At least once in the last 12 months	7 3%	7 2%	26 3%	27 3%	9 2%	15 3%	25 3%	19 3%
Used to use, but haven't in the last 12 months	6 2%	7 2%	21 2%	19 2%	7 1%	15 3%	22 3%	12 2%
NET: At least daily	89 36%	125 43%	122 12%	114 12%	124 27%	144 29%	88 11%	97 13%
NET: At least weekly	122 49%	160 54%	171 17%	169 18%	166 36%	177 35%	129 16%	155 21%g
NET: At least monthly	137 55%	182 62%	202 20%	199 21%	190 41%	198 40%	152 19%	187 25%g
NET: Within the last 3 months	151 61%	192 66%	235 24%	225 24%	207 45%	212 42%	182 23%	210 28%g
NET: At least yearly	158 64%	199 68%	261 26%	252 27%	216 47%	227 45%	207 26%	229 31%
NET: Ever	164 66%	206 70%	282 28%	272 29%	223 48%	242 48%	229 29%	241 32%
Never	84 34%	87 30%	713 72%	661 71%	237 52%	258 52%	570 71%	502 68%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 37  
**Q1. VSP usage frequency - Facebook**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Facebook**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	515 41%	509 41%	234 38%	214 35%	281 44%	292 46%	126 37%	139 41%	169 46%	153 42%	101 39%	108 42%	115 41%	105 38%	295 41%	292 42%	216 40%	213 40%	29 32%	27 31%	486 42%	482 42%	66 46%	50 35%	110 51%	110 52%
At least once a day	273 22%	288 23%	119 19%	135 22%	155 24%	151 24%	83 24%	67 20%	64 17%	82 22%	64 25%	78 31%	61 22%	60 22%	147 21%	149 21%	126 23%	138 26%	18 21%	15 18%	255 22%	273 24%	35 25%	41 29%	39 18%	40 19%
At least once a week	152 12%	134 11%	81 13%	74 12%	72 11%	60 9%	51 15%	49 14%	39 10%	29 8%	26 10%	19 7%	36 13%	37 13%	90 13%	77 11%	62 12%	55 10%	16 18%	12 14%	136 12%	121 10%	18 12%	17 12%	22 10%	20 9%
At least once a month	57 5%	56 5%	34 5%	39 6%	23 4%	16 3%	15 4%	13 4%	19 5%	16 4%	9 4%	11 4%	14 5%	16 6%	33 5%	29 4%	23 4%	28 5%	2 3%	3 4%	54 5%	53 5%	3 2%	10 7%	8 4%	10 5%
At least once in the last 3 months	35 3%	32 3%	13 2%	22 4%	22 3%	10 2%	6 2%	12 4%	8 2%	9 2%	12 5%	3 1%	8 3%	6 2%	14 2%	21 3%	20 4%	8 2%	1 1%	5 6%	34 3%	27 2%	4 3%	8 6%	5 2%	5 2%
At least once in the last 12 months	20 2%	17 1%	10 2%	13 2%	9 1%	4 1%	6 2%	5 2%	8 2%	7 2%	5 2%	1 *	1 *	4 1%	14 2%	12 2%	6 1%	5 1%	3 3%	* 1%	17 1%	17 1%	2 1%	* 1%	1 1%	4 2%
Used to use, but haven't in the last 12 months	35 3%	52 4%	26 4%	25 4%	9 1%	27 4%	8 2%	10 3%	15 4%	23 6%	4 2%	5 2%	8 3%	14 5%	23 3%	33 5%	13 2%	19 4%	2 2%	2 2%	33 3%	50 4%	2 2%	5 3%	12 6%	11 5%
NET: At least daily	789 63%	797 64%	353 57%	349 58%	436 68%	443 70%	209 61%	206 61%	233 63%	235 64%	166 64%	187 73%	176 63%	164 60%	442 62%	441 63%	342 63%	351 66%	47 53%	43 49%	742 63%	755 65%	101 71%	91 65%	149 69%	150 71%
NET: At least weekly	941 75%	931 75%	433 70%	423 70%	507 79%	503 80%	260 76%	255 76%	272 73%	264 72%	192 74%	205 80%	212 76%	201 73%	532 75%	519 74%	404 75%	406 76%	63 71%	55 63%	877 75%	876 76%	119 83%	108 76%	171 79%	170 80%
NET: At least monthly	997 79%	987 79%	467 76%	462 76%	530 83%	519 82%	275 80%	267 79%	291 78%	280 77%	201 77%	217 84%	226 81%	217 79%	565 79%	547 78%	427 79%	434 82%	65 74%	58 67%	932 80%	929 80%	122 85%	118 83%	179 83%	180 85%
NET: Within the last 3 months	1032 82%	1019 82%	481 78%	484 80%	552 86%	529 84%	281 82%	280 83%	299 81%	289 79%	213 82%	219 86%	234 84%	223 81%	580 81%	568 81%	448 83%	442 83%	67 75%	63 72%	966 83%	956 83%	127 88%	126 89%	184 85%	185 87%
NET: At least yearly	1052 84%	1036 83%	491 79%	497 82%	561 88%	533 84%	286 84%	285 85%	307 83%	296 81%	219 84%	220 86%	235 84%	227 82%	594 83%	581 83%	454 84%	447 84%	69 78%	64 73%	983 84%	973 84%	128 90%	126 89%	185 86%	189 89%
NET: Ever	1087 86%	1089 88%	517 84%	522 86%	570 89%	560 89%	294 86%	295 88%	322 87%	319 87%	223 86%	226 88%	243 87%	241 88%	616 86%	614 87%	466 86%	466 88%	71 80%	66 75%	1016 87%	1023 88%	131 91%	131 93%	197 92%	200 94%
Never	172 14%	154 12%	101 16%	83 14%	71 11%	71 11%	48 14%	42 12%	49 13%	46 13%	37 14%	31 12%	37 13%	34 12%	97 14%	88 13%	74 14%	65 12%	17 20%	22 25%	155 13%	133 12%	13 9%	11 7%	18 8%	12 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 38  
**Q1. VSP usage frequency - Facebook**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	102 50%	96 48%	91 41%	103 47%	55 32%	55 32%	43 31%	49 36%	19 25%	19 27%	117 30%	123 32%	62 29%	68 33%	441 41%	443 41%	69 44%	63 42%	146 41%	160 44%	67 42%	85 44%	89 43%	92 46%	351 41%	334 40%
At least once a day	30 15%	40 20%	41 18%	44 20%	51 29%	51 30%	43 31%	33 24%	16 22%	23 33%	110 28%	107 28%	59 28%	56 27%	243 22%	255 24%	27 17%	31 20%	73 22%	79 22%	30 19%	44 23%	36 17%	45 23%	195 17%	199 24%
At least once a week	15 8%	19 9%	41 19% <sup>d</sup>	23 11%	16 9%	13 8%	16 12%	19 14%	8 11%	10 14%	40 10%	42 11%	24 11%	29 14%	127 12%	113 10%	23 15%	18 12%	46 13%	40 11%	21 13%	18 9%	27 13%	21 10%	102 12%	91 11%
At least once a month	10 5%	14 7%	8 3%	8 4%	8 4%	9 5%	11 8% <sup>h</sup>	- -	7 9%	3 4%	25 7%	11 3%	18 8% <sup>n</sup>	3 1%	49 5%	45 4%	7 5%	11 7%	14 4%	17 5%	7 4%	11 6%	9 4%	7 4%	43 5%	38 5%
At least once in the last 3 months	10 5%	3 2%	5 2%	2 1%	6 4%	4 3%	1 1%	2 1%	2 3%	3 4%	9 2%	9 2%	3 1%	4 2%	32 3%	31 3%	3 2%	1 1%	13 4%	11 3%	9 5%	8 4%	7 3%	4 2%	20 2%	19 2%
At least once in the last 12 months	4 2%	3 1%	1 1%	3 1%	5 3%	- -	3 2%	6 5%	2 2%	- -	9 2%	6 2%	4 2%	6 3%	15 1%	16 1%	3 2%	2 1%	9 2%	3 1%	6 4%	2 1%	6 3%	1 1%	9 1%	15 2%
Used to use, but haven't in the last 12 months	9 4%	12 6%	4 2%	7 3%	3 2%	8 5%	1 *	6 5% <sup>g</sup>	2 3%	1 2%	6 1%	15 4%	3 1%	8 4%	32 3%	39 4%	3 2%	10 7% <sup>q</sup>	12 3%	12 3%	7 5%	5 3%	4 2%	6 3%	22 3%	36 4%
NET: At least daily	132 65%	136 67%	132 60%	147 67%	107 61%	106 61%	86 62%	81 59%	34 47%	43 59%	227 59%	230 60%	121 57%	124 59%	685 63%	699 65%	96 61%	94 62%	219 62%	239 65%	98 60%	129 67%	125 60%	138 69%	546 63%	533 64%
NET: At least weekly	147 72%	155 77%	173 78%	170 78%	122 70%	119 69%	102 74%	101 74%	42 58%	52 73%	267 69%	272 71%	145 68%	153 73%	812 75%	811 75%	119 75%	112 74%	265 75%	280 77%	118 73%	146 76%	152 73%	158 79%	649 75%	624 75%
NET: At least monthly	158 77%	169 84%	180 82%	179 82%	130 74%	128 74%	113 82%	101 74%	49 67%	55 76%	293 76%	284 74%	162 77%	156 75%	861 79%	857 79%	126 80%	123 81%	279 79%	297 81%	126 77%	157 82%	161 77%	166 83%	691 80%	662 79%
NET: Within the last 3 months	168 82%	172 85%	185 84%	180 83%	136 78%	132 77%	114 82%	102 75%	51 71%	58 80%	302 78%	293 77%	166 78%	160 77%	894 82%	888 82%	129 82%	124 82%	292 83%	308 84%	134 83%	165 86%	168 80%	170 85%	712 82%	681 81%
NET: At least yearly	172 84%	175 87%	187 84%	183 84%	141 81%	132 77%	117 84%	109 79%	53 73%	58 80%	311 81%	299 78%	170 80%	166 80%	909 84%	904 84%	132 84%	125 83%	300 85%	311 85%	140 87%	167 87%	174 83%	171 86%	721 83%	695 83%
NET: Ever	181 88%	187 93%	190 86%	190 87%	144 82%	140 81%	117 85%	115 84%	55 76%	59 82%	317 82%	314 82%	173 82%	174 83%	941 87%	943 87%	135 86%	135 89%	312 89%	323 89%	148 91%	172 90%	177 85%	177 89%	743 86%	731 87%
Never	24 12%	15 7%	31 14%	28 13%	31 18%	32 19%	21 15%	22 16%	17 24%	13 18%	70 18%	67 18%	39 18%	35 17%	144 13%	136 13%	23 14%	17 11%	40 11%	42 11%	14 9%	20 10%	31 15%	23 11%	123 14%	105 13%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 39  
**Q1. VSP usage frequency - Facebook**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	317 37%	315 38%	169 56% <sup>d</sup>	193 47%	477 41%	463 41%	355 51%	341 50%	213 55%	215 51%	515 50%	509 50%	205 56%	192 53%	81 46%	65 41%	77 51%	69 46%	35 55%	24 64%	24 48%	15 41%	40 53%	36 58%
At least once a day	196 23%	203 24%	58 19%	85 21%	245 21%	252 23%	151 22%	158 23%	75 19%	91 21%	273 26%	288 28%	79 22%	85 24%	37 21%	37 23%	30 20%	31 21%	11 18%	7 20%	10 19%	8 22%	14 19%	10 16%
At least once a week	109 13%	96 12%	27 9%	37 9%	137 12%	116 10%	80 12%	70 10%	44 11%	34 8%	152 15%	134 13%	37 10%	34 9%	25 14%	16 10%	13 9%	20 14%	9 14%	2 6%	6 12%	3 8%	10 13%	6 9%
At least once a month	49 6%	37 4%	6 2%	19 5%	47 4%	48 4%	20 3%	31 5%	9 2%	19 5%	57 5%	56 6%	6 2%	15 4%	8 4%	10 6%	9 6%	6 4%	2 3%	*	2 5%	2 6%	2 2%	3 5%
At least once in the last 3 months	24 3%	18 2%	9 3%	14 3%	28 2%	26 2%	13 2%	18 3%	8 2%	13 3%	35 3%	32 3%	6 2%	10 3%	3 2%	8 5%	4 2%	6 4%	*	3 8% <sup>s</sup>	1 1%	1 4%	2 2%	4 6%
At least once in the last 12 months	11 1%	14 2%	7 2%	3 1%	20 2%	17 2%	14 2%	5 1%	6 1%	2 *	- -	- -	3 1%	2 1%	2 1%	4 2%	4 3%	4 1%	3 5%	- -	1 2%	2 6%	1 2%	- -
Used to use, but haven't in the last 12 months	27 3%	34 4%	6 2%	18 5%	35 3%	48 4%	21 3%	20 3%	10 3%	16 4%	- -	- -	7 2%	10 3%	6 4%	3 2%	5 3%	2 1%	*	1 2%	3 7%	3 8%	1 1%	2 3%
NET: At least daily	513 59%	518 62%	227 75%	279 68%	722 62%	715 64%	506 73%	499 73%	288 74%	306 73%	789 76%	797 78%	284 78%	277 77%	118 67%	102 63%	108 71%	100 67%	46 73%	32 84%	34 67%	24 63%	55 72%	46 74%
NET: At least weekly	622 72%	614 74%	254 84%	316 77%	859 74%	831 74%	587 85%	569 83%	332 85%	340 81%	941 91%	931 91%	321 88%	311 86%	143 81%	119 74%	121 80%	121 81%	55 87%	34 90%	40 79%	27 72%	64 85%	52 83%
NET: At least monthly	670 77%	652 78%	260 86%	335 82%	906 78%	879 79%	607 88%	600 88%	341 88%	359 85%	997 97%	987 97%	327 90%	326 91%	150 85%	129 80%	130 86%	127 85%	57 90%	34 91%	42 83%	29 77%	66 87%	55 88%
NET: Within the last 3 months	695 80%	670 80%	269 89%	349 85%	934 81%	904 81%	619 90%	618 90%	349 90%	372 88%	1032 100%	1019 100%	333 91%	336 93%	154 87%	137 85%	134 88%	133 89%	57 91%	37 98%	43 84%	30 81%	68 89%	58 94%
NET: At least yearly	705 81%	685 82%	275 91%	351 86%	953 82%	921 82%	633 91%	622 91%	354 91%	374 89%	1032 100%	1019 100%	336 92%	338 94%	156 88%	140 87%	138 91%	135 90%	61 95%	37 98%	44 86%	32 87%	69 91%	58 94%
NET: Ever	732 84%	719 86%	282 93%	370 91%	989 85%	970 87%	654 94%	642 94%	364 94%	390 92%	1032 100%	1019 100%	344 94%	349 97%	162 92%	143 89%	143 94%	136 91%	61 96%	38 100%	47 93%	35 94%	70 92%	60 97%
Never	135 16%	116 14%	20 7%	39 9%	170 15%	149 13%	38 6%	41 6%	25 6%	32 8%	- -	- -	21 6%	12 3%	14 8%	18 11%	9 6%	13 9%	2 4%	- -	4 7%	2 6%	6 8%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 40

**Q1. VSP usage frequency - Facebook**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Facebook**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	126 51%	159 54%	385 39%	340 36%	238 52%	248 50%	277 35%	261 35%
At least once a day	53 21%	64 22%	218 22%	221 24%	96 21%	98 20%	178 22%	191 26%
At least once a week	30 12%	20 7%	122 12%	111 12%	55 12%	46 9%	98 12%	88 12%
At least once a month	8 3%	11 4%	49 5%	46 5%	14 3%	18 4%	42 5%	38 5%
At least once in the last 3 months	8 3%	9 3%	26 3%	23 2%	6 1%	16 3%	29 4%	16 2%
At least once in the last 12 months	2 1%	2 1%	18 2%	14 2%	5 1%	6 1%	15 2%	11 1%
Used to use, but haven't in the last 12 months	8 3%	14 5%	25 3%	38 4%	12 3%	16 3%	23 3%	36 5%
NET: At least daily	179 72%	223 76%	603 61%	562 60%	334 73%	346 69%	455 57%	451 61%
NET: At least weekly	209 84%	243 83%	725 73%	673 72%	388 85% <sup>f</sup>	392 78%	552 69%	539 73%
NET: At least monthly	217 87%	254 87%	774 78%	719 77%	403 88% <sup>f</sup>	410 82%	595 74%	577 78%
NET: Within the last 3 months	225 91%	263 90%	800 80%	742 80%	409 89%	426 85%	623 78%	593 80%
NET: At least yearly	227 91%	265 90%	818 82%	756 81%	414 90%	432 86%	638 80%	604 81%
NET: Ever	234 94%	279 95%	844 85%	794 85%	426 93%	448 90%	661 83%	640 86%
Never	14 6%	14 5%	151 15%	139 15%	34 7%	52 10%	138 17%	103 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 41  
**Q1. VSP usage frequency - Snapchat**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Snapchat**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	137 11%	142 11%	73 12%	58 10%	65 10%	82 13%	41 12%	50 15%	44 12%	41 11%	27 10%	22 9%	23 8%	26 9%	86 12%	91 13%	49 9%	48 9%	29 33%	33 38%	108 9%	108 9%	50 35%	47 33%	27 13%	28 13%
At least once a day	93 7%	80 6%	45 7%	39 6%	48 7%	41 6%	33 10%	22 7%	24 6%	30 8%	19 7%	17 6%	18 6%	11 4%	57 8%	52 7%	36 7%	28 5%	18 21%	16 18%	75 6%	64 6%	24 17%	20 14%	21 10%	25 12%
At least once a week	80 6%	71 6%	36 6%	31 5%	44 7%	37 6%	16 5%	16 5%	26 7%	18 5%	20 8%	17 7%	18 7%	20 7%	41 6%	33 5%	38 7%	37 7%	8 9%	7 8%	73 6%	63 5%	12 8%	10 7%	24 11%	18 8%
At least once a month	32 3%	41 3%	13 2%	16 3%	19 3%	24 4%	5 2%	11 3%	11 3%	11 3%	4 2%	7 3%	9 3%	11 4%	17 2%	23 3%	13 2%	18 3%	4 5%	2 2%	28 2%	39 3%	8 6%	7 5%	7 3%	10 5%
At least once in the last 3 months	22 2%	27 2%	12 2%	11 2%	10 2%	15 2%	10 3%	12 4%	6 2%	7 2%	4 2%	4 2%	2 1%	2 1%	16 2%	19 3%	6 1%	6 1%	6 7%	3 4%	16 1%	24 2%	2 1%	3 2%	3 1%	5 2%
At least once in the last 12 months	22 2%	24 2%	8 1%	11 2%	14 2%	13 2%	8 2%	8 2%	7 2%	11 3%	5 2%	2 1%	2 1%	3 1%	15 2%	19 3%	7 1%	5 1%	3 3%	1 1%	19 2%	23 2%	6 4%	1 *	-	6 3%y
Used to use, but haven't in the last 12 months	78 6%	74 6%	38 6%	32 5%	40 6%	42 7%	20 6%	18 5%	29 8%	24 7%	11 4%	16 6%	18 6%	15 5%	49 7%	42 6%	29 5%	31 6%	1 2%	2 2%	77 7%	73 6%	10 7%	11 8%	21 10%	26 12%
NET: At least daily	230 18%	222 18%	118 19%	97 16%	112 18%	123 19%	75 22%	72 21%	68 18%	72 20%	45 17%	39 15%	40 14%	37 13%	143 20%	144 20%	85 16%	76 14%	48 54%	49 56%	183 16%	172 15%	74 52%	67 47%	48 22%	54 25%
NET: At least weekly	311 25%	292 24%	154 25%	128 21%	156 24%	160 25%	90 26%	88 26%	94 25%	89 24%	65 25%	56 22%	58 21%	57 21%	184 26%	177 25%	123 23%	113 21%	55 63%	57 65%	255 22%	236 20%	86 60%	77 55%	72 33%	71 34%
NET: At least monthly	342 27%	333 27%	167 27%	144 24%	175 27%	185 29%	96 28%	99 29%	105 28%	101 28%	70 27%	63 25%	67 24%	68 25%	201 28%	200 28%	137 25%	131 25%	59 67%	58 67%	283 24%	275 24%	94 66%	84 59%	79 37%	82 38%
NET: Within the last 3 months	365 29%	360 29%	179 29%	155 26%	186 29%	200 32%	105 31%	111 33%	111 30%	108 30%	74 28%	68 26%	69 25%	70 25%	217 30%	219 31%	143 26%	138 26%	66 74%	62 71%	299 26%	298 26%	96 67%	87 62%	82 38%	86 41%
NET: At least yearly	387 31%	384 31%	187 30%	166 27%	200 31%	213 34%	113 33%	119 35%	118 32%	119 33%	79 30%	70 27%	71 26%	73 27%	231 32%	238 34%	150 28%	143 27%	68 77%	62 71%	319 27%	322 28%	102 71%	88 62%	82 38%	92 43%
NET: Ever	465 37%	459 37%	225 36%	198 33%	240 37%	256 40%	133 39%	136 41%	147 40%	143 39%	90 34%	86 34%	89 32%	88 32%	280 39%	279 40%	179 33%	174 33%	70 79%	64 74%	395 34%	394 34%	112 78%	99 70%	103 48%	118 56%
Never	794 63%	784 63%	394 64%	408 67%	400 63%	376 60%	209 61%	200 59%	224 60%	222 61%	171 66%	170 66%	190 68%	187 68%	432 61%	422 60%	361 67%	358 67%	19 21%	23 26%	775 66%	761 66%	31 22%	42 30%	113 52%	94 44%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 42  
**Q1. VSP usage frequency - Snapchat**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	22 11%	23 12%	7 3%	9 4%	2 1%	1 1%	-	-	-	-	2 *	1 *	-	-	103 9%	115 11%	34 21%	26 17%	35 10%	30 8%	21 13%	24 12%	14 7%	14 7%	97 11%	105 13%
At least once a day	15 8%	7 4%	10 5%	9 4%	2 1%	2 1%	2 2%	1 1%	-	-	4 1%	3 1%	2 1%	1 *	68 6%	54 5%	24 15%	25 16%	23 7%	20 5%	10 6%	14 7%	11 5%	9 4%	63 7%	55 7%
At least once a week	15 7%	15 8%	13 6%	8 4%	9 5%	9 5%	* *	3 2%	-	-	9 2%	12 3%	* *	3 1%	62 6%	58 5%	17 11%	13 8%	17 5%	24 7%	9 5%	13 7%	10 5%	12 6%	59 7%	46 5%
At least once a month	5 3%	9 5%	6 3%	8 4%	-	3 2%	1 *	-	1 1%	1 2%	1 *	4 1%	1 1%	1 1%	28 3%	30 3%	4 3%	10 7%	9 3%	13 4%	8 5%	9 5%	2 1%	8 4%	23 3%	27 3%
At least once in the last 3 months	1 *	6 3%	6 3%	6 3%	3 1%	2 1%	1 *	-	2 3%	2 3%	5 1%	4 1%	3 1%	2 1%	18 2%	21 2%	4 3%	7 4%	9 3%	8 2%	9 5%	3 2%	6 3%	3 2%	12 1%	18 2%
At least once in the last 12 months	4 2%	4 2%	2 1%	5 2%	5 3%	5 3%	1 1%	3 2%	1 1%	-	6 2%	8 2%	2 1%	3 1%	18 2%	23 2%	4 2%	1 1%	3 1%	5 1%	2 2%	2 1%	1 1%	1 1%	18 2%	19 2%
Used to use, but haven't in the last 12 months	17 8%	13 6%	15 7%	15 7%	9 5%	3 2%	5 4%	5 4%	-	-	14 4%	8 2%	5 2%	5 2%	70 6%	62 6%	8 5%	11 7%	25 7%	24 6%	13 8%	16 8%	12 6%	14 7%	48 6%	48 6%
NET: At least daily	38 18%	31 15%	17 8%	17 8%	3 2%	3 1%	2 2%	1 1%	-	-	5 1%	4 1%	2 1%	1 *	171 16%	169 16%	57 36%	51 34%	58 16%	50 14%	32 20%	38 20%	25 12%	23 11%	160 19%	160 19%
NET: At least weekly	52 26%	46 23%	30 14%	26 12%	12 7%	12 7%	3 2%	4 3%	-	-	15 4%	16 4%	3 1%	4 2%	232 21%	227 21%	75 47%	64 42%	74 21%	74 20%	40 25%	51 27%	35 17%	34 17%	219 25%	206 25%
NET: At least monthly	58 28%	56 28%	36 16%	34 15%	12 7%	15 8%	3 2%	4 3%	1 1%	1 2%	16 4%	20 5%	4 2%	5 2%	260 24%	257 24%	79 50%	74 49%	84 24%	74 24%	48 30%	48 31%	37 18%	42 21%	242 28%	233 28%
NET: Within the last 3 months	59 29%	62 31%	42 19%	39 18%	15 8%	16 9%	4 3%	4 3%	3 4%	4 5%	21 6%	24 6%	7 3%	7 4%	278 26%	278 26%	83 53%	81 53%	92 26%	95 26%	57 35%	64 33%	44 21%	45 23%	254 29%	252 30%
NET: At least yearly	63 31%	65 32%	44 20%	44 20%	19 11%	22 13%	5 3%	7 5%	4 5%	4 5%	28 7%	32 8%	8 4%	10 5%	296 27%	301 28%	87 55%	82 54%	96 27%	100 27%	59 37%	66 34%	45 22%	46 23%	272 31%	270 32%
NET: Ever	80 39%	78 39%	59 26%	59 27%	29 16%	24 14%	9 7%	12 9%	4 5%	4 5%	42 11%	40 10%	13 6%	15 7%	366 34%	363 34%	94 60%	93 61%	121 34%	124 34%	72 45%	82 43%	57 27%	60 30%	321 37%	318 38%
Never	124 61%	123 61%	163 74%	160 73%	146 84%	148 86%	129 93%	125 91%	69 95%	68 95%	345 89%	342 90%	198 94%	193 93%	719 66%	717 66%	63 40%	58 39%	232 66%	241 66%	90 55%	110 57%	151 73%	140 70%	546 63%	518 62%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 43  
**Q1. VSP usage frequency - Snapchat**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	64 7%	63 8%	44 15%	79 19%	131 11%	135 12%	126 18%	133 19%	96 25%	113 27%	120 12%	128 13%	137 38%	142 39%	51 29%	45 28%	35 23%	36 24%	19 31%	16 43%	9 17%	6 17%	21 27%	13 21%
At least once a day	39 4%	35 4%	36 12%	45 11%	90 8%	76 7%	85 12%	70 10%	68 17%	55 13%	90 9%	78 8%	93 25%	80 22%	29 17%	27 16%	24 16%	24 16%	15 24%	8 22%	9 18%	6 17%	12 16%	10 15%
At least once a week	40 5%	35 4%	31 10%	35 9%	79 7%	68 6%	68 10%	58 8%	48 12%	49 12%	72 7%	66 6%	80 22%	71 20%	25 14%	18 11%	21 14%	13 9%	14 23%	4 11%	11 22%	4 11%	13 17%	10 16%
At least once a month	19 2%	19 2%	9 3%	21 5%	32 3%	37 3%	29 4%	32 5%	22 6%	22 5%	31 3%	39 4%	32 9%	41 11%	6 4%	6 4%	6 4%	11 7%	3 4%	1 2%	2 4%	1 1%	5 7%	3 5%
At least once in the last 3 months	11 1%	14 2%	6 2%	13 3%	22 2%	25 2%	20 3%	23 3%	14 4%	18 4%	20 2%	27 3%	22 6%	27 8%	8 5%	8 5%	6 4%	7 5%	5 8%	2 6%	3 5%	2 5%	1 2%	3 5%
At least once in the last 12 months	17 2%	16 2%	2 1%	8 2%	18 2%	23 2%	18 3%	16 2%	12 3%	9 2%	17 2%	21 2%	- -	- -	3 2%	2 1%	2 4%	3 2%	1 2%	1 3%	2 4%	2 6%	1 2%	2 4%
Used to use, but haven't in the last 12 months	60 7%	57 7%	16 5%	17 4%	72 6%	71 6%	65 9%	56 8%	25 6%	28 7%	64 6%	64 6%	- -	- -	11 6%	14 9%	7 4%	10 7%	3 5%	1 2%	1 1%	1 2%	3 4%	5 7%
NET: At least daily	102 12%	98 12%	80 27%	124 30%	220 19%	211 19%	211 30%	203 30%	164 42%	168 40%	210 20%	205 20%	230 63%	222 62%	80 46%	72 44%	59 39%	60 40%	34 54%	25 66%	18 36%	13 34%	33 43%	23 36%
NET: At least weekly	142 16%	133 16%	112 37%	159 39%	299 26%	279 25%	279 40%	261 38%	212 54%	216 51%	282 27%	271 27%	311 85%	292 81%	105 60%	90 56%	80 53%	73 49%	49 77%	29 77%	17 58%	17 46%	46 60%	33 52%
NET: At least monthly	161 19%	153 18%	121 40%	180 44%	331 29%	316 28%	308 45%	293 43%	234 60%	239 57%	313 30%	310 30%	342 94%	333 92%	111 63%	96 59%	86 57%	84 56%	51 81%	30 79%	32 62%v	18 47%	51 67%	36 57%
NET: Within the last 3 months	171 20%	167 20%	127 42%	193 47%	353 31%	341 30%	328 47%	315 46%	248 64%	257 61%	333 32%	336 33%	365 100%	360 100%	119 68%	104 64%	92 61%	91 61%	56 89%	32 85%	34 67%v	19 52%	52 69%	39 62%
NET: At least yearly	188 22%	183 22%	129 43%	201 49%	371 32%	364 33%	346 50%	331 48%	260 67%	266 63%	350 34%	358 35%	365 100%	360 100%	122 69%	106 66%	97 64%	93 62%	57 90%	33 88%	36 71%	22 58%	54 71%	41 66%
NET: Ever	248 29%	240 29%	145 48%	218 53%	443 38%	435 39%	411 59%	387 57%	285 73%	293 70%	414 40%	421 41%	365 100%	360 100%	133 75%	120 74%	104 69%	103 69%	60 95%	34 90%	37 72%	22 60%	57 75%	46 73%
Never	619 71%	594 71%	156 52%	190 47%	715 62%	683 61%	281 41%	296 43%	105 27%	129 30%	618 60%	598 59%	- -	- -	43 25%	41 26%	47 31%	46 31%	3 5%	4 10%	14 28%	15 40%	19 25%	17 27%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 44

**Q1. VSP usage frequency - Snapchat**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Snapchat**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	53 21%	71 24%	85 9%	68 7%	84 18%	89 18%	54 7%	53 7%
At least once a day	39 15%	37 13%	52 5%	41 4%	51 11%	48 10%	41 5%	32 4%
At least once a week	27 11%	29 10%	50 5%	41 4%	41 9%	37 7%	40 5%	33 5%
At least once a month	10 4%	15 5%	21 2%	26 3%	16 3%	17 3%	16 2%	24 3%
At least once in the last 3 months	9 3%	10 4%	13 1%	17 2%	5 1%	10 2%	17 2%	17 2%
At least once in the last 12 months	3 1%	6 2%	19 2%	18 2%	8 2%	9 2%	14 2%	15 2%
Used to use, but haven't in the last 12 months	23 9%	24 8%	55 6%	51 5%	27 6%	37 7%	51 6%	37 5%
NET: At least daily	91 37%	109 37%	137 14%	110 12%	135 29%	137 27%	95 12%	85 11%
NET: At least weekly	118 48%	137 47%	187 19%	151 16%	176 38%	174 35%	135 17%	119 16%
NET: At least monthly	128 52%	152 52%	208 21%	176 19%	192 42%	190 38%	151 19%	143 19%
NET: Within the last 3 months	137 55%	163 55%	220 22%	193 21%	197 43%	201 40%	168 21%	159 21%
NET: At least yearly	140 58%	169 58%	239 24%	211 23%	205 45%	209 42%	182 23%	175 24%
NET: Ever	163 66%	193 66%	294 30%	261 28%	232 50%	247 49%	233 29%	212 29%
Never	86 34%	100 34%	700 70%	672 72%	228 50%	253 51%	566 71%	531 71%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 45  
**Q1. VSP usage frequency - Twitch**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Twitch**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	25 2%	29 2%	21 3%	16 3%	5 1%	13 2%	6 2%	14 4%	6 2%	8 2%	6 2%	3 1%	9 3%	3 1%	11 2%	23 3%	14 3%	5 1%	7 8%	6 7%	18 2%	23 2%	4 3%	6 4%	8 4%	10 5%
At least once a day	30 2%	38 3%	24 4%	30 5%	5 1%	8 1%	11 3%	12 4%	9 2%	11 3%	5 2%	11 4%	5 2%	3 1%	20 3%	23 3%	10 2%	14 3%	6 7%	11 13%	24 2%	27 2%	8 6%	11 8%	8 4%	7 3%
At least once a week	47 4%	42 3%	31 5%	29 5%	15 2%	12 2%	18 5%	11 3%	11 3%	12 3%	13 5%	7 3%	5 2%	12 4%	29 4%	23 3%	18 3%	19 4%	10 11%	9 10%	37 3%	33 3%	3 2%	8 6%	16 7%	10 5%
At least once a month	39 3%	29 2%	27 4%	18 3%	11 2%	11 2%	11 3%	10 3%	16 4%	11 3%	5 2%	3 1%	7 2%	4 1%	27 4%	21 3%	12 2%	7 1%	8 9%	6 7%	31 3%	23 2%	8 5%	4 3%	9 4%	10 4%
At least once in the last 3 months	36 3%	24 2%	22 4%	15 2%	14 2%	8 1%	14 4%	11 3%	10 3%	4 1%	6 2%	4 2%	5 2%	5 2%	23 3%	15 2%	11 2%	9 2%	1 2%	5 5%	34 3%	19 2%	8 5%	4 2%	12 6%	4 2%
At least once in the last 12 months	30 2%	27 2%	16 3%	14 2%	13 2%	13 2%	8 2%	7 2%	11 3%	12 3%	4 2%	5 2%	7 2%	3 1%	19 3%	18 3%	11 2%	9 2%	3 4%	3 4%	27 2%	24 2%	8 5%	8 5%	4 2%	6 3%
Used to use, but haven't in the last 12 months	44 3%	34 3%	27 4%	25 4%	16 3%	9 1%	9 3%	9 3%	18 5%	18 5%	10 4%	2 1%	7 2%	5 2%	27 4%	27 4%	17 3%	7 1%	3 3%	3 3%	41 4%	32 3%	10 7%	4 3%	11 5%	9 4%
NET: At least daily	55 4%	67 5%	45 7%	46 8%	10 2%	21 3%	17 5%	26 8%	15 4%	19 5%	10 4%	14 5%	14 5%	6 2%	31 4%	46 6%	24 4%	20 4%	13 15%	17 20%	42 4%	50 4%	13 9%	17 12%	16 7%	17 8%
NET: At least weekly	102 8%	109 9%	76 12%	76 12%	26 4%	33 5%	34 10%	37 11%	26 7%	31 9%	23 9%	21 8%	18 7%	18 7%	60 8%	68 10%	41 8%	39 7%	23 26%	26 30%	79 7%	82 7%	16 11%	25 18%	32 15%	27 13%
NET: At least monthly	141 11%	137 11%	104 17%	94 15%	37 6%	44 7%	45 13%	47 14%	42 11%	42 12%	28 11%	24 9%	25 9%	22 8%	87 12%	90 13%	54 10%	46 9%	31 35%	32 37%	109 9%	105 9%	24 17%	29 21%	41 19%	36 17%
NET: Within the last 3 months	176 14%	161 13%	126 20%	108 18%	51 8%	52 8%	59 17%	58 17%	52 14%	47 13%	34 13%	28 11%	30 11%	27 10%	110 15%	105 15%	64 12%	55 10%	33 37%	37 42%	143 12%	124 11%	32 22%	33 23%	54 25%	41 19%
NET: At least yearly	206 16%	189 15%	142 23%	122 20%	64 10%	65 10%	67 20%	65 19%	62 17%	59 16%	38 15%	33 13%	37 13%	30 11%	129 18%	123 18%	75 14%	64 12%	36 40%	40 46%	170 15%	148 13%	39 27%	40 28%	58 27%	46 22%
NET: Ever	250 20%	223 18%	170 27%	147 24%	80 12%	74 12%	76 22%	74 22%	80 21%	76 21%	49 19%	35 14%	44 16%	35 13%	156 22%	150 21%	92 17%	70 13%	38 43%	43 49%	211 18%	180 16%	49 34%	44 31%	69 32%	55 26%
Never	1009 80%	1020 82%	449 73%	458 76%	560 88%	557 88%	266 78%	263 78%	291 79%	289 79%	212 81%	221 86%	236 84%	240 87%	557 78%	551 79%	448 83%	461 87%	50 57%	45 51%	959 82%	976 84%	94 66%	97 69%	146 68%	157 74%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 46  
**Q1. VSP usage frequency - Twitch**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Twitch**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	4 2%	6 3%	2 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	19 2%	19 2%	6 4%	10 6%	6 2%	10 3%	5 3%	9 5%	2 1%	5 2%	19 2%	17 2%
At least once a day	5 3%	5 3%	2 1%	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	21 2%	30 3%	8 5%	7 5%	6 2%	7 2%	3 2%	3 2%	4 2%	4 2%	23 3%	28 3%
At least once a week	10 5%	8 4%	6 3%	6 3%	1 *	1 1%	1 *	- -	- -	- -	1 *	1 *	1 *	- -	34 3%	29 3%	11 7%	11 7%	8 2%	13 3%	5 3%	8 4%	2 1%	8 4%	38 4%	29 3%
At least once a month	10 5%	3 2%	3 1%	5 2%	1 *	1 1%	* *	- -	- -	- -	1 *	1 *	* *	- -	33 3%	25 2%	6 4%	4 3%	10 3%	6 2%	5 3%	5 3%	8 4%	2 1%	27 3%	20 2%
At least once in the last 3 months	10 5%	10 5%	3 2%	1 *	1 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	26 2%	17 2%	9 6%	7 5%	11 3%	5 1%	5 3%	4 2%	6 3% <sup>x</sup>	* *	23 3%	18 2%
At least once in the last 12 months	10 5% <sup>b</sup>	1 *	2 1%	8 4%	3 2%	2 1%	- -	- -	- -	- -	3 1%	2 *	- -	- -	22 2%	22 2%	7 4%	5 3%	7 2%	10 3%	4 2%	7 4%	4 2%	4 2%	21 2%	17 2%
Used to use, but haven't in the last 12 months	13 6%	8 4%	5 2%	8 4%	2 1%	- -	1 1%	2 1%	- -	- -	3 1%	2 *	1 1%	2 1%	33 3%	30 3%	11 7%	5 3%	7 2%	13 3%	5 3%	11 6%	3 2%	4 2%	34 4%	18 2%
NET: At least daily	10 5%	11 6%	4 2%	5 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	40 4%	49 5%	15 9%	17 11%	12 3%	17 5%	8 5%	12 6%	6 3%	8 4%	41 5%	45 5%
NET: At least weekly	20 10%	19 9%	10 4%	11 5%	1 *	1 1%	1 *	- -	- -	- -	1 *	1 *	1 *	- -	75 7%	78 7%	25 16%	28 18%	20 6%	30 8%	13 8%	20 10%	8 4%	16 8%	79 9%	74 9%
NET: At least monthly	29 14%	22 11%	12 6%	16 7%	1 1%	2 1%	1 1%	- -	- -	- -	2 1%	2 1%	1 *	- -	108 10%	103 10%	31 20%	32 21%	30 9%	36 10%	18 11%	25 13%	16 8%	18 9%	106 12%	95 11%
NET: Within the last 3 months	40 19%	32 16%	16 7%	16 7%	2 1%	3 2%	1 1%	* *	- -	- -	3 1%	3 1%	1 *	* *	134 12%	120 11%	41 26%	39 26%	42 12%	41 11%	24 15%	29 15%	22 11%	18 9%	129 15%	112 13%
NET: At least yearly	50 24%	33 16%	18 8%	24 11%	5 3%	5 3%	1 1%	* *	- -	- -	6 1%	5 1%	1 *	* *	156 14%	142 13%	47 30%	45 29%	49 14%	51 14%	28 17%	37 19%	26 13%	22 11%	151 17%	129 15%
NET: Ever	62 31% <sup>b</sup>	41 21%	22 10%	33 15%	6 4%	5 3%	2 2%	2 1%	- -	- -	9 2%	6 2%	2 1%	2 1%	189 17%	171 16%	58 37%	49 32%	56 16%	64 17%	32 20%	47 25%	30 14%	26 13%	184 21%	147 18%
Never	142 69%	160 79% <sup>a</sup>	199 90%	186 85%	168 96%	168 97%	137 98%	135 99%	73 100%	72 100%	378 98%	375 98%	209 99%	207 99%	896 83%	908 84%	99 63%	103 68%	297 84%	302 83%	130 80%	144 75%	179 86%	174 87%	682 79%	689 82%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 47  
**Q1. VSP usage frequency - Twitch**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	12 1%	14 2%	6 2%	14 4%	25 2%	29 3%	23 3%	26 4%	21 5%	25 6%	21 2%	27 3%	18 5%	20 5%	25 14%	29 18%	11 8%	18 12%	7 11%	10 26% <sup>s</sup>	4 8%	3 8%	9 11%	7 11%
At least once a day	11 1%	15 2%	12 4%	23 6%	29 2%	38 3%	26 4%	30 4%	24 6%	24 6%	29 3%	32 3%	25 7%	28 8%	30 17%	38 24%	18 12%	21 14%	15 23%	8 21%	8 16%	4 11%	11 14%	5 8%
At least once a week	23 3%	16 2%	14 5%	25 6%	47 4%	40 4%	36 5%	34 5%	27 7%	27 6%	39 4%	38 4%	25 7%	26 7%	47 26%	42 26%	21 14%	17 11%	11 17%	7 18%	9 18%	5 13%	13 17%	11 17%
At least once a month	24 3%	16 2%	6 2%	13 3%	39 3%	29 3%	34 5%	24 3%	23 6%	21 5%	35 3% <sup>d</sup>	18 2%	26 7%	15 4%	39 22%	29 18%	13 8%	11 7%	9 14%	4 11%	6 11%	2 6%	5 7%	2 4%
At least once in the last 3 months	19 2%	7 1%	15 5%	17 4%	36 3%	24 2%	30 4%	22 3%	21 5%	20 5%	30 3%	22 2%	25 7%	15 4%	36 20%	24 15%	12 8%	8 6%	7 11%	2 5%	6 12%	3 8%	6 8%	5 8%
At least once in the last 12 months	23 3%	16 2%	3 1%	11 3%	29 2%	27 2%	23 3%	21 3%	14 4%	17 4%	24 2%	22 2%	11 3%	14 4%	- -	- -	4 3%	4 2%	2 2%	1 3%	3 7%	2 4%	3 3%	1 2%
Used to use, but haven't in the last 12 months	31 4%	20 2%	10 3%	14 3%	43 4%	34 3%	35 5%	22 3%	21 5%	15 4%	36 3%	30 3%	16 4%	13 4%	- -	- -	10 7%	6 4%	2 3%	* 1%	1 2%	2 6%	4 5%	2 3%
NET: At least daily	24 3%	29 4%	18 6%	37 9%	54 5%	67 6%	48 7%	56 8%	44 11%	49 12%	49 5%	59 6%	43 12%	48 13%	55 31%	67 41% <sup>o</sup>	29 19%	39 26%	22 35%	18 47%	12 24%	7 19%	19 25%	12 19%
NET: At least weekly	46 5%	46 5%	32 11%	63 15%	101 9%	107 10%	84 12%	89 13%	71 18%	76 18%	88 9%	97 9%	68 19%	74 20%	102 58%	109 67%	50 33%	56 38%	33 52%	25 65%	22 43%	12 32%	32 43%	22 35%
NET: At least monthly	71 8%	62 7%	38 13%	76 19%	139 12%	135 12%	118 17%	113 17%	95 24%	97 23%	123 12%	115 11%	94 26%	89 25%	141 80%	137 85%	63 42%	67 45%	42 66%	29 77%	27 54% <sup>v</sup>	14 38%	38 50%	25 39%
NET: Within the last 3 months	90 10%	69 8%	54 18%	92 23%	175 15%	159 14%	149 22%	134 20%	116 30%	117 28%	154 15%	137 13%	119 33%	104 29%	176 100%	161 100%	75 50%	75 50%	49 76%	31 82%	33 66% <sup>v</sup>	17 46%	44 58%	30 48%
NET: At least yearly	113 13%	85 10%	57 19%	104 25%	204 18%	186 17%	172 25%	156 23%	130 33%	134 32%	177 17%	159 16%	130 36%	118 33%	176 100%	161 100%	79 52%	79 53%	50 79%	32 85%	37 72% <sup>v</sup>	19 50%	47 61%	31 50%
NET: Ever	144 17% <sup>b</sup>	105 13%	67 22%	118 29%	246 21%	221 20%	207 30%	177 26%	151 39%	148 35%	213 21%	189 19%	146 40%	131 36%	176 100%	161 100%	89 59%	85 57%	52 82%	32 85%	38 75% <sup>v</sup>	21 56%	50 66% <sup>x</sup>	33 53%
Never	723 83%	730 87% <sup>a</sup>	235 78%	291 71%	912 79%	898 80%	485 70%	506 74%	239 61%	273 65%	819 79%	830 81%	219 60%	229 64%	- -	- -	62 41%	64 43%	11 18%	5 15%	13 25%	16 44% <sup>u</sup>	25 34%	29 47% <sup>w</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 48

**Q1. VSP usage frequency - Twitch**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Twitch**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	10 4%	18 6%	15 2%	10 1%	16 3%	21 4%	10 1%	8 1%
At least once a day	15 6%	23 8%	15 1%	15 2%	20 4%	27 5%	10 1%	11 2%
At least once a week	15 6%	21 7%	31 3%	21 2%	32 7%	26 5%	15 2%	16 2%
At least once a month	17 7%	11 4%	21 2%	17 2%	21 5%	18 4%	18 2%	11 1%
At least once in the last 3 months	15 6%	14 5%	21 2%	10 1%	23 5%	14 3%	13 2%	10 1%
At least once in the last 12 months	7 3%	9 3%	23 2%	17 2%	18 4%	15 3%	11 1%	12 2%
Used to use, but haven't in the last 12 months	19 8%	13 4%	24 2%	21 2%	16 4%	17 3%	27 3%	17 2%
NET: At least daily	25 10%	41 14%	30 3%	26 3%	35 8%	47 9%	20 2%	20 3%
NET: At least weekly	40 16%	62 21%	61 6%	46 5%	67 15%	73 15%	35 4%	36 5%
NET: At least monthly	57 23%	72 25%	82 8%	63 7%	88 19%	91 18%	53 7%	47 6%
NET: Within the last 3 months	72 29%	87 30%	103 10%	73 8%	111 24%	105 21%	65 8%	56 8%
NET: At least yearly	79 32%	96 33%	126 13%	89 10%	129 28%	120 24%	77 10%	69 9%
NET: Ever	97 39%	109 37%	150 15%	111 12%	146 32%	137 27%	104 13%	86 12%
Never	151 61%	184 63%	845 85%	822 88%	314 68%	363 73%	695 87%	657 88%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 49  
**Q1. VSP usage frequency - Vimeo**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vimeo**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	8 1%	13 1%	6 1%	7 1%	2 *	7 1%	3 1%	8 2%	2 1%	3 1%	1 1%	1 *	2 1%	*	5 1%	11 2%	3 1%	2 *	1 1%	5 6%	7 1%	8 1%	2 1%	5 3%	2 1%	1 1%
At least once a day	18 1%	15 1%	12 2%	9 1%	7 1%	5 1%	12 3%	10 3%	3 1%	2 1%	3 1%	2 1%	1 *	*	15 2%	12 2%	4 1%	2 *	5 6%	4 5%	14 1%	10 1%	2 1%	3 2%	3 1%	3 1%
At least once a week	39 3%	41 3%	26 4%	24 4%	13 2%	17 3%	18 5%	16 5%	8 2%	13 4%	8 3%	8 3%	5 2%	3 1%	26 4%	30 4%	12 2%	11 2%	5 5%	13 15% <sup>s</sup>	34 3%	27 2%	9 6%	2 1%	12 5%	11 5%
At least once a month	44 3%	37 3%	33 5%	26 4%	11 2%	11 2%	16 5%	12 3%	17 5%	16 4%	5 2%	6 2%	6 2%	3 1%	33 5%	28 4%	11 2%	9 2%	5 5%	7 8%	39 3%	30 3%	6 4%	3 2%	7 3%	5 2%
At least once in the last 3 months	42 3%	44 4%	27 4%	32 5%	15 2%	12 2%	16 5%	18 5%	12 3%	14 4%	5 2%	8 3%	9 3%	4 1%	28 4%	32 5%	14 3%	11 2%	3 3%	4 4%	39 3%	41 4%	7 5%	6 4%	13 6%	10 5%
At least once in the last 12 months	60 5%	47 4%	43 7% <sup>d</sup>	23 4%	17 3%	24 4%	21 6%	14 4%	15 4%	12 3%	10 4%	6 2%	14 5%	14 5%	36 5%	26 4%	23 4%	21 4%	3 3%	1 1%	57 5%	45 4%	7 5%	6 4%	12 6%	13 6%
Used to use, but haven't in the last 12 months	76 6%	74 6%	41 7%	47 8%	36 6%	27 4%	26 8%	22 7%	33 9%	32 9%	11 4%	9 3%	6 2%	11 4%	59 8%	53 8%	17 3%	20 4%	7 8%	5 6%	69 6%	69 6%	18 13%	11 8%	11 5%	28 13% <sup>y</sup>
NET: At least daily	26 2%	28 2%	18 3%	16 3%	9 1%	12 2%	14 4%	18 5%	5 1%	6 2%	5 2%	3 1%	2 1%	1 *	19 3%	24 3%	7 1%	4 1%	6 7%	9 11%	21 2%	18 2%	4 3%	8 6%	5 3%	4 2%
NET: At least weekly	65 5%	68 5%	43 7%	40 7%	22 3%	29 5%	32 9%	35 10%	13 4%	19 5%	12 4%	11 4%	7 3%	4 1%	46 6%	54 8%	20 4%	15 3%	11 12%	23 26% <sup>s</sup>	55 5%	45 4%	13 9%	10 7%	17 8%	15 7%
NET: At least monthly	109 9%	105 8%	76 12%	66 11%	33 5%	39 6%	48 14%	46 14%	30 8%	35 10%	18 7%	17 7%	13 5%	7 2%	78 11%	81 12%	31 6%	24 4%	15 17%	30 34% <sup>s</sup>	94 8%	75 6%	19 13%	13 9%	24 11%	19 9%
NET: Within the last 3 months	151 12%	149 12%	104 17%	97 16%	48 7%	51 8%	64 19%	64 19%	42 11%	49 13%	23 9%	25 10%	22 8%	10 4%	106 15%	113 16%	45 8%	35 7%	18 20%	33 38% <sup>s</sup>	133 11%	116 10%	27 19%	19 13%	37 17%	29 14%
NET: At least yearly	211 17%	196 16%	147 24%	120 20%	64 10%	75 12%	85 25%	78 23%	57 15%	61 17%	33 13%	31 12%	35 13%	25 9%	143 20%	139 20%	69 13%	56 10%	21 23%	35 40% <sup>s</sup>	191 16%	161 14%	33 23%	24 17%	49 23%	42 20%
NET: Ever	287 23%	270 22%	187 30%	167 28%	100 16%	101 16%	111 33%	100 30%	90 24%	93 25%	44 17%	40 16%	42 15%	35 13%	201 28%	193 27%	86 16%	75 14%	28 31%	40 46% <sup>s</sup>	260 22%	230 20%	51 36%	36 25%	61 28%	70 33%
Never	972 77%	973 78%	431 70%	438 72%	541 84%	530 84%	231 67%	237 70%	281 76%	272 75%	217 83%	217 84%	238 85%	240 87%	511 72%	509 73%	454 84%	456 86%	61 69% <sup>t</sup>	48 54%	911 78%	926 80%	92 64%	106 75%	155 72%	143 67%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 50  
**Q1. VSP usage frequency - Vimeo**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	2 1%	2 1%	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	8 2%	3 2%	5 3%	2 1%	3 1%	1 1%	2 1%	1 1%	3 1%	5 1%	9 1%
At least once a day	6 3%	3 2%	2 1%	1 1%	1 *	- -	- -	- *	- -	- -	1 *	- -	- *	- -	10 1%	8 1%	9 5%	7 5%	4 1%	5 3%	3 2%	4 2%	2 1%	2 1%	14 2%	9 1%
At least once a week	6 3%	5 3%	6 3%	6 3%	1 *	4 2%	1 1%	- -	- -	- -	2 *	4 1%	1 *	- -	25 2%	32 3%	14 9%	8 5%	6 2%	10 3%	3 2%	8 4%	3 1%	4 2%	32 4%	30 4%
At least once a month	9 4%	10 5%	11 5%	6 3%	6 4%	4 2%	- 2%	2 -	- -	6 2%	6 2%	- -	2 1%	- -	34 3%	27 3%	9 6%	9 6%	8 2%	11 3%	5 3%	6 3%	4 2%	7 3%	35 4%	24 3%
At least once in the last 3 months	6 3%	8 4%	7 3%	7 3%	2 4%	1 1%	1 1%	6 5%	- 2%	6 1%	9 2%	1 1%	8 4%	35 3%	36 3%	7 4%	8 6%	10 3%	14 4%	6 4%	8 4%	4 2%	9 4%	29 3%	26 3%	
At least once in the last 12 months	14 7%	7 4%	9 4%	10 5%	11 6%	5 3%	5 4%	4 3%	- 2%	1 2%	16 4%	10 3%	5 3%	5 2%	47 4%	34 3%	9 6%	13 8%	15 4%	17 5%	7 4%	11 6%	7 4%	10 5%	40 5%	28 3%
Used to use, but haven't in the last 12 months	19 9%	16 8%	15 7%	8 4%	4 3%	6 3%	1 *	1 *	- -	- -	5 1%	6 2%	1 *	1 *	59 5%	58 5%	17 11%	15 10%	16 4%	24 7%	11 7%	17 9%	5 2%	8 4%	59 7%	47 6%
NET: At least daily	9 4%	5 3%	2 1%	1 1%	1 *	- -	- -	* -	- -	- -	1 *	* -	- -	* -	15 1%	16 1%	12 7%	12 8%	6 2%	8 2%	4 2%	5 3%	3 1%	4 2%	19 2%	18 2%
NET: At least weekly	15 7%	10 5%	8 4%	7 3%	1 1%	4 2%	1 1%	* -	- -	- -	2 1%	4 1%	1 *	* -	40 4%	47 4%	25 16%	20 13%	12 3%	18 5%	7 4%	13 7%	6 3%	8 4%	50 6%	48 6%
NET: At least monthly	24 12%	21 10%	19 9%	13 6%	7 4%	8 4%	1 1%	2 2%	- -	- -	8 2%	10 3%	1 *	2 1%	73 7%	75 7%	34 22%	29 19%	20 6%	29 8%	12 8%	19 10%	9 5%	15 7%	85 10%	72 9%
NET: Within the last 3 months	29 14%	29 14%	26 12%	20 9%	12 7%	9 5%	2 2%	9 6%	- 2%	14 4%	19 5%	2 1%	10 5%	108 10%	111 10%	42 26%	38 25%	29 8%	43 12%	18 11%	27 14%	14 6%	23 12%	114 13%	98 12%	
NET: At least yearly	43 21%	36 18%	35 16%	30 14%	22 13%	14 8%	8 5%	12 9%	- 4%	3 4%	30 8%	29 7%	8 4%	15 7%	155 14%	144 13%	51 32%	51 33%	44 13%	60 16%	25 15%	38 20%	21 10%	33 17%	154 18%	126 15%
NET: Ever	62 31%	51 26%	50 23%	38 17%	27 15%	19 11%	8 6%	13 9%	- 4%	3 9%	35 9%	35 9%	8 4%	16 7%	215 20%	202 19%	67 43%	65 43%	60 17%	84 23%	36 22%	56 29%	26 12%	41 20%	213 25%	173 21%
Never	142 69%	150 74%	171 77%	181 83%	148 85%	153 89%	131 94%	124 91%	73 100%	69 96%	351 91%	346 91%	203 96%	193 93%	870 80%	877 81%	90 57%	86 57%	292 83%	281 77%	126 78%	136 71%	183 88%	159 80%	654 75%	663 79%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 51  
**Q1. VSP usage frequency - Vimeo**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	2*	4*	5	10	8	13	8	13	7	13	8	13	7	13	7	12	8	13	5	9	3	2	5	3
			2%	2%	1%	1%	1%	2%	2%	3%	1%	1%	2%	4%	7%	5%	9%	8%	24% <sup>s</sup>	6%	5%	6%	5%	3%
At least once a day	4*	3*	9	11	18	15	18	14	18	15	17	15	16	13	15	12	18	15	13	7	8	5	10	5
			3%	3%	2%	1%	3%	2%	5%	3%	2%	1%	4%	4%	8%	8%	12%	10%	21%	17%	16%	13%	13%	8%
At least once a week	16	14	18	26	38	41	34	37	30	29	38	38	32	27	23	25	39	41	14	11	11	5	12	10
	2%	2%	6%	6%	3%	4%	5%	5%	8%	7%	4%	4%	9%	7%	13%	15%	26%	27%	22%	29%	21%	14%	16%	16%
At least once a month	26	20	13	16	43	37	35	28	21	26	38	31	21	19	17	14	44	37	14	4	8	4	9	4
	3%	2%	4%	4%	4%	3%	5%	4%	6%	6%	4%	3%	6%	5%	10%	8%	29%	25%	22%	9%	15%	10%	12%	7%
At least once in the last 3 months	30	24	10	21	42	44	33	37	27	24	33	36	15	19	14	13	42	44	4	3	2	4	5	6
	3%	3%	3%	5%	4%	4%	5%	5%	7%	6%	3%	4%	4%	5%	8%	8%	28%	30%	7%	9%	4%	10%	6%	9%
At least once in the last 12 months	50	40	7	7	60	47	38	31	17	18	41	35	13	12	14	7	-	-	1	*	3	7	8	3
	6%	5%	2%	2%	5%	4%	6%	5%	4%	4%	4%	3%	4%	3%	8%	5%	-	-	1%	*	7%	18% <sup>u</sup>	10%	5%
Used to use, but haven't in the last 12 months	45	45	24	29	76	73	60	44	33	31	67	53	33	21	15	18	-	-	6	1	6	2	4	6
	5%	5%	8%	7%	7%	7%	9%	6%	9%	7%	7%	5%	9%	6%	8%	11%	-	-	9%	2%	12%	6%	5%	10%
NET: At least daily	6	7	14	21	26	28	26	27	25	28	25	28	23	26	21	24	26	28	18	16	11	7	15	8
	1%	1%	5%	5%	2%	2%	4%	4%	7%	7%	2%	3%	6%	7%	12%	15%	18%	19%	29%	41%	22%	18%	20%	13%
NET: At least weekly	23	21	32	47	64	68	61	64	55	57	63	66	55	53	45	49	65	68	32	27	22	12	27	18
	3%	3%	10%	12%	6%	6%	9%	9%	14%	14%	6%	6%	15%	15%	25%	30%	43%	46%	51%	71% <sup>s</sup>	43%	31%	35%	28%
NET: At least monthly	49	42	45	63	107	105	95	92	77	83	101	97	76	72	62	63	109	105	46	30	29	16	36	22
	6%	5%	15%	16%	9%	9%	14%	13%	20%	20%	10%	9%	21%	20%	35%	39%	72%	70%	73%	80%	58% <sup>v</sup>	42%	47% <sup>cx</sup>	35%
NET: Within the last 3 months	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
	9%	8%	18%	21%	13%	13%	19%	19%	27%	25%	13%	13%	25%	25%	43%	47%	100%	100%	79%	89%	62%	51%	53%	44%
NET: At least yearly	128	105	61	90	209	195	167	160	120	124	174	168	105	103	89	83	151	149	51	34	35	26	48	30
	15%	13%	20%	22%	18%	17%	24%	23%	31%	30%	17%	17%	29%	28%	51%	51%	100%	100%	80%	89%	69%	69%	63% <sup>cx</sup>	49%
NET: Ever	173	150	86	119	284	268	226	204	154	156	242	222	138	123	104	101	151	149	56	34	41	28	52	36
	20%	18%	28%	29%	25%	24%	33%	30%	39%	37%	23%	22%	38%	34%	59%	62%	100%	100%	89%	91%	81%	75%	68%	59%
Never	694	684	216	289	874	851	466	479	236	266	791	798	227	237	73	61	-	-	7	3	10	10	24	26
	80%	82%	72%	71%	75%	76%	67%	70%	61%	63%	77%	78%	62%	66%	41%	38%	-	-	11%	9%	19%	25%	32%	41%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 52

**Q1. VSP usage frequency - Vimeo**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Vimeo**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	3 1%	10 3%	5 *	3 *	6 1%	10 2%	2 *	3 *
At least once a day	11 5%	12 4%	7 1%	2 *	13 3%	11 2%	6 1%	4 1%
At least once a week	14 6%	17 6%	24 2%	24 3%	27 6%	29 6%	12 2%	12 2%
At least once a month	21 8%	15 5%	23 2%	22 2%	18 4%	14 3%	26 3%	23 3%
At least once in the last 3 months	12 5%	13 5%	30 3%	31 3%	21 5%	23 5%	21 3%	21 3%
At least once in the last 12 months	9 4%	14 5%	48 5%	32 3%	24 5%	25 5%	36 4%	21 3%
Used to use, but haven't in the last 12 months	24 10%	30 10%	51 5%	41 4%	34 7%	31 6%	42 5%	43 6%
NET: At least daily	14 6%	22 8%	12 1%	5 1%	19 4%	21 4%	8 1%	7 1%
NET: At least weekly	29 12%	39 13%	36 4%	29 3%	46 10%	50 10%	20 2%	19 3%
NET: At least monthly	49 20%	54 18%	59 6%	51 5%	64 14%	63 13%	45 6%	42 6%
NET: Within the last 3 months	61 25%	67 23%	89 9%	82 9%	85 18%	86 17%	67 8%	63 8%
NET: At least yearly	71 28%	82 28%	137 14%	114 12%	109 24%	112 22%	102 13%	84 11%
NET: Ever	95 38%	112 38%	188 19%	155 17%	143 31%	143 29%	144 18%	127 17%
Never	154 62%	181 62%	806 81%	778 83%	317 69%	357 71%	655 82%	616 83%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 53  
**Q1. VSP usage frequency - Fruitlab**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Fruitlab**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	4	6	4	3	*	2	2	3	*	1	*	*	2	*	2	4	2	*	1	3	3	3	1	*	1	*
At least once a day	11	5	7	4	5	2	5	2	5	1	*	1	1	1	9	4	2	2	1	2	10	3	2	1	6	2
At least once a week	23	14	13	9	10	6	10	5	9	6	2	2	2	*	18	12	4	3	5	5	18	9	5	3	7	2
At least once a month	12	7	10	4	2	3	5	1	1	5	4	1	2	*	6	6	6	1	5	1	7	6	1	-	1	2
At least once in the last 3 months	13	5	6	4	8	1	4	2	6	2	3	1	*	-	10	4	4	1	1	1	12	5	3	1	2	2
At least once in the last 12 months	4	5	3	3	2	2	4	3	*	2	*	*	*	-	4	4	1	*	1	1	3	3	1	2	1	1
Used to use, but haven't in the last 12 months	14	9	10	7	5	2	8	5	2	1	3	2	1	1	10	6	4	3	3	3	12	6	1	1	3	2
NET: At least daily	15	11	10	7	5	4	6	5	5	3	1	1	3	1	11	8	4	2	2	5	13	6	3	1	6	2
NET: At least weekly	38	25	23	15	15	10	16	10	14	9	3	4	5	1	30	19	8	5	7	11	31	15	8	5	14	4
NET: At least monthly	50	32	33	19	17	13	21	12	15	14	7	4	7	2	36	25	14	6	12	12	38	20	9	5	15	6
NET: Within the last 3 months	63	38	39	23	25	14	25	14	21	15	10	6	8	2	46	29	18	7	13	13	50	25	12	5	17	7
NET: At least yearly	68	42	41	26	27	16	29	16	21	17	10	6	8	2	49	34	18	8	14	14	54	28	13	7	18	8
NET: Ever	82	51	51	33	31	18	37	21	23	19	13	8	9	3	60	39	22	11	17	17	65	34	13	8	21	10
Never	1177	1192	568	573	609	613	305	316	348	346	247	248	270	273	653	662	518	521	72	70	1105	1122	130	134	194	202
	93%	96% <sup>a</sup>	92%	95%	95%	97%	89%	94%	94%	95%	95%	97%	97%	99%	92%	94%	96%	98%	81%	80%	94%	97% <sup>u</sup>	91%	95%	90%	95%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 54  
**Q1. VSP usage frequency - Fruitlab**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Fruitlab**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	1 1%	1 1%	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	4 *	3 2%	2 1%	1 *	3 1%	* *	2 1%	1 *	3 1%	3 *	2 *
At least once a day	2 1%	* *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	2 *	4 2%	3 2%	2 1%	2 1%	- *	1 *	2 1%	2 1%	8 1%	3 *
At least once a week	4 2%	3 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 1%	8 1%	9 6%	5 3%	4 1%	1 *	1 *	3 2%	1 *	1 *	16 2%	13 2%
At least once a month	4 2%	1 1%	1 *	2 1%	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	9 1%	6 1%	3 2%	1 1%	4 1%	4 1%	3 2%	4 2%	3 1%	2 1%	8 1%	3 *
At least once in the last 3 months	4 2%	2 1%	* *	- -	3 2%	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	9 1%	4 *	4 3%	1 1%	1 *	1 *	* *	* *	* *	* *	11 1%	3 *
At least once in the last 12 months	1 1%	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	5 *	2 *	* *	2 1%	* *	2 1%	2 1%	* *	* *	4 *	2 *
Used to use, but haven't in the last 12 months	4 2%	1 *	1 1%	2 1%	1 *	- -	2 2%	- -	- -	- -	3 1%	- -	2 1%	- -	8 1%	6 1%	6 4%	3 2%	2 1%	2 1%	2 1%	2 1%	* *	* *	11 1%	7 1%
NET: At least daily	3 2%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 1%	6 1%	7 4%	5 4%	4 1%	5 2%	* 1%	2 1%	3 2%	4 2%	11 1%	5 1%
NET: At least weekly	7 4%	4 2%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	22 2%	14 1%	16 10%	11 7%	8 2%	6 2%	2 1%	2 1%	6 3%	5 2%	27 3%	18 2%
NET: At least monthly	11 5%	5 3%	3 1%	4 2%	- -	- -	- -	1 1%	- -	- -	1 *	- -	1 1%	- -	31 3%	20 2%	19 12%	12 8%	12 3%	10 3%	5 3%	6 3%	10 5%	6 3%	36 4%	21 3%
NET: Within the last 3 months	15 8%	7 4%	3 1%	4 2%	3 2%	- -	- -	1 1%	- -	- -	3 1%	1 *	- -	1 1%	39 4%	24 2%	23 15%	13 9%	12 4%	11 3%	5 3%	6 3%	10 5%	7 3%	47 5%z	24 3%
NET: At least yearly	17 8%	8 4%	3 1%	4 2%	3 2%	- -	- -	1 1%	- -	- -	3 1%	1 *	- -	1 1%	42 4%	28 3%	25 16%	13 9%	13 4%	12 3%	5 3%	8 4%	10 5%	7 4%	51 6%z	27 3%
NET: Ever	20 10%	9 5%	4 2%	5 2%	4 2%	- -	2 2%	1 1%	- -	- -	6 2%	1 *	2 1%	1 1%	50 5%	34 3%	31 20%r	16 11%	15 4%	14 4%	7 5%	10 5%	10 5%	8 4%	61 7%z	34 4%
Never	184 90%	192 95%	217 98%	213 98%	171 98%	173 100%	137 98%	136 99%	73 100%	72 100%	380 98%	380 100%	209 99%	208 99%	1035 95%	1045 97%	126 80%	136 89%q	338 96%	351 96%	155 95%	182 95%	198 95%	192 96%	805 93%	803 96%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 55  
**Q1. VSP usage frequency - Fruitlab**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	*	*	2 1%	5 1%	4 *	6 1%	4 1%	6 1%	4 1%	5 1%	4 *	6 1%	4 1%	6 2%	4 3%	5 3%	4 3%	6 4%	4 7%	6 15%	2 3%	3 7%	3 4%	2 4%
At least once a day	3 *	1 *	7 2%	5 1%	11 1%	5 *	9 1%	5 1%	7 2%	5 1%	11 1%	5 1%	11 3%	5 1%	11 6%	5 3%	8 5%	5 4%	11 18%	5 14%	8 17%	3 7%	6 8%	3 4%
At least once a week	9 1%	4 *	8 3%	11 3%	21 2%	14 1%	20 3%	13 2%	20 5%	11 3%	20 2%	14 1%	19 5%	12 3%	17 10%	10 6%	18 12%	12 8%	23 36%	14 38%	10 19%	4 10%	10 13%	4 7%
At least once a month	2 *	2 *	5 2%	5 1%	12 1%	7 1%	12 2%	6 1%	12 3%	6 1%	12 1%	7 1%	12 3%	5 2%	9 5%	5 3%	10 6%	6 4%	12 19%	7 19%	3 5%	2 5%	4 5%	2 3%
At least once in the last 3 months	2 *	2 *	10 3% <sup>d</sup>	3 1%	13 1%	5 *	13 2%	5 1%	7 2%	4 1%	10 1%	5 1%	10 3%	4 1%	7 4%	5 3%	11 7%	5 3%	13 21%	5 14%	5 10%	1 4%	4 5%	3 5%
At least once in the last 12 months	1 *	1 *	2 1%	4 1%	4 *	5 *	4 1%	5 1%	4 1%	4 1%	4 *	5 *	3 1%	4 1%	3 1%	2 1%	2 2%	2 2%	- -	- -	1 2%	2 5%	1 2%	1 1%
Used to use, but haven't in the last 12 months	6 1%	2 *	6 2%	7 2%	14 1%	9 1%	14 2%	6 1%	12 3%	7 2%	13 1%	7 1%	11 3%	5 1%	5 3%	4 3%	6 4%	4 3%	- -	- -	* *	1 2%	3 3%	2 2%
NET: At least daily	4 *	1 *	9 3%	10 2%	15 1%	10 1%	13 2%	11 2%	11 3%	9 2%	15 1%	11 1%	15 4%	10 3%	15 8%	10 6%	12 8%	11 7%	15 24%	11 29%	10 20%	5 14%	9 12%	5 8%
NET: At least weekly	13 2%	5 1%	17 6%	21 5%	37 3%	25 2%	33 5%	24 4%	31 8%	20 5%	35 3%	25 2%	34 9%	23 6%	32 18%	21 13%	30 20%	23 16%	38 60%	25 68%	20 39% <sup>v</sup>	9 23%	18 24%	9 15%
NET: At least monthly	15 2%	6 1%	22 7%	26 6%	49 4%	32 3%	45 7%	30 4%	43 11% <sup>j</sup>	26 6%	48 5%	32 3%	47 13% <sup>n</sup>	28 8%	41 23%	26 16%	40 26%	29 19%	50 79%	32 86%	22 44% <sup>v</sup>	11 28%	22 29% <sup>x</sup>	11 18%
NET: Within the last 3 months	17 2%	9 1%	33 11%	29 7%	62 5% <sup>f</sup>	37 3%	58 8% <sup>h</sup>	35 5%	51 13% <sup>j</sup>	30 7%	57 6%	37 4%	56 15% <sup>n</sup>	32 9%	49 28%	31 19%	50 33% <sup>r</sup>	33 22%	63 100%	38 100%	28 54% <sup>v</sup>	12 32%	26 34% <sup>x</sup>	14 23%
NET: At least yearly	19 2%	10 1%	35 12%	32 8%	66 6% <sup>f</sup>	42 4%	62 9% <sup>h</sup>	40 6%	55 14% <sup>j</sup>	33 8%	62 6%	42 4%	60 16% <sup>n</sup>	37 10%	51 29%	33 20%	54 35% <sup>r</sup>	36 24%	63 100%	38 100%	28 56% <sup>v</sup>	14 37%	27 36% <sup>x</sup>	15 24%
NET: Ever	25 3%	12 1%	40 13%	39 10%	81 7% <sup>f</sup>	50 5%	77 11% <sup>h</sup>	46 7%	67 17% <sup>j</sup>	40 9%	74 7% <sup>l</sup>	48 5%	70 19% <sup>n</sup>	42 12%	56 32%	37 23%	60 40% <sup>r</sup>	40 27%	63 100%	38 100%	28 56% <sup>v</sup>	14 38%	30 39% <sup>x</sup>	16 26%
Never	842 97%	823 99%	261 87%	369 90%	1077 93%	1068 95% <sup>e</sup>	615 89%	637 93% <sup>g</sup>	323 83%	382 91% <sup>i</sup>	958 93%	971 95% <sup>k</sup>	295 81%	319 88% <sup>m</sup>	120 68%	125 77%	91 60%	110 73% <sup>q</sup>	- -	- -	22 44%	23 62% <sup>u</sup>	46 61%	46 74% <sup>w</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 56

**Q1. VSP usage frequency - Fruitlab**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Fruitlab**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	1 1%	5 2%	3 *	1 *	3 1%	6 1%	1 *	- -
At least once a day	6 2%	4 1%	5 1%	1 *	9 2%	4 1%	2 *	1 *
At least once a week	13 5%	10 4%	9 1%	4 *	19 4%	13 3%	4 *	2 *
At least once a month	6 3%	4 1%	6 1%	3 *	8 2%	4 1%	4 1%	3 *
At least once in the last 3 months	7 3%	3 1%	7 1%	2 *	7 2%	3 1%	6 1%	2 *
At least once in the last 12 months	3 1%	4 1%	1 *	1 *	3 1%	4 1%	2 *	1 *
Used to use, but haven't in the last 12 months	7 3%	5 2%	6 1%	4 *	5 1%	5 1%	9 1%	4 *
NET: At least daily	7 3%	9 3%	8 1%	2 *	12 3%	10 2%	3 *	1 *
NET: At least weekly	20 8%	19 7%	17 2%	6 1%	31 7%	23 5%	7 1%	3 *
NET: At least monthly	27 11%	23 8%	22 2%	1 1%	38 8%	27 5%	12 1%	5 1%
NET: Within the last 3 months	34 13%	26 9%	29 3% <sup>d</sup>	11 1%	46 10% <sup>f</sup>	30 6%	18 2%	7 1%
NET: At least yearly	37 15%	30 10%	30 3% <sup>d</sup>	12 1%	48 10%	34 7%	20 2%	8 1%
NET: Ever	43 17%	35 12%	36 4% <sup>d</sup>	16 2%	54 12%	40 8%	29 4% <sup>h</sup>	11 2%
Never	205 83%	258 88%	958 96%	917 98% <sup>c</sup>	406 88%	460 92%	771 96%	731 98% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 57  
**Q1. VSP usage frequency - Triller**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Triller**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	8 1%	9 1%	7 1%	4 1%	2 *	5 1%	4 1%	6 2%	2 *	2 1%	1 *	1 1%	1 1%	-	6 1%	8 1%	2 *	1 *	2 2%	2 3%	7 1%	7 1%	2 1%	3 2%	2 1%	2 2%
At least once a day	12 1%	11 1%	8 1%	7 1%	4 1%	4 1%	6 2%	6 2%	3 1%	3 1%	1 *	1 *	1 *	*	9 1%	10 1%	2 *	1 *	2 2%	4 4%	10 1%	7 1%	4 2%	2 2%	1 1%	3 1%
At least once a week	16 1%	10 1%	11 2%	7 1%	5 1%	3 *	7 2%	5 1%	3 1%	3 1%	4 2%	1 1%	2 1%	1 *	9 1%	7 1%	7 1%	2 *	3 4%	4 4%	13 1%	6 2%	3 1%	1 1%	4 2%	2 1%
At least once a month	9 1%	6 1%	6 1%	5 1%	4 1%	1 *	4 1%	2 1%	3 1%	2 *	3 1%	3 1%	1 *	*	6 1%	3 *	3 1%	3 1%	5 6%	2 2%	5 *	4 *	1 1%	1 *	1 *	1 *
At least once in the last 3 months	10 1%	9 1%	6 1%	5 1%	3 *	4 1%	4 1%	4 1%	4 1%	2 *	1 *	2 1%	1 *	*	8 1%	6 1%	2 *	2 *	1 1%	1 1%	9 1%	8 1%	1 *	1 1%	5 2%	4 2%
At least once in the last 12 months	11 1%	18 1%	6 1%	11 2%	4 1%	6 1%	4 1%	8 2%	2 *	3 1%	3 1%	4 2%	2 1%	3 1%	5 1%	11 2%	5 1%	7 1%	1 1%	5 5%	10 1%	13 1%	4 3%	6 4%	1 1%	4 2%
Used to use, but haven't in the last 12 months	16 1%	9 1%	9 2%	6 1%	7 1%	4 1%	6 2%	2 1%	6 2%	5 1%	2 1%	2 1%	2 1%	1 *	12 2%	7 1%	4 1%	2 *	3 3%	3 3%	14 1%	7 1%	4 3%	2 1%	4 2%	5 2%
NET: At least daily	20 2%	20 2%	15 2%	11 2%	5 1%	9 1%	11 3%	12 4%	5 1%	5 1%	2 1%	2 1%	3 1%	*	15 2%	17 2%	4 1%	3 *	4 4%	6 7%	16 1%	14 1%	5 4%	5 3%	4 2%	4 2%
NET: At least weekly	36 3%	29 2%	26 4%	18 3%	10 2%	11 2%	17 5%	17 5%	8 2%	8 2%	6 2%	4 1%	5 2%	1 *	25 4%	25 4%	11 2%	5 1%	7 8%	10 11%	29 2%	20 2%	8 5%	6 4%	8 4%	6 3%
NET: At least monthly	46 4%	36 3%	32 5%	23 4%	14 2%	13 2%	21 6%	19 6%	10 3%	9 3%	8 3%	6 2%	6 2%	1 1%	31 4%	28 4%	14 3%	8 1%	12 14%	12 13%	34 3%	24 2%	9 6%	6 4%	9 4%	7 3%
NET: Within the last 3 months	55 4%	45 4%	38 6%	28 5%	17 3%	17 3%	25 7%	23 7%	14 4%	11 3%	8 3%	8 3%	7 3%	2 1%	39 5%	34 5%	16 3%	10 2%	13 15%	13 15%	42 4%	32 3%	10 7%	8 5%	14 6%	10 5%
NET: At least yearly	66 5%	63 5%	45 7%	39 6%	21 3%	23 4%	29 9%	31 9%	15 4%	14 4%	11 4%	12 5%	10 3%	4 2%	45 6%	45 6%	21 4%	16 3%	14 16%	18 20%	52 4%	45 4%	13 9%	14 10%	15 7%	15 7%
NET: Ever	82 7%	72 6%	54 9%	45 7%	28 4%	27 4%	35 10%	33 10%	22 6%	19 5%	13 5%	14 5%	12 4%	5 2%	57 8%	52 7%	25 5%	19 3%	16 18%	20 23%	66 6%	52 5%	17 12%	15 11%	19 9%	19 9%
Never	1177 93%	1171 94%	565 91%	561 93%	612 96%	604 96%	307 90%	304 90%	349 94%	346 95%	247 95%	243 95%	267 96%	270 98%	656 92%	650 93%	515 95%	513 97%	72 82%	67 77%	1105 94%	1104 95%	126 88%	126 89%	196 91%	193 91%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 58  
**Q1. VSP usage frequency - Triller**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Triller**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
Several times a day	2 1%	1 *	1 *	1 *	-	1 *	-	1 *	-	-	-	2 *	-	1 *	5 *	6 1%	3 2%	3 2%	2 1%	1 *	1 *	1 1%	1 1%	2 1%	1 1%	6 1%	7 1%
At least once a day	4 2%	1 1%	1 1%	1 *	-	-	-	-	-	-	-	-	-	-	5 *	4 *	6 4%	6 4%	1 *	3 1%	1 *	1 *	1 1%	3 1%	7 1%	7 1%	
At least once a week	3 1%	2 1%	2 1%	1 *	-	1 1%	1 *	-	-	-	1 *	1 *	1 *	-	11 1%	5 *	4 3%	4 3%	5 1%	4 1%	2 1%	2 1%	3 1%	3 1%	10 1%	5 1%	
At least once a month	1 *	1 1%	1 1%	2 1%	-	-	-	1 *	-	-	-	1 *	-	1 *	6 1%	6 1%	4 2%	1 1%	3 1%	1 *	3 2%	1 *	2 1%	1 *	6 1%	5 1%	
At least once in the last 3 months	3 1%	1 1%	1 *	1 *	1 *	1 1%	-	-	-	-	-	1 *	-	-	6 1%	7 1%	4 2%	2 1%	1 *	3 1%	1 *	1 *	1 *	3 1%	9 1%	6 1%	
At least once in the last 12 months	3 2%	2 1%	1 *	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	5 *	10 1%	6 4%	8 5%	3 1%	2 1%	2 1%	2 1%	1 1%	1 *	6 1%	13 2%	
Used to use, but haven't in the last 12 months	5 3%	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	10 1%	8 1%	6 4%	1 1%	3 1%	2 *	1 1%	1 1%	2 1%	1 *	13 2%	6 1%	
NET: At least daily	5 3%	2 1%	2 1%	1 *	-	1 *	-	1 *	-	-	-	2 *	-	1 *	10 1%	10 1%	9 6%	9 6%	4 1%	5 1%	1 1%	2 1%	3 1%	4 2%	13 2%	14 2%	
NET: At least weekly	8 4%	4 2%	5 2%	1 1%	-	2 1%	1 *	1 *	-	-	1 *	2 1%	1 *	1 *	21 2%	16 1%	14 9%	13 9%	9 2%	8 2%	3 2%	4 2%	6 3%	7 4%	23 3%	19 2%	
NET: At least monthly	9 4%	5 3%	6 3%	3 1%	-	2 1%	1 *	1 1%	-	-	1 *	2 1%	1 *	1 *	27 3%	21 2%	17 11%	14 9%	12 3%	9 3%	7 4%	4 2%	8 4%	8 4%	29 3%	24 3%	
NET: Within the last 3 months	12 6%	6 3%	6 3%	4 2%	1 *	3 2%	1 *	1 1%	-	-	1 *	4 1%	1 *	1 *	33 3%	28 3%	21 13%	17 11%	13 4%	13 4%	5 5%	5 3%	9 4%	11 5%	38 4%	30 4%	
NET: At least yearly	15 7%	8 4%	7 3%	5 2%	1 *	3 2%	2 1%	1 1%	-	-	2 1%	4 1%	2 1%	1 *	39 4%	39 4%	26 17%	24 16%	16 5%	15 4%	9 6%	7 4%	10 5%	11 6%	44 5%	43 5%	
NET: Ever	20 10%b	9 4%	7 3%	5 2%	1 *	3 2%	2 1%	1 1%	-	-	2 1%	4 1%	2 1%	1 *	48 4%	46 4%	33 4%	25 17%	19 5%	17 5%	10 6%	8 4%	12 6%	12 6%	57 7%	49 6%	
Never	184 90%	193 96%a	214 97%	213 98%	174 100%	170 98%	137 99%	136 99%	73 100%	72 100%	384 99%	378 99%	210 99%	208 100%	1037 96%	1033 96%	125 79%	127 83%	334 95%	348 95%	152 94%	183 96%	197 94%	188 94%	810 93%	787 94%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 59  
**Q1. VSP usage frequency - Triller**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Triller**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	2*	5 1%	5 1%	4 1%	8 1%	9 1%	8 1%	8 1%	8 2%	7 2%	8 1%	9 1%	8 2%	7 2%	7 4%	7 5%	7 4%	6 9%	5 13%	4 8%	2 6%	4 6%	4 6%	2 4%
At least once a day	3*	2*	6 2%	9 2%	12 1%	11 1%	11 2%	10 1%	10 3%	9 2%	11 1%	11 1%	11 3%	9 3%	9 5%	9 5%	10 6%	11 7%	9 14%	6 17%	6 12%	3 7%	7 9%	3 5%
At least once a week	6 1%	1*	7 2%	8 2%	16 1%	10 1%	15 2%	9 1%	14 4%	8 2%	15 1%	10 1%	13 4%	8 2%	13 8%	8 5%	13 8%	8 6%	11 17%	8 20%	8 15%	4 11%	8 10%	5 7%
At least once a month	1*	1*	4 1%	5 1%	9 1%	6 1%	8 1%	6 1%	8 2%	5 1%	9 1%	6 1%	8 2%	5 1%	8 4%	5 3%	7 4%	4 3%	6 10%	3 9%	2 4%	2 5%	2 3%	2 3%
At least once in the last 3 months	4 1%	5 1%	4 1%	4 1%	10 1%	9 1%	10 1%	9 1%	8 2%	6 1%	9 1%	9 1%	9 2%	8 2%	5 3%	4 3%	6 4%	5 4%	4 6%	4 11%	4 9%	2 5%	4 6%	3 4%
At least once in the last 12 months	6 1%	5 1%	4 1%	12 3%	11 1%	18 2%	11 2%	16 2%	9 2%	18 4%	9 1%	16 2%	8 2%	16 5%	5 3%	13 8%	5 3%	9 6%	2 3%	3 9%	3 5%	1 2%	3 4%	2 3%
Used to use, but haven't in the last 12 months	6 1%	3*	8 3%	6 1%	16 1%	9 1%	16 2%	7 1%	13 3%	5 1%	16 2%	7 1%	14 4%	4 1%	6 4%	4 2%	6 4%	4 3%	5 8%	1 4%	2 5%	1 3%	2 2%	3 4%
NET: At least daily	5 1%	7 1%	11 4%	13 3%	20 2%	20 2%	20 3%	18 3%	18 5%	17 4%	19 2%	20 2%	18 5%	17 5%	16 9%	15 9%	17 11%	17 12%	14 23%	11 30%	10 20%	5 13%	11 15%	5 8%
NET: At least weekly	11 1%	8 1%	18 6%	22 5%	36 3%	29 3%	34 5%	28 4%	31 8%	25 6%	35 3%	29 3%	31 9%	25 7%	29 17%	23 14%	30 20%	26 17%	25 40%	19 50%	18 35%	9 24%	19 25%	10 16%
NET: At least monthly	12 1%	9 1%	21 7%	27 7%	45 4%	35 3%	43 6%	34 5%	40 10%	30 7%	44 4%	35 3%	40 11%	30 8%	37 21%	28 18%	36 24%	30 20%	31 49%	22 59%	20 39%	11 29%	21 28%	11 18%
NET: Within the last 3 months	16 2%	15 2%	26 8%	30 7%	55 5%	44 4%	52 8%	43 6%	48 12%	37 9%	53 5%	45 4%	49 13%	38 11%	42 24%	33 20%	42 28%	35 24%	35 55%	26 70%	24 47%	13 34%	26 34%	14 22%
NET: At least yearly	23 3%	20 2%	29 10%	43 10%	66 6%	61 5%	63 9%	59 9%	56 14%	54 13%	61 6%	61 6%	57 16%	55 15%	48 27%	46 28%	47 31%	44 30%	37 58%	30 79%	27 53%	14 36%	28 37%	16 25%
NET: Ever	29 3%	23 3%	37 12%	49 12%	82 7%	71 6%	79 11%	66 10%	69 18%	60 14%	78 8%	68 7%	71 19%	59 16%	54 31%	49 31%	53 35%	49 33%	42 66%	31 83%	29 57%	15 39%	30 39%	19 30%
Never	838 97%	811 97%	265 88%	360 88%	1076 93%	1048 94%	613 89%	617 90%	320 82%	362 86%	955 92%	951 93%	294 81%	301 84%	122 69%	112 69%	98 65%	101 67%	22 34%	6 17%	22 43%	23 61%	46 61%	44 70%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 60

**Q1. VSP usage frequency - Triller**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Triller**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	4 1%	6 2%	4 *	3 *	6 1%	8 2%	3 *	1 *
At least once a day	7 3%	8 3%	5 *	3 *	8 2%	5 1%	4 *	6 1%
At least once a week	8 3%	8 3%	7 1%	2 *	12 3%	7 1%	4 *	3 *
At least once a month	7 3%	3 1%	3 *	3 *	4 1%	6 1%	6 1%	* *
At least once in the last 3 months	5 2%	6 2%	5 *	4 *	7 2%	7 1%	2 *	3 *
At least once in the last 12 months	6 2%	13 4%	4 *	5 1%	7 2%	14 3%	4 *	4 1%
Used to use, but haven't in the last 12 months	7 3%	4 1%	9 1%	5 1%	10 2%	6 1%	6 1%	3 *
NET: At least daily	11 4%	13 4%	9 1%	7 1%	14 3%	13 3%	6 1%	6 1%
NET: At least weekly	19 8%	21 7%	16 2%	8 1%	26 6%	20 4%	10 1%	9 1%
NET: At least monthly	26 10%	24 8%	19 2%	12 1%	30 7%	26 5%	16 2%	9 1%
NET: Within the last 3 months	30 12%	29 10%	24 2%	16 2%	37 8%	33 7%	18 2%	12 2%
NET: At least yearly	36 14%	42 14%	28 3%	20 2%	44 10%	47 9%	22 3%	16 2%
NET: Ever	43 17%	46 16%	37 4%	26 3%	54 12%	53 11%	28 3%	19 3%
Never	205 83%	247 84%	957 96%	907 97%	405 88%	447 89%	772 97%	724 97%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 61  
**Q1. VSP usage frequency - Recast**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Recast**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	7 1%	5 1%	5 1%	2 *	1 *	3 *	2 1%	3 1%	1 *	1 *	1 *	1 *	2 1%	1 *	3 1%	4 1%	4 1%	1 1%	3 1%	5 1%	2 3%	2 *	2 *	- *	2 1%	2 *
At least once a day	9 1%	7 1%	6 1%	4 1%	3 *	3 *	3 1%	5 2%	3 1%	3 *	1 *	1 1%	2 1%	1 *	6 1%	6 1%	3 *	2 *	1 1%	3 1%	8 1%	4 *	2 2%	2 1%	2 1%	1 1%
At least once a week	14 1%	9 1%	10 2%	6 1%	4 1%	3 1%	6 2%	3 1%	4 1%	3 1%	2 1%	2 1%	3 1%	1 1%	10 1%	6 1%	4 1%	2 *	5 5%	1 2%	9 1%	8 1%	1 1%	2 1%	3 2%	3 1%
At least once a month	10 1%	9 1%	7 1%	6 1%	4 1%	3 *	4 1%	4 1%	2 *	2 *	1 1%	1 1%	3 1%	1 *	5 1%	5 1%	5 1%	4 1%	3 4%	2 3%	7 1%	7 1%	2 2%	1 1%	1 *	2 1%
At least once in the last 3 months	12 1%	12 1%	8 1%	8 1%	4 1%	4 1%	7 2%	6 2%	3 1%	4 1%	1 1%	1 *	1 *	1 *	10 1%	10 1%	2 *	1 *	3 3%	5 6%	9 1%	7 1%	2 1%	3 2%	5 2%	3 1%
At least once in the last 12 months	12 1%	5 *	4 1%	2 *	8 1%	3 *	2 1%	2 1%	4 1%	1 *	3 1%	1 *	3 1%	1 *	6 1%	3 *	6 1%	2 *	2 2%	1 1%	10 1%	4 *	1 1%	1 1%	1 *	1 1%
Used to use, but haven't in the last 12 months	8 1%	10 1%	3 *	6 1%	5 1%	4 1%	3 1%	3 1%	2 1%	1 *	3 1%	5 2%	- *	1 *	5 1%	4 1%	3 1%	6 1%	4 5%	2 2%	4 *	8 1%	1 *	1 1%	1 *	4 2%
NET: At least daily	15 1%	12 1%	11 2%	7 1%	4 1%	5 1%	6 2%	9 3%	4 1%	1 *	2 1%	1 1%	4 2%	1 *	9 1%	10 1%	6 1%	2 *	2 3%	6 7%	13 1%	6 1%	3 2%	2 1%	4 2%	2 1%
NET: At least weekly	29 2%	21 2%	21 3%	12 2%	8 1%	9 1%	11 3%	12 4%	8 2%	4 1%	4 1%	3 1%	7 2%	1 *	19 3%	16 2%	11 2%	4 1%	7 8%	7 8%	22 2%	14 1%	4 3%	3 2%	8 3%	5 2%
NET: At least monthly	40 3%	30 2%	28 5%	18 3%	12 2%	12 2%	15 4%	16 5%	9 2%	6 2%	5 2%	6 2%	10 4%	2 1%	24 3%	21 3%	16 3%	8 1%	10 12%	9 11%	29 3%	21 2%	6 4%	4 3%	8 4%	6 3%
NET: Within the last 3 months	51 4%	42 3%	36 6%	27 4%	15 2%	16 2%	22 6%	22 7%	12 3%	9 3%	7 3%	7 3%	11 4%	2 1%	34 5%	31 4%	17 3%	9 2%	13 15%	15 17%	39 3%	28 2%	8 6%	7 5%	13 6%	9 4%
NET: At least yearly	64 5%	47 4%	40 6%	29 5%	24 4%	18 3%	24 7%	24 7%	16 4%	11 3%	10 4%	8 3%	14 5%	2 1%	40 6%	35 5%	23 4%	10 2%	15 17%	15 17%	49 4%	32 3%	10 7%	8 5%	13 6%	10 5%
NET: Ever	72 6%	57 5%	43 7%	34 6%	28 4%	23 4%	27 8%	27 8%	18 5%	12 3%	13 5%	13 5%	14 5%	3 1%	45 6%	39 6%	27 5%	16 3%	19 21%	17 20%	53 5%	40 3%	10 7%	9 6%	14 6%	14 6%
Never	1187 94%	1186 95%	575 93%	571 94%	612 96%	609 96%	315 92%	310 92%	352 95%	353 97%	248 95%	244 95%	266 95%	272 99%	668 94%	662 94%	514 95%	516 97%	70 79%	70 80%	1118 95%	1116 97%	133 93%	133 94%	201 94%	199 94%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 62  
**Q1. VSP usage frequency - Recast**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Recast**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	1 1%	1 1%	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	4 *	3 *	3 2%	2 1%	1 *	3 1%	* 1%	2 1%	1 *	3 1%	5 1%	2 *
At least once a day	2 1%	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	4 *	4 3%	4 2%	1 *	* -	- *	* 1%	1 *	* 1%	7 1%	6 1%
At least once a week	2 1%	1 *	1 *	1 *	- -	1 1%	1 1%	- -	- -	- -	1 *	1 *	1 1%	- -	7 1%	6 1%	7 4%	3 2%	3 1%	4 1%	2 1%	2 1%	2 1%	3 1%	9 1%	5 1%
At least once a month	2 1%	3 2%	1 *	1 *	- -	- -	1 1%	1 *	- -	- -	1 *	1 *	1 1%	1 *	6 1%	7 1%	5 3%	3 2%	2 1%	2 *	1 1%	1 1%	1 1%	1 1%	7 1%	8 1%
At least once in the last 3 months	2 1%	1 *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 1%	10 1%	4 2%	2 1%	4 1%	2 *	3 2%	* 1%	3 2%	1 1%	7 1%	8 1%
At least once in the last 12 months	2 1%	1 1%	3 2%	1 *	3 2%	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	10 1%	3 *	2 1%	2 1%	3 1%	1 *	2 1%	1 1%	1 1%	* 1%	9 1%	3 *
Used to use, but haven't in the last 12 months	1 1%	1 *	1 1%	2 1%	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	5 *	7 1%	3 2%	3 2%	2 *	2 1%	1 1%	2 1%	1 *	* *	6 1%	7 1%
NET: At least daily	3 2%	3 1%	2 1%	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	8 1%	6 1%	7 4%	6 4%	2 1%	3 1%	* 1%	2 1%	1 1%	3 1%	12 1%	8 1%
NET: At least weekly	6 3%	4 2%	3 1%	2 1%	- -	1 1%	2 2%	- -	- -	- -	2 1%	1 *	2 1%	- -	16 1%	12 1%	14 9%	9 6%	5 2%	7 2%	2 1%	4 2%	3 1%	6 3%	22 2%	13 2%
NET: At least monthly	8 4%	7 3%	4 2%	2 1%	- -	1 1%	4 3%	1 *	- -	- -	4 1%	2 *	4 2%	1 *	21 2%	19 2%	18 11%	11 7%	7 2%	8 2%	3 2%	4 2%	4 2%	7 3%	29 3%	21 2%
NET: Within the last 3 months	10 5%	8 4%	4 2%	3 1%	- -	1 1%	4 3%	1 *	- -	- -	4 1%	2 *	4 2%	1 *	29 3%	28 3%	22 14%	14 9%	11 3%	10 3%	6 4%	5 3%	7 3%	8 4%	36 4%	28 3%
NET: At least yearly	12 6%	9 4%	7 3%	4 2%	3 2%	1 1%	4 3%	1 *	- -	- -	7 2%	2 *	4 2%	1 *	39 4%	31 3%	24 15%	15 10%	14 4%	11 3%	8 5%	6 3%	9 4%	8 4%	45 5%	32 4%
NET: Ever	14 7%	10 5%	8 4%	5 2%	3 2%	1 1%	4 3%	1 *	- -	- -	7 2%	2 1%	4 2%	1 *	44 4%	38 4%	27 17%	18 12%	16 4%	14 4%	9 6%	8 4%	9 4%	9 4%	51 6%	39 5%
Never	191 93%	192 95%	213 96%	213 98%	172 98%	171 99%	135 97%	136 100%	73 100%	72 100%	380 98%	379 99%	208 98%	208 100%	1041 96%	1041 96%	130 83%	134 88%	337 96%	351 96%	153 94%	183 96%	199 96%	191 96%	816 94%	797 95%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 63  
**Q1. VSP usage frequency - Recast**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Recast**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	2*	*	3	4	7	5	7	4	5	4	7	5	5	4	4	5	4	4	4	3	3	1	3	1
	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	2%	3%	3%	3%	7%	9%	5%	3%	3%	2%
At least once a day	1	1	6	6	9	7	9	7	8	7	9	7	9	6	8	7	9	7	9	5	7	3	8	3
	*	*	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	5%	5%	6%	5%	13%	12%	14%	7%	10%	5%
At least once a week	4	3	5	6	14	9	13	9	14	8	14	9	12	7	11	7	12	6	10	6	6	5	6	5
	*	*	2%	1%	1%	1%	2%	1%	4%	2%	1%	1%	3%	2%	6%	4%	8%	4%	16%	15%	12%	12%	8%	8%
At least once a month	4	2	3	7	9	9	9	9	9	7	10	9	8	7	7	7	8	7	8	5	4	2	3	3
	*	*	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	4%	4%	6%	5%	12%	13%	7%	5%	5%	5%
At least once in the last 3 months	3	4	6	8	12	12	12	12	10	9	11	12	11	11	10	9	8	9	7	6	4	2	3	2
	*	*	2%	2%	1%	1%	2%	2%	3%	2%	1%	1%	3%	3%	6%	6%	5%	6%	11%	16%	9%	4%	4%	4%
At least once in the last 12 months	4	3	6	2	12	4	10	4	6	3	9	4	6	3	6	2	7	3	5	2	2	1	3	1
	1%	*	2%	1%	1%	*	1%	1%	1%	1%	*	2%	1%	1%	3%	1%	5%	2%	8%	5%	3%	3%	4%	1%
Used to use, but haven't in the last 12 months	2	3	2	7	8	10	7	7	6	7	8	7	6	7	4	4	4	3	2	2	1	*	-	2
	*	*	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	3%	3%	2%	3%	3%	1	*	-	2%
NET: At least daily	3	1	9	11	15	12	15	11	13	11	15	12	14	10	13	12	13	12	13	8	10	4	10	5
	*	*	3%	3%	1%	1%	2%	2%	3%	3%	1%	1%	4%	3%	7%	7%	9%	8%	20%	21%	19%	10%	13%	7%
NET: At least weekly	8	5	15	17	29	21	28	20	27	19	29	21	26	17	24	19	25	18	23	14	16	8	17	10
	1%	1%	5%	4%	3%	2%	4%	3%	7%	5%	3%	2%	7%	5%	14%	12%	16%	12%	36%	37%	31%	23%	22%	15%
NET: At least monthly	12	7	18	23	39	30	38	29	36	26	39	30	35	24	31	26	33	25	31	19	20	10	20	12
	1%	1%	6%	6%	3%	3%	5%	4%	9%	6%	4%	3%	10%	7%	18%	16%	22%	17%	49%	50%	39%	27%	26%	20%
NET: Within the last 3 months	14	11	24	32	50	42	49	41	46	35	51	42	46	35	41	34	41	34	38	25	24	12	23	15
	2%	1%	8%	8%	4%	4%	7%	6%	12%	8%	5%	4%	13%	10%	23%	21%	27%	23%	60%	66%	47%v	32%	30%	24%
NET: At least yearly	19	13	30	34	63	46	60	46	51	38	59	46	52	39	47	36	48	38	43	27	26	13	26	16
	2%	2%	10%	8%	5%	4%	9%	7%	13%	9%	6%	5%	14%	11%	27%	22%	32%	25%	68%	71%	50%v	35%	34%	25%
NET: Ever	20	16	32	41	71	56	67	53	57	45	67	54	58	45	51	40	52	41	45	28	26	13	28	17
	2%	2%	11%	10%	6%	5%	10%	8%	15%	11%	7%	5%	16%	13%	29%	25%	34%	27%	71%	74%	51%v	35%	36%	27%
Never	846	819	270	367	1088	1063	625	630	333	377	965	966	306	315	125	121	99	109	19	10	25	24	48	46
	98%	98%	89%	90%	94%	95%	90%	92%	85%	89%	93%	95%	84%	87%	71%	75%	66%	73%	29%	26%	49%	65%u	64%	73%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 64  
**Q1. VSP usage frequency - Recast**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Recast**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	3 1%	4 1%	3 *	* *	4 1%	4 1%	3 *	1 *
At least once a day	6 2%	6 2%	3 *	1 *	7 1%	6 1%	2 *	2 *
At least once a week	8 3%	6 2%	4 *	3 *	11 2%	7 1%	3 *	2 *
At least once a month	6 2%	7 2%	4 *	2 *	7 2%	6 1%	3 *	3 *
At least once in the last 3 months	7 3%	9 3%	5 *	3 *	9 2%	9 2%	3 *	3 *
At least once in the last 12 months	6 2%	3 1%	7 1%	2 *	4 1%	3 1%	8 1%	2 *
Used to use, but haven't in the last 12 months	3 1%	3 1%	5 *	7 1%	6 1%	8 2%	2 *	2 *
NET: At least daily	9 4%	10 3%	6 1%	2 *	10 2%	10 2%	5 1%	2 *
NET: At least weekly	17 7%	16 5%	10 1%	5 1%	22 5%	17 3%	8 1%	4 1%
NET: At least monthly	23 9%	22 8%	14 1%	7 1%	29 6%	23 5%	10 1%	7 1%
NET: Within the last 3 months	30 12%	31 11%	19 2%	10 1%	38 8%	32 6%	14 2%	10 1%
NET: At least yearly	35 14%	34 12%	26 3%	12 1%	42 9%	35 7%	22 3%	12 2%
NET: Ever	39 16%	38 13%	31 3%	19 2%	47 10%	43 9%	24 3%	14 2%
Never	210 84%	256 87%	964 97%	915 98%	412 90%	457 91%	775 97%	729 98%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 65  
**Q1. VSP usage frequency - Vuepay**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vuepay**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	5	4	2	3	2	1	1	2	2	1	*	*	2	*	2	3	2	1	1	1	4	3	1	1	1	1
At least once a day	9	9	7	5	2	4	4	6	3	2	1	1	1	-	7	8	2	1	1	4	8	5	2	1	4	2
At least once a week	16	14	12	7	4	6	8	4	4	6	2	2	1	1	12	10	4	4	4	6	12	8	3	1	5	3
At least once a month	11	7	4	6	7	1	4	3	3	1	2	1	1	1	7	4	3	2	3	1	8	6	2	1	3	1
At least once in the last 3 months	13	12	8	8	5	4	6	5	4	3	3	3	1	*	10	9	3	4	3	4	10	8	2	1	1	3
At least once in the last 12 months	15	6	6	4	8	2	6	3	5	*	2	2	2	1	11	4	4	3	-	3	15	3	4	1	3	*
Used to use, but haven't in the last 12 months	15	12	10	7	5	5	4	5	2	3	7	4	2	-	6	8	8	4	3	2	11	10	2	2	1	5
NET: At least daily	14	13	9	8	4	5	4	8	5	3	1	1	3	*	9	11	4	2	2	6	12	8	2	3	5	3
NET: At least weekly	29	27	21	16	8	11	12	12	9	9	3	4	5	2	21	21	8	6	6	12	24	15	5	4	10	6
NET: At least monthly	40	34	24	22	15	12	16	15	12	11	6	5	6	3	28	25	11	7	9	13	31	21	7	5	13	6
NET: Within the last 3 months	53	46	33	30	20	16	22	20	16	14	8	8	7	3	38	34	15	11	12	17	41	29	9	6	14	10
NET: At least yearly	68	53	39	34	29	19	28	24	22	14	10	10	8	3	49	38	18	14	12	20	56	33	12	7	17	10
NET: Ever	82	65	49	40	33	24	31	29	24	17	17	14	10	3	55	46	27	17	15	22	67	42	14	8	19	15
Never	1177	1178	569	565	607	607	311	308	347	348	244	243	270	272	658	655	513	514	73	65	1103	1113	129	133	197	198
	93%	95%	92%	93%	95%	96%	91%	91%	94%	95%	93%	95%	96%	99%	92%	93%	95%	97%	83%	75%	94%	96%u	90%	94%	91%	93%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 66  
**Q1. VSP usage frequency - Vuepay**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vuepay**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	2 1%	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	3 *	3 *	2 1%	1 1%	1 *	2 *	-	2 1%	1 *	2 1%	4 1%	2 *
At least once a day	1 1%	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	-	-	-	4 *	4 *	5 3%	5 4%	1 *	3 *	1 *	1 *	1 *	2 1%	7 1%	6 *
At least once a week	3 1%	2 1%	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	10 1%	7 1%	5 3%	6 4%	4 1%	3 1%	2 1%	2 1%	2 1%	2 1%	11 1%	11 1%
At least once a month	1 *	2 1%	2 1%	1 *	1 *	1 1%	-	1 *	-	-	1 *	1 *	-	1 *	9 1%	6 1%	1 1%	2 1%	1 *	3 1%	2 1%	1 *	1 *	1 *	9 1%	4 *
At least once in the last 3 months	5 3%	4 2%	1 1%	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-	9 1%	7 1%	3 2%	5 3%	4 1%	1 *	2 1%	1 *	4 2%	1 *	8 1%	9 1%
At least once in the last 12 months	4 2%	1 *	1 1%	2 1%	3 2%	-	-	-	-	-	3 1%	-	-	-	9 1%	4 *	6 4%	2 1%	2 *	1 *	2 1%	1 *	1 *	1 *	11 1%	5 1%
Used to use, but haven't in the last 12 months	5 2%	1 1%	1 *	2 1%	1 1%	1 *	1 1%	-	-	-	3 1%	1 *	1 1%	-	9 1%	9 1%	5 3%	3 2%	5 1%	2 1%	3 2%	1 1%	2 1%	1 *	8 1%	10 1%
NET: At least daily	3 2%	1 1%	1 *	1 *	1 *	-	-	-	-	-	1 *	-	-	-	7 1%	7 1%	6 4%	6 4%	2 *	5 *	1 *	2 1%	1 1%	4 2%	11 1%	8 1%
NET: At least weekly	6 3%	4 2%	2 1%	2 1%	1 *	-	-	-	-	-	1 *	-	-	-	17 2%	13 1%	12 8%	13 8%	6 2%	7 2%	1 1%	4 2%	3 2%	6 3%	22 2%	19 2%
NET: At least monthly	6 3%	6 3%	4 2%	3 1%	1 1%	1 1%	-	1 *	-	-	1 *	1 *	-	1 *	27 2%	19 2%	13 8%	14 9%	7 2%	11 3%	3 2%	6 3%	4 2%	8 4%	31 4%	23 3%
NET: Within the last 3 months	12 6%	10 5%	5 2%	3 1%	1 1%	1 1%	1 *	1 *	-	-	2 *	1 *	1 *	1 *	36 3%	26 2%	16 10%	19 13%	11 3%	12 3%	5 3%	6 3%	8 4%	8 4%	39 4%	32 4%
NET: At least yearly	15 8%	10 5%	6 3%	5 2%	4 2%	1 1%	1 *	1 *	-	-	5 1%	1 *	1 *	1 *	45 4%	30 3%	22 14%	21 14%	13 4%	13 3%	7 4%	7 4%	8 4%	8 4%	50 6%	37 4%
NET: Ever	20 10%	11 6%	7 3%	6 3%	5 3%	1 1%	2 1%	1 *	-	-	7 2%	1 *	2 1%	1 *	54 5%	39 4%	27 17%	24 16%	18 5%	15 4%	10 6%	8 4%	11 5%	9 5%	57 7%	47 6%
Never	184 90%	190 94%	214 97%	212 97%	169 97%	171 99%	137 99%	137 100%	73 100%	72 100%	379 98%	380 100%	210 99%	209 100%	1031 95%	1041 96%	131 83%	127 84%	335 95%	351 96%	152 94%	183 96%	198 95%	191 95%	809 93%	789 94%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 67  
**Q1. VSP usage frequency - Vuepay**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All respondents**  
**Vuepay**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	*	*	4	3	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	2	2	3	2
	*	*	1%	1%	*	*	1%	1%	1%	1%	*	*	1%	1%	2%	2%	2%	3%	6%	9%	5%	6%	4%	4%
At least once a day	2	2	6	7	9	9	9	8	8	8	9	8	9	9	9	8	8	8	9	5	7	2	7	2
	*	*	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	3%	5%	5%	5%	5%	13%	13%	13%	6%	9%	4%
At least once a week	5	1	7	13	16	14	14	14	13	12	15	14	14	12	14	11	15	12	12	9	9	4	8	5
	1%	*	2%	3%	1%	1%	2%	2%	3%	3%	1%	1%	4%	3%	8%	7%	10%	8%	19%	24%	17%	10%	11%	8%
At least once a month	3	2	5	5	11	7	11	7	10	5	11	7	10	6	7	5	6	7	7	4	4	2	2	2
	*	*	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	2%	4%	3%	4%	5%	12%	10%	8%	7%	3%	3%
At least once in the last 3 months	3	2	7	10	12	12	12	11	12	10	13	11	11	9	7	10	7	9	7	6	2	2	3	4
	*	*	2%	3%	1%	1%	2%	2%	3%	2%	1%	1%	3%	3%	4%	6%	5%	6%	10%	15%	5%	5%	4%	6%
At least once in the last 12 months	9	1	6	5	15	6	15	6	9	6	9	5	8	5	5	5	11	5	6	1	4	*	2	1
	1% <sup>b</sup>	*	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	3%	3%	7%	3%	9%	3%	7%	1%	3%	2%
Used to use, but haven't in the last 12 months	6	5	6	6	15	12	14	10	13	10	14	10	13	7	8	4	4	1	5	*	2	1	3	3
	1%	1%	2%	2%	1%	1%	2%	1%	3%	2%	1%	1%	3%	2%	4%	2%	3%	1%	8%	1%	4%	2%	4%	5%
NET: At least daily	2	2	10	11	13	13	14	12	12	12	14	12	13	13	12	12	11	12	12	8	9	5	10	5
	*	*	3%	3%	1%	1%	2%	2%	3%	3%	1%	1%	4%	4%	7%	7%	8%	8%	19%	23%	18%	13%	13%	8%
NET: At least weekly	7	3	16	23	29	26	27	26	25	24	29	26	27	25	26	23	26	23	24	17	18	9	18	10
	1%	*	5%	6%	2%	2%	4%	4%	6%	6%	3%	3%	7%	7%	15%	14%	17%	16%	38%	46%	35%	23%	24%	16%
NET: At least monthly	10	6	21	28	39	33	38	33	34	29	39	33	37	31	33	27	33	30	31	21	22	11	20	12
	1%	1%	7%	7%	3%	3%	5%	5%	9%	7%	4%	3%	10%	9%	19%	17%	22%	20%	49%	56%	42%	30%	27%	19%
NET: Within the last 3 months	13	7	28	39	51	46	50	44	46	39	52	44	47	40	41	37	40	39	38	27	24	13	24	15
	1%	1%	9%	9%	4%	4%	7%	6%	12%	9%	5%	4%	13%	11%	23%	23%	26%	26%	60%	71%	47%	35%	31%	25%
NET: At least yearly	22	9	34	44	66	52	64	50	55	45	62	49	56	45	46	42	51	44	43	28	28	13	26	16
	2% <sup>b</sup>	1%	11%	11%	6%	5%	9%	7%	14%	11%	6%	5%	15%	12%	26%	26%	34%	29%	68%	74%	54% <sup>v</sup>	36%	34%	26%
NET: Ever	27	14	40	50	80	64	78	60	68	55	75	59	69	52	53	46	55	45	48	28	29	14	29	19
	3%	2%	13%	12%	7%	6%	11%	9%	18%	13%	7%	6%	19%	14%	30%	29%	37%	30%	76%	76%	58% <sup>v</sup>	37%	38%	31%
Never	840	821	262	358	1078	1055	613	623	321	367	957	960	296	308	123	115	96	104	15	9	21	23	47	43
	97%	98%	87%	88%	93%	94%	89%	91%	82%	87%	93%	94%	81%	86%	70%	71%	63%	70%	24%	24%	42%	63% <sup>u</sup>	62%	69%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 68

**Q1. VSP usage frequency - Vuepay**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All respondents**

**Vuepay**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	2 1%	3 1%	2 *	1 *	4 1%	4 1%	1 *	- -
At least once a day	6 2%	6 2%	3 *	3 *	7 2%	8 2%	2 *	1 *
At least once a week	8 3%	10 3%	7 1%	3 *	12 3%	11 2%	3 *	3 *
At least once a month	3 1%	4 1%	7 1%	3 *	7 2%	6 1%	3 *	1 *
At least once in the last 3 months	9 4%	9 3%	4 *	4 *	7 2%	8 2%	6 1%	5 1%
At least once in the last 12 months	8 3%	4 1%	7 1%	2 *	9 2%	5 1%	6 1%	2 *
Used to use, but haven't in the last 12 months	5 2%	9 3%	8 1%	3 *	9 2%	6 1%	6 1%	5 1%
NET: At least daily	8 3%	10 3%	5 *	3 *	11 2%	12 2%	3 *	1 *
NET: At least weekly	17 7%	20 7%	12 1%	7 1%	23 5%	23 5%	6 1%	4 1%
NET: At least monthly	20 8%	23 8%	19 2%	10 1%	30 7%	28 6%	10 1%	5 1%
NET: Within the last 3 months	29 12%	32 11%	23 2%	14 1%	37 8%	36 7%	16 2%	10 1%
NET: At least yearly	37 15%	36 12%	30 3%	16 2%	46 10%	41 8%	22 3%	12 2%
NET: Ever	42 17%	45 15%	38 4% <sup>d</sup>	19 2%	55 12%	47 9%	28 3%	17 2%
Never	207 83%	248 85%	956 96%	914 98% <sup>c</sup>	405 88%	453 91%	771 97%	726 98%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 69  
**Q1. VSP usage frequency - Bitchute**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Bitchute**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
Several times a day	4	3	3	2	1	2	2	1	*	1	*	1	2	1	2	2	2	2	4	3	*	*	*	1
At least once a day	10	6	6	4	4	2	3	1	4	1	1	3	1	*	7	2	2	4	10	6	2	2	4	1
At least once a week	14	9	9	5	5	4	4	3	5	2	3	2	2	1	9	6	6	4	14	9	1	2	7	2
At least once a month	10	9	6	6	5	3	2	2	5	2	1	1	1	7	7	3	2	10	9	*	1	4	2	
At least once in the last 3 months	13	9	11	5	2	4	4	1	5	3	3	3	1	2	9	5	4	5	13	9	1	*	4	4
At least once in the last 12 months	7	9	5	5	2	5	2	2	2	*	1	5	2	2	3	2	3	7	7	9	1	3	2	
Used to use, but haven't in the last 12 months	7	9	4	7	4	3	5	4	1	4	1	*	-	1	6	8	1	1	7	9	1	1	*	5
NET: At least daily	14	10	9	6	5	4	5	2	4	2	2	4	3	1	9	4	4	5	14	10	3	2	4	2
NET: At least weekly	28	19	18	11	9	8	9	5	9	5	5	7	5	3	18	10	10	9	28	19	3	3	11	4
NET: At least monthly	38	28	24	17	14	11	11	7	14	9	7	8	6	4	25	17	13	11	38	28	4	4	15	6
NET: Within the last 3 months	51	37	35	23	16	15	15	8	19	13	10	10	7	6	33	21	17	16	51	37	5	4	19	10
NET: At least yearly	57	47	40	27	18	19	16	10	20	13	11	15	9	8	37	24	20	23	57	47	7	7	20	12
NET: Ever	65	56	43	34	21	22	22	14	21	18	12	15	9	9	43	32	22	24	65	56	8	8	21	16
Never	1106	1100	530	527	576	567	283	284	329	326	234	230	254	251	612	610	488	481	1106	1100	136	133	194	196
	94%	95%	92%	94%	96%	96%	93%	95%	94%	95%	95%	94%	96%	97%	93%	95%	96%	95%	94%	95%	95%	94%	90%	92%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 70  
**Q1. VSP usage frequency - Bitchute**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Bitchute**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Several times a day	2 1%	2 1%	* *	* *	1 *	- *	* *	1 *	- *	- *	1 *	1 *	* *	1 *	2 *	2 *	2 1%	1 1%	1 *	1 *	- *	* *	1 1%	* *	2 *	2 *
At least once a day	2 1%	1 *	* *	1 1%	1 1%	1 1%	1 *	1 *	- *	- *	2 *	2 1%	1 *	1 *	6 1%	5 *	4 3%	2 1%	1 *	2 1%	1 *	1 1%	1 1%	1 *	8 1%	4 1%
At least once a week	3 1%	2 1%	3 1%	3 1%	1 *	1 *	- *	- *	- *	- *	1 *	1 *	- *	- *	9 1%	5 *	5 4%	4 3%	2 1%	2 1%	1 *	* *	1 *	1 *	11 1%	7 1%
At least once a month	3 2%	2 1%	2 1%	3 1%	1 1%	- *	- *	2 2%	- *	- *	1 *	2 1%	- *	2 1%	5 *	8 1%	5 3%	1 *	1 *	3 1%	* *	1 1%	1 1%	1 *	9 1%	6 1%
At least once in the last 3 months	6 3%	2 1%	1 1%	3 1%	* *	- *	- *	* *	- *	- *	* *	* *	- *	- *	8 1%	6 1%	4 3%	4 3%	3 1%	* *	1 1%	1 1%	* *	* *	9 1%	7 1%
At least once in the last 12 months	2 1%	3 1%	* *	3 1%	- *	- *	1 1%	- *	- *	- *	1 *	- *	1 1%	- *	1 *	8 1%	4 3%	1 1%	2 1%	4 1%	1 1%	4 1%	1 *	- *	3 *	5 1%
Used to use, but haven't in the last 12 months	4 2%	3 1%	2 1%	- *	* *	1 *	- *	- *	- *	- *	* *	1 *	- *	- *	5 *	7 1%	3 2%	3 2%	2 1%	3 1%	2 1%	2 1%	- *	1 1%	6 1%	6 1%
NET: At least daily	4 2%	2 1%	* *	1 1%	2 1%	1 1%	1 1%	1 1%	- *	- *	3 1%	2 1%	1 1%	1 1%	8 1%	7 1%	6 4%	3 2%	3 1%	3 1%	1 *	1 1%	3 1%	1 *	10 1%	6 1%
NET: At least weekly	7 3%	4 2%	3 2%	4 2%	2 1%	2 1%	1 1%	1 1%	- *	- *	3 1%	3 1%	1 1%	1 1%	17 2%	12 1%	11 8%	7 5%	5 1%	4 1%	1 1%	2 1%	2 1%	2 1%	21 3%	13 2%
NET: At least monthly	10 5%	6 3%	5 2%	7 3%	3 2%	2 1%	1 1%	3 3%	- *	- *	4 1%	5 1%	1 1%	3 2%	22 2%	20 2%	16 11%	8 6%	6 2%	7 2%	2 1%	3 2%	4 2%	3 2%	30 4%	19 2%
NET: Within the last 3 months	16 8%	8 4%	6 3%	10 4%	3 2%	2 1%	1 1%	4 3%	- *	- *	5 1%	6 1%	1 1%	4 2%	30 3%	26 3%	19 13%	11 8%	9 3%	9 2%	3 2%	4 2%	5 2%	3 2%	38 5%	26 3%
NET: At least yearly	18 9%	11 5%	6 3%	12 6%	3 2%	2 1%	2 2%	4 3%	- *	- *	6 1%	6 1%	2 1%	4 2%	32 3%	34 3%	23 16%	12 9%	10 3%	13 4%	4 3%	8 5%	5 3%	3 2%	41 5%	31 4%
NET: Ever	22 11%	13 7%	8 4%	12 6%	4 2%	3 2%	2 2%	4 3%	- *	- *	6 2%	6 2%	2 1%	4 2%	36 4%	40 4%	26 18%	15 11%	12 4%	16 5%	6 4%	10 6%	5 3%	4 2%	47 6%	37 5%
Never	182 89%	188 93%	213 96%	206 94%	171 98%	170 98%	136 98%	133 97%	73 100%	72 100%	380 98%	375 98%	209 99%	205 98%	973 96%	967 96%	119 82%	122 89%	318 96%	331 95%	142 96%	169 94%	194 97%	188 98%	755 94%	733 95%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 71  
**Q1. VSP usage frequency - Bitchute**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	1	2	2	1	4	3	3	2	3	2	3	3	2	2	2	2	3	2	2	2	4	3	2	2
	*	*	1%	*	*	*	*	1%	1%	1%	1%	*	1%	1%	2%	2%	2%	2%	3%	8%	7%	9%	2%	3%
At least once a day	3	3	6	3	10	6	7	3	6	4	8	5	8	4	7	3	7	4	8	3	10	6	5	3
	*	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	*	3%	1%	5%	3%	5%	4%	16%	11%	19%	17%	7%	5%
At least once a week	6	5	8	4	14	9	14	8	11	7	13	8	12	6	11	4	12	5	10	4	14	9	9	4
	1%	1%	3%	1%	1%	1%	2%	1%	3%	2%	1%	1%	4%	2%	8%	4%	9%	4%	19%	16%	14	25%	12%	6%
At least once a month	6	6	4	3	10	9	9	8	5	3	10	8	5	4	7	4	4	5	4	2	10	9	4	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	5%	3%	3%	4%	8%	6%	21%	24%	5%	2%
At least once in the last 3 months	7	6	6	3	13	9	8	7	7	4	9	7	6	4	7	4	5	3	4	2	13	9	4	2
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	5%	3%	4%	3%	8%	7%	25%	25%	5%	3%
At least once in the last 12 months	5	6	1	3	7	9	7	7	7	5	5	7	3	5	4	5	3	4	1	4	-	-	1	1
	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	2%	2%	4%	2%	3%	2%	15% <sup>s</sup>	-	-	2%	2%
Used to use, but haven't in the last 12 months	4	5	4	4	7	9	7	7	6	5	7	8	6	4	2	4	5	4	*	*	-	-	3	2
	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	3%	4%	3%	1%	1%	-	-	3%	4%
NET: At least daily	5	5	9	4	13	9	10	5	9	6	12	7	10	6	9	6	9	6	9	5	14	10	7	5
	1%	1%	3%	1%	1%	1%	2%	1%	3%	2%	1%	1%	3%	2%	7%	4%	7%	5%	19%	19%	27%	26%	9%	7%
NET: At least weekly	11	10	16	8	27	19	24	13	20	13	24	15	22	12	20	10	22	11	19	9	28	19	16	9
	1%	1%	5%	3%	3%	2%	4%	2%	6%	4%	3%	2%	7%	4%	14%	8%	16%	9%	38%	35%	55%	51%	21%	14%
NET: At least monthly	17	16	21	12	38	28	33	21	25	16	34	23	28	16	27	14	26	16	24	10	38	28	19	10
	2%	2%	7%	4%	4%	3%	5%	3%	8%	5%	4%	2%	9%	5%	19%	11%	20%	14%	47%	41%	75%	75%	26%	16%
NET: Within the last 3 months	24	23	26	15	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
	3%	3%	9%	5%	5%	4%	7%	5%	10% <sup>j</sup>	6%	4%	3%	11%	7%	23% <sup>p</sup>	14%	24%	17%	55%	48%	100%	100%	30% <sup>x</sup>	20%
NET: At least yearly	29	29	28	18	57	46	48	35	39	25	47	37	38	25	37	22	34	23	28	16	51	37	24	13
	3%	3%	9%	5%	5%	4%	8%	6%	12% <sup>j</sup>	7%	5%	4%	13%	8%	26%	18%	26%	20%	56%	63%	100%	100%	32% <sup>x</sup>	22%
NET: Ever	33	34	31	22	64	55	55	42	45	30	55	46	44	28	39	26	39	27	29	16	51	37	27	16
	4%	4%	10%	7%	6%	5%	9%	7%	14% <sup>j</sup>	8%	6%	5%	15%	9%	27%	21%	29%	23%	57%	64%	100%	100%	36%	25%
Never	834	798	270	302	1006	979	564	571	279	323	911	910	255	270	104	98	94	89	22	9	-	-	49	46
	96%	96%	90%	93%	94%	95%	91%	93%	86%	92% <sup>i</sup>	94%	95%	85%	91%	73%	79%	71%	77%	43%	36%	-	-	64%	75%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 72

**Q1. VSP usage frequency - Bitchute**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	1 1%	1 *	2 *	4 1%	3 1%	- -	- -
At least once a day	5 2%	3 1%	4 *	3 *	7 2%	5 1%	2 *	1 *
At least once a week	7 3%	7 3%	7 1%	3 *	10 2%	7 2%	4 1%	2 *
At least once a month	5 2%	3 1%	5 1%	6 1%	8 2%	4 1%	3 *	5 1%
At least once in the last 3 months	4 2%	2 1%	8 1%	8 1%	6 2%	6 1%	6 1%	4 1%
At least once in the last 12 months	4 2%	6 2%	1 *	3 *	4 1%	6 1%	3 *	3 *
Used to use, but haven't in the last 12 months	3 1%	4 2%	5 *	5 1%	3 1%	6 1%	4 1%	3 *
NET: At least daily	7 3%	4 2%	6 1%	5 1%	11 3%	9 2%	2 *	1 *
NET: At least weekly	14 6%	11 4%	13 1%	8 1%	21 5%	16 4%	6 1%	3 *
NET: At least monthly	19 9%	14 5%	18 2%	14 2%	29 7%	21 5%	9 1%	7 1%
NET: Within the last 3 months	23 11%	15 6%	27 3%	22 2%	35 8%	26 6%	16 2%	11 2%
NET: At least yearly	27 13%	21 8%	28 3%	25 3%	39 9%	32 7%	19 2%	14 2%
NET: Ever	30 14%	25 10%	32 3%	29 3%	42 10%	38 8%	23 3%	18 3%
Never	188 86%	231 90%	905 97%	856 97%	373 90%	416 92%	732 97%	684 97%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 73  
**Q1. VSP usage frequency - OnlyFans**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**OnlyFans**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Several times a day	6	5	5	3	1	1	3	1	1	2	1	1	1	1	4	3	1	1	6	5	1	1	2	1		
At least once a day	15	11	13	9	2	2	3	2	5	3	2	2	5	4	8	5	7	6	15	11	3	1	5	4		
At least once a week	23	23	20	21	3	2	6	7	7	6	6	5	4	4	13	14	10	9	23	23	4	1	11	7		
At least once a month	15	11	15	10	1	1	6	5	5	3	2	1	2	1	11	8	4	2	15	11	3	1	4	3		
At least once in the last 3 months	17	14	14	10	3	3	5	5	6	4	2	2	5	3	11	9	7	4	17	14	3	2	4	6		
At least once in the last 12 months	21	13	14	11	6	3	4	3	10	6	2	3	4	1	14	9	6	4	21	13	6	2	3	5		
Used to use, but haven't in the last 12 months	10	11	7	7	3	5	5	3	2	4	3	4	1	*	6	8	3	4	10	11	1	3	3	3		
NET: At least daily	20	15	18	12	3	3	6	4	6	4	3	2	6	5	12	8	9	7	20	15	4	2	7	5		
NET: At least weekly	43	38	38	33	5	5	12	11	13	11	9	7	9	9	25	22	18	16	43	38	8	3	17	11		
NET: At least monthly	59	49	53	43	6	6	18	16	17	14	6	9	12	10	36	30	22	18	59	49	11	4	21	14		
NET: Within the last 3 months	76	62	67	53	9	9	23	21	23	18	12	10	17	12	47	40	29	23	76	62	13	6	25	20		
NET: At least yearly	96	76	81	64	16	12	28	24	33	25	15	13	21	14	61	49	35	27	96	76	19	8	28	25		
NET: Ever	106	87	88	71	18	16	32	28	35	29	17	17	22	14	67	56	39	31	106	87	20	10	32	28		
Never	1064	1069	486	490	579	572	272	271	315	314	229	228	242	246	587	586	471	474	1064	1069	123	131	183	184		
	91%	92%	85%	87%	97%	97%	89%	91%	90%	92%	93%	93%	92%	95%	90%	91%	92%	94%	91%	92%	86%	93%	85%	87%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 74  
**Q1. VSP usage frequency - OnlyFans**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**OnlyFans**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
Several times a day	2 1%	3 1%	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	3 *	2% 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	1 1%	4 1%	3 *
At least once a day	4 2%	4 2%	3 1%	1 1%	* -	- -	- -	- -	- -	* 1%	* -	* -	- -	* -	11 1%	8 1%	4 3%	3 2%	3 1%	2 1%	1 1%	1 1%	2 1%	1 1%	1 1%	11 1%	8 1%
At least once a week	5 2%	8 4%	3 1%	3 2%	* 2%	* 2%	* 2%	* 2%	- -	- -	1 *	4 1%	* *	* *	16 2%	16 2%	7 5%	7 5%	6 2%	6 2%	3 2%	2 1%	2 1%	5 3%	15 2%	15 2%	
At least once a month	3 1%	2 1%	4 2%	1 1%	1 *	2 1%	1 1%	1 1%	- -	- -	2 1%	3 1%	1 1%	1 *	11 1%	9 1%	4 3%	1 1%	3 1%	4 1%	1 1%	2 1%	3 1%	1 1%	12 1%	6 1%	
At least once in the last 3 months	5 3%	2 1%	4 2%	2 1%	1 *	2 1%	- -	- -	- -	- -	1 *	2 1%	- -	- -	13 1%	13 1%	4 3%	1 1%	8 2%	2 1%	4 3%	1 1%	4 2%	1 1%	9 1%	11 1%	
At least once in the last 12 months	9 5%	4 2%	1 *	1 *	* 1%	1 1%	1 1%	- -	- -	1 *	1 *	1 1%	1 -	1 -	17 2%	11 1%	3 2%	3 2%	5 1%	4 2%	3 1%	2 1%	4 2%	3 1%	14 2%	9 1%	
Used to use, but haven't in the last 12 months	1 1%	3 1%	2 1%	3 1%	1 *	- -	- -	- -	2 3%	- -	3 1%	- -	2 1%	- -	5 *	10 1%	5 3%	2 1%	2 1%	4 1%	1 1%	3 2%	1 *	- -	8 1%	7 1%	
NET: At least daily	6 3%	7 4%	3 1%	1 *	* 1%	- -	- -	- -	- -	* 1%	* 1%	* 1%	- -	* -	14 1%	11 1%	7 5%	4 3%	4 1%	3 1%	2 1%	2 1%	3 2%	2 1%	16 2%	11 1%	
NET: At least weekly	11 5%	15 7%	6 3%	5 2%	1 1%	3 2%	* 2%	* 2%	- -	* 1%	1 *	4 1%	* *	1 *	30 3%	27 3%	13 9%	11 8%	10 3%	9 3%	5 3%	3 2%	6 3%	7 4%	30 4%	26 3%	
NET: At least monthly	13 7%	17 8%	10 4%	6 3%	2 1%	6 3%	2 1%	1 1%	- -	* 1%	3 1%	8 2%	2 1%	2 1%	41 4%	37 4%	17 12%	12 8%	13 4%	13 4%	6 4%	5 3%	8 4%	8 4%	42 5%	33 4%	
NET: Within the last 3 months	19 9%	19 9%	14 6%	8 4%	2 1%	8 5%	2 1%	1 1%	- -	* 1%	4 1%	10 3%	2 1%	2 1%	54 5%	50 5%	21 15%	13 9%	21 6%	15 4%	10 7%	6 3%	12 6%	9 5%	51 6%	44 6%	
NET: At least yearly	28 14%	23 12%	15 7%	9 4%	3 2%	9 5%	3 2%	1 1%	- -	* 1%	6 1%	11 3%	3 1%	2 1%	71 7%	60 6%	25 17%	15 11%	26 8%	19 6%	13 9%	8 5%	17 8%	12 6%	65 8%	53 7%	
NET: Ever	29 14%	26 13%	17 8%	11 5%	3 2%	9 5%	3 2%	1 1%	2 3%	* 1%	8 2%	11 3%	5 2%	2 1%	76 8%	70 7%	30 20%	17 12%	28 9%	23 7%	14 9%	11 6%	17 9%	12 6%	72 9%	60 8%	
Never	175 86%	175 87%	204 92%	207 95%	172 98%	163 95%	136 98%	136 99%	71 97%	71 99%	378 98%	370 97%	207 98%	207 99%	934 92%	937 93%	115 80%	121 88%	302 91%	324 93%	134 91%	167 94%	183 91%	180 94%	729 91%	710 92%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 75  
**Q1. VSP usage frequency - OnlyFans**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	1	2	4	3	6	4	6	4	6	3	6	4	6	2	6	3	4	3	4	2	3	2	6	5
	*	*	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	4%	3%	3%	2%	8%	9%	6%	5%	7%	7%
At least once a day	7	5	7	6	14	11	15	9	11	8	14	11	11	8	10	6	10	6	6	4	6	3	15	11
	1%	1%	2%	2%	1%	1%	2%	2%	4%	2%	1%	1%	4%	3%	7%	5%	7%	5%	12%	17%	12%	9%	20%	17%
At least once a week	12	14	11	9	23	23	20	21	16	19	19	21	16	14	13	11	13	10	9	5	9	5	23	23
	1%	2%	4%	3%	2%	2%	3%	3%	5%	5%	2%	2%	5%	5%	9%	9%	9%	8%	18%	20%	17%	13%	30%	36%
At least once a month	12	8	3	3	15	11	12	10	10	8	14	11	7	7	8	4	6	4	4	2	3	1	15	11
	1%	1%	1%	1%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%	6%	3%	5%	4%	8%	6%	6%	3%	20%	17%
At least once in the last 3 months	12	10	6	4	17	13	15	11	11	9	16	12	12	8	8	6	7	5	3	1	2	1	17	14
	1%	1%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	4%	3%	5%	4%	6%	4%	5%	4%	3%	3%	23%	22%
At least once in the last 12 months	13	6	8	8	21	13	19	12	14	10	19	12	13	11	5	6	9	3	3	2	2	2	-	-
	1%	1%	3%	2%	2%	1%	3%	2%	4%	3%	2%	1%	4%	4%	3%	5%	7%	2%	6%	7%	5%	7%	-	-
Used to use, but haven't in the last 12 months	6	7	4	5	9	10	10	9	4	7	8	10	7	6	3	1	2	2	2	1	1	2	-	-
	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	4%	2%	2%	5%	-	-
NET: At least daily	9	7	12	8	19	15	20	13	17	11	20	15	17	10	15	9	14	9	10	7	9	5	20	15
	1%	1%	4%	3%	2%	1%	3%	2%	5%	3%	2%	2%	6%	3%	10%	7%	11%	8%	20%	27%	18%	14%	27%	25%
NET: At least weekly	20	21	23	17	42	38	40	34	33	30	39	35	33	24	28	20	27	19	19	12	18	10	43	38
	2%	2%	8%	5%	4%	4%	6%	6%	10%	8%	4%	4%	11%	8%	19%	16%	20%	16%	38%	47%	36%	27%	57%	61%
NET: At least monthly	32	28	26	20	57	48	52	43	43	38	52	46	40	31	36	24	33	23	23	13	21	11	59	49
	4%	3%	9%	6%	5%	5%	8%	7%	13%	11%	5%	5%	13%	10%	25%	19%	25%	20%	46%	53%	42%	30%	77%	78%
NET: Within the last 3 months	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62
	5%	5%	10%	7%	7%	6%	11%	9%	17%	13%	7%	6%	17%	13%	31%	24%	30%	24%	51%	58%	45%	33%	100%	100%
NET: At least yearly	57	44	39	32	95	75	86	66	68	56	87	71	65	49	49	36	49	30	29	16	25	15	76	62
	7%	5%	13%	10%	9%	7%	14%	11%	21%	16%	9%	7%	22%	17%	34%	29%	37%	26%	57%	65%	50%	39%	100%	100%
NET: Ever	63	50	43	37	104	84	95	76	72	63	95	81	72	55	52	37	51	33	31	17	26	17	76	62
	7%	6%	14%	11%	10%	8%	15%	12%	22%	18%	10%	8%	24%	18%	36%	29%	38%	28%	61%	67%	52%	45%	100%	100%
Never	804	781	259	287	966	950	524	538	251	289	871	875	227	243	92	88	82	83	20	8	24	21	-	-
	93%	94%	86%	89%	90%	92%	85%	88%	78%	82%	90%	92%	76%	82%	64%	71%	62%	72%	39%	33%	48%	55%	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 76

**Q1. VSP usage frequency - OnlyFans**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**OnlyFans**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	3 1%	* *	* *	4 1%	3 1%	1 *	2 *
At least once a day	8 4%	5 2%	7 1%	6 1%	9 2%	8 2%	6 1%	2 *
At least once a week	12 6%	14 6%	10 1%	8 1%	16 4%	14 3%	7 1%	9 1%
At least once a month	7 3%	6 2%	9 1%	5 1%	7 2%	7 2%	9 1%	4 1%
At least once in the last 3 months	8 4%	3 1%	9 1%	10 1%	8 2%	8 2%	9 1%	5 1%
At least once in the last 12 months	8 4%	5 2%	11 1%	8 1%	8 2%	9 2%	13 2%	5 1%
Used to use, but haven't in the last 12 months	3 1%	5 2%	7 1%	6 1%	7 2%	7 2%	2 *	4 1%
NET: At least daily	10 5%	7 3%	10 1%	8 1%	13 3%	11 2%	7 1%	4 1%
NET: At least weekly	23 10%	22 8%	20 2%	16 2%	30 7%	25 6%	14 2%	13 2%
NET: At least monthly	29 13%	28 11%	28 3%	21 2%	36 9%	32 7%	22 3%	17 2%
NET: Within the last 3 months	37 17%	31 12%	37 4%	32 4%	44 11%	40 9%	32 4%	22 3%
NET: At least yearly	45 21%	36 14%	49 5%	40 4%	52 12%	49 11%	45 6%	27 4%
NET: Ever	48 22%	41 16%	56 6%	46 5%	59 14%	56 12%	47 6%	31 4%
Never	170 78%	215 84%	882 94%	839 95%	356 86%	398 88%	708 94%	671 96%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 77  
Q1. VSP usage frequency - Xpanded.com

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All Adult respondents  
Xpanded.com

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Several times a day	4	2	2	1	2	1	1	1	2	1	1	-	1	1	2	1	2	1	4	2	1	*	1	*		
At least once a day	11	4	5	3	5	1	2	1	5	1	*	1	3	1	7	2	4	2	11	4	2	*	6	1		
At least once a week	15	8	11	5	4	3	5	3	5	2	2	1	3	2	10	5	5	3	15	8	4	2	6	2		
At least once a month	8	4	5	3	3	1	2	1	3	2	3	1	1	1	5	2	3	2	8	4	1	1	2	1		
At least once in the last 3 months	4	6	2	3	1	2	*	2	*	1	2	1	1	*	1	4	3	2	4	6	2	1	1	3		
At least once in the last 12 months	5	5	5	5	-	1	3	2	-	2	1	1	1	*	3	4	2	1	5	5	2	2	*	1		
Used to use, but haven't in the last 12 months	16	7	9	4	7	3	8	3	2	2	5	3	1	-	10	5	6	3	16	7	3	1	3	1		
NET: At least daily	15	6	7	3	8	3	3	2	6	1	1	1	4	2	9	3	5	2	15	6	2	1	7	1		
NET: At least weekly	30	14	18	8	11	6	8	5	11	3	3	2	7	3	19	8	10	5	30	14	6	3	13	4		
NET: At least monthly	38	18	24	11	14	6	10	5	14	5	6	3	8	4	24	10	14	7	38	18	6	4	15	5		
NET: Within the last 3 months	41	23	26	15	16	9	10	8	15	6	7	5	9	4	25	14	17	9	41	23	8	5	16	8		
NET: At least yearly	46	29	31	19	16	9	13	10	15	8	8	6	11	4	27	18	19	10	46	29	10	7	16	9		
NET: Ever	62	36	40	24	22	12	21	13	16	10	13	8	12	4	37	23	25	13	62	36	13	8	19	10		
Never	1108	1120	534	537	575	576	284	286	334	333	233	236	252	256	618	619	485	492	1108	1120	130	133	196	202		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 78  
**Q1. VSP usage frequency - Xpanded.com**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Xpanded.com**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Several times a day	1	1	*	-	-	-	-	-	1	-	1	-	1	-	3	1	1	1	2	1	-	*	2	1	2	1
	*	1%	*	-	-	-	-	-	2%	-	*	-	1%	-	*	*	1%	1%	1%	*	-	*	1%	*	*	*
At least once a day	2	2	1	1	-	-	-	-	-	-	-	-	-	-	7	1	4	2	1	1	1	*	1	1	9	2
	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	*	3%	2%	*	*	*	*	*	*	1%	*
At least once a week	4	1	2	2	*	1	-	-	-	-	*	1	-	-	9	5	6	3	5	2	2	1	3	2	9	6
	2%	*	1%	1%	*	*	-	-	-	-	*	*	-	-	1%	*	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%
At least once a month	2	1	2	1	-	1	1	-	-	-	1	1	1	-	5	3	3	1	2	1	1	*	2	1	5	3
	1%	*	1%	*	-	*	1%	-	-	-	*	*	1%	-	*	*	2%	1%	1%	*	1%	*	1%	*	1%	*
At least once in the last 3 months	1	1	1	*	-	-	-	-	-	-	-	-	-	-	3	4	1	2	*	*	-	*	-	-	3	5
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*	*	1%	1%	*	*	-	*	-	-	*	1%
At least once in the last 12 months	1	2	*	1	1	-	-	-	-	-	1	-	-	-	3	4	2	2	1	1	*	1	*	-	4	4
	*	1%	*	*	1%	-	-	-	-	-	*	-	-	-	*	*	1%	1%	*	*	*	*	*	-	*	*
Used to use, but haven't in the last 12 months	4	3	-	2	3	-	1	*	2	-	7	*	3	*	8	6	9	1	3	2	*	1	3	1	12	6
	2%	1%	-	1%	2%	-	1%	*	3%	-	2%	*	2%	*	1%	1%	6%	1%	1%	1%	*	1%	1%	*	1%	1%
NET: At least daily	3	3	1	1	-	-	-	-	1	-	1	-	1	-	10	3	5	3	3	1	1	1	3	1	11	3
	2%	1%	*	*	-	-	-	-	2%	-	*	-	1%	-	1%	*	4%	2%	1%	*	*	*	1%	1%	1%	*
NET: At least weekly	7	4	3	3	*	1	-	-	1	-	1	1	1	-	19	7	11	6	7	4	2	2	6	3	20	9
	3%	2%	1%	1%	*	*	-	-	2%	-	*	*	1%	-	2%	1%	8%	5%	2%	1%	2%	1%	3%	1%	2%	1%
NET: At least monthly	9	5	4	4	*	1	1	-	1	-	3	1	2	-	23	10	14	8	10	5	4	2	7	4	25	11
	4%	2%	2%	2%	*	1%	1%	-	2%	-	1%	*	1%	-	2%	1%	10%	6%	3%	1%	2%	1%	4%	2%	3%	1%
NET: Within the last 3 months	10	5	5	4	*	1	1	-	1	-	3	1	2	-	26	14	16	9	10	5	4	2	7	4	28	16
	5%	3%	2%	2%	*	1%	1%	-	2%	-	1%	*	1%	-	3%	1%	11%	7%	3%	2%	2%	1%	4%	2%	4%	2%
NET: At least yearly	10	7	6	5	1	1	1	-	1	-	4	1	2	-	29	18	17	11	11	6	4	3	8	4	32	20
	5%	3%	3%	2%	1%	1%	1%	-	2%	-	1%	*	1%	-	3%	2%	12%	8%	3%	2%	3%	2%	4%	2%	4%	3%
NET: Ever	14	10	6	7	5	1	2	*	3	-	10	1	6	*	36	23	26	12	14	8	4	4	11	4	44	26
	7%	5%	3%	3%	3%	1%	2%	*	4%	-	3%	*	3%	*	4%	2%	18%	9%	4%	2%	3%	2%	5%	2%	5%	3%
Never	190	192	216	212	170	171	136	137	70	72	376	380	206	209	973	984	119	125	316	339	144	174	189	188	758	744
	93%	95%	97%	97%	97%	99%	98%	100%	96%	100%	97%	100%	97%	100%	96%	98%	82%	91%	96%	98%	97%	98%	95%	98%	95%	97%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 79  
**Q1. VSP usage frequency - Xpanded.com**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Xpanded.com**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	2*	1*	2 1%	2*	4*	2*	3*	2*	2 1%	2 1%	4*	2*	3 1%	2 1%	3 2%	2 2%	3 2%	1 1%	3 6%	1 6%	3 6%	1 4%	2 3%	1 2%
At least once a day	4*	*	7 2%	3 1%	11 1%	3*	11 2%h	3*	7 2%	3 1%	10 1%	3*	9 3%	3 1%	8 6%	3 2%	8 6%	3 2%	9 17%	2 9%	9 17%	3 8%	7 9%	2 4%
At least once a week	7 1%	2*	8 3%	6 2%	14 1%	8 1%	14 2%	7 1%	11 3%	6 2%	14 1%	7 1%	12 4%	7 2%	11 8%	5 4%	12 9%	6 6%	9 17%	5 19%	9 18%	4 11%	10 13%	5 8%
At least once a month	3*	2*	5 2%	2 1%	7 1%	4*	7 1%	3 1%	6 2%	3 1%	7 1%	3*	6 2%	3 1%	6 4%	3 2%	5 4%	3 3%	3 7%	2 9%	4 8%	2 5%	4 6%	2 3%
At least once in the last 3 months	3*	2*	1*	4 1%	3*	5*	4 1%	5 1%	3 1%	5 1%	4*	5 1%	3 1%	5 2%	3 2%	3 2%	3 2%	4 4%	2 4%	3 12%	2 3%	2 5%	2 3%	3 4%
At least once in the last 12 months	3*	1*	2 1%	1 1%	5*	5 1%	5 1%	3 1%	4 1%	2 1%	5*	5 1%	4 1%	2 1%	3 2%	3 2%	3 3%	2 2%	2 3%	2 9%	1 1%	2 4%	2 3%	1 1%
Used to use, but haven't in the last 12 months	11 1%	3*	5 2%	4 1%	15 1%	7 1%	16 3%	6 1%	11 3%	5 1%	16 2%	6 1%	12 4%	6 2%	7 5%	3 2%	4 3%	2 2%	2 5%	2 7%	2 4%	1 1%	2 2%	1 2%
NET: At least daily	5 1%	1*	9 3%	5 2%	15 1%	5 1%	14 2%h	5 1%	9 3%	5 1%	14 1%	6 1%	12 4%	5 2%	11 8%	5 4%	11 8%	4 4%	11 23%	4 14%	11 23%	4 11%	9 12%	4 6%
NET: At least weekly	12 1%b	3*	17 6%	11 3%	29 3%f	13 1%	28 5%h	11 2%	21 6%	11 3%	28 3%l	13 1%	24 8%n	12 4%	22 15%	10 8%	23 17%	11 9%	20 40%	8 34%	21 40%v	8 22%	19 25%x	9 14%
NET: At least monthly	15 2%	5 1%	23 7%	13 4%	36 3%f	17 2%	35 6%h	15 2%	26 8%j	14 4%	36 4%l	16 2%	30 10%n	14 5%	28 19%p	13 11%	28 21%r	14 12%	24 47%	11 43%	25 49%v	10 27%	23 31%x	11 17%
NET: Within the last 3 months	18 2%	7 1%	23 8%	16 5%	39 4%	22 2%	38 6%h	20 3%	29 9%	19 5%	40 4%l	22 2%	33 11%	19 6%	31 21%	16 13%	30 23%	18 15%	26 51%	14 54%	26 52%v	12 32%	26 34%x	14 22%
NET: At least yearly	21 2%b	8 1%	25 8%	21 6%	43 4%	27 3%	43 7%h	23 4%	34 10%j	21 6%	44 5%	27 3%	37 12%n	21 7%	34 24%	19 15%	34 26%	19 17%	27 55%	16 63%	27 53%v	14 36%	28 37%x	15 23%
NET: Ever	32 4%b	11 1%	29 10%	25 8%	58 5%f	35 3%	59 10%h	29 5%	44 14%j	26 7%	60 6%l	33 3%	50 17%n	27 9%	41 29%p	22 18%	38 29%	22 19%	30 59%	18 70%	29 56%v	14 38%	29 39%x	16 26%
Never	834 96%	821 99%a	272 90%	299 92%	1012 95%	999 97%e	560 90%	584 95%g	279 86%	326 93%i	906 94%	923 97%k	249 83%	272 91%m	102 71%	103 82%o	95 71%	93 81%	20 41%	7 30%	22 44%	23 62%u	47 61%	46 74%w

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 80

**Q1. VSP usage frequency - Xpanded.com**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**Xpanded.com**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	1 *	2 *	* *	2 *	2 *	2 *	- *
At least once a day	8 4%	3 1%	3 *	1 *	9 2%	3 1%	2 *	* *
At least once a week	7 3%	5 2%	7 1%	3 *	12 3%	5 1%	3 *	2 *
At least once a month	4 2%	2 1%	3 *	2 *	3 1%	2 *	5 1%	2 *
At least once in the last 3 months	2 1%	4 2%	2 *	2 *	2 *	4 1%	2 *	1 *
At least once in the last 12 months	2 1%	4 2%	2 *	1 *	4 1%	5 1%	1 *	* *
Used to use, but haven't in the last 12 months	5 2%	4 2%	9 1%	3 *	13 3%	6 1%	3 *	1 *
NET: At least daily	10 4%	4 2%	5 1%	2 *	11 3%	6 1%	4 1%	* *
NET: At least weekly	17 8% <sup>b</sup>	9 3%	12 1%	5 1%	23 5% <sup>f</sup>	11 2%	7 1%	3 *
NET: At least monthly	21 10% <sup>b</sup>	10 4%	16 2%	7 1%	26 6% <sup>f</sup>	13 3%	12 2%	5 1%
NET: Within the last 3 months	23 10%	14 5%	18 2%	9 1%	28 7%	18 4%	14 2%	6 1%
NET: At least yearly	25 12%	18 7%	20 2%	10 1%	31 8%	22 5%	15 2%	6 1%
NET: Ever	31 14%	23 9%	29 3% <sup>d</sup>	13 1%	45 11% <sup>f</sup>	28 6%	17 2%	8 1%
Never	187 86%	234 91%	908 97%	872 99% <sup>c</sup>	371 89%	425 94% <sup>e</sup>	738 98%	694 99%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 81  
**Q1. VSP usage frequency - TV Girls Plaza**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Several times a day	3	2	2	1	1	1	1	1	1	1	-	1	1	-	2	1	1	1	3	2	1	1	1	*		
At least once a day	7	3	6	2	2	1	1	1	3	1	2	1	1	*	4	2	3	1	7	3	2	*	2	1		
At least once a week	11	6	7	4	4	1	3	2	4	2	3	1	2	1	7	4	4	2	11	6	2	2	5	1		
At least once a month	5	3	4	3	1	*	2	1	1	1	1	*	*	*	4	2	2	1	5	3	2	1	2	1		
At least once in the last 3 months	7	3	5	2	2	2	4	2	1	1	1	1	-	*	6	2	1	1	7	3	3	1	2	1		
At least once in the last 12 months	4	7	2	5	2	1	2	1	2	3	1	2	-	1	3	4	1	3	4	7	-	2	2	2		
Used to use, but haven't in the last 12 months	9	5	6	2	3	2	5	3	1	1	2	-	1	2	6	3	2	2	9	5	1	3	2	1		
NET: At least daily	10	6	7	3	3	2	3	2	4	1	2	2	2	*	7	4	3	2	10	6	2	2	3	2		
NET: At least weekly	21	11	15	8	7	3	6	4	7	3	4	3	4	1	13	7	8	4	21	11	4	3	8	3		
NET: At least monthly	27	14	19	10	8	4	8	5	9	4	6	3	4	2	17	10	10	5	27	14	6	4	9	4		
NET: Within the last 3 months	34	18	24	12	10	5	13	7	10	5	6	4	4	2	23	12	11	6	34	18	9	5	11	5		
NET: At least yearly	38	24	26	17	12	7	14	8	12	8	8	6	4	3	26	16	12	8	38	24	9	6	13	7		
NET: Ever	47	29	32	20	15	9	20	10	13	9	9	6	5	4	33	19	14	10	47	29	10	10	15	8		
Never	1124	1127	542	541	582	579	285	288	337	335	237	239	259	256	622	623	496	495	1124	1127	133	132	200	205		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 82  
**Q1. VSP usage frequency - TV Girls Plaza**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Several times a day	2 1%	1 *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 1%	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	2 *	2 *
At least once a day	2 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	1 *	3 2%	2 1%	1 *	1 *	- -	1 *	1 *	1 *	6 1%	2 *
At least once a week	4 2%	2 1%	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	2 *	7 5%	3 2%	3 1%	1 *	1 *	1 *	1 *	1 *	7 1%	4 1%
At least once a month	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	4 *	2 *	2 1%	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	5 1%	2 *
At least once in the last 3 months	2 1%	1 1%	- *	- *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	2 *	2 2%	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	5 1%	2 *
At least once in the last 12 months	2 1%	2 1%	* *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	4 *	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	3 *	5 1%
Used to use, but haven't in the last 12 months	4 2%	- -	- -	* *	- *	- *	- -	- -	2 3%	- -	2 1%	* *	2 1%	- -	2 *	3 *	7 5%	2 1%	2 1%	2 1%	1 1%	2 1%	1 *	1 *	7 1%	2 *
NET: At least daily	4 2%	2 1%	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	3 *	5 3%	3 2%	2 *	1 *	1 *	1 *	1 *	1 *	8 1%	4 *
NET: At least weekly	8 4%	3 2%	3 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 1%	5 1%	11 8%	6 4%	4 1%	2 1%	1 1%	1 1%	2 1%	2 1%	15 2%	8 1%
NET: At least monthly	9 4%	4 2%	3 2%	2 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	14 1%	7 1%	13 9%	7 5%	5 1%	3 1%	2 1%	1 1%	1 1%	3 2%	2 1%	19 2%	10 1%
NET: Within the last 3 months	10 5%	5 3%	3 2%	2 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	18 2%	9 1%	15 11%	8 6%	6 2%	4 1%	3 2%	2 1%	2 1%	4 2%	3 1%	25 3%	12 2%
NET: At least yearly	12 6%	7 4%	4 2%	3 2%	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	22 2%	14 1%	16 11%	10 7%	7 2%	5 2%	3 2%	3 2%	3 1%	4 2%	3 1%	28 3%	17 2%
NET: Ever	16 8%	7 4%	4 2%	4 2%	- *	- *	- *	1 *	2 3%	- -	2 1%	1 *	2 1%	1 *	24 2%	17 2%	23 16%	12 8%	9 3%	8 2%	4 3%	4 2%	5 2%	3 2%	35 4%	19 3%
Never	188 92%	195 96%	218 98%	215 98%	175 100%	172 100%	139 100%	136 100%	71 97%	72 100%	384 99%	381 100%	210 99%	208 100%	985 98%	991 98%	122 84%	126 92%	321 97%	340 98%	144 97%	174 98%	195 98%	189 98%	767 96%	750 97%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 83  
**Q1. VSP usage frequency - TV Girls Plaza**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	1*	1*	2 1%	2 1%	3*	2*	3*	2*	3 1%	2 1%	3*	2*	3 1%	2 1%	2 2%	2 2%	2 2%	2 2%	2 5%	2 8%	2 5%	2 5%	2 3%	2 4%
At least once a day	2*	1*	5 2%	2 1%	6 1%	3*	6 1%	3 1%	7 2%	3 1%	7 1%	3*	7 2%	3 1%	7 5%	3 3%	7 5%	3 3%	7 14%	3 11%	6 11%	3 8%	6 7%	3 5%
At least once a week	3*	1*	8 3%	4 1%	11 1%	5 1%	11 2%	6 1%	10 3%	5 2%	11 1%	6 1%	11 4%	6 2%	10 7%	5 4%	8 6%	5 4%	9 17%	4 17%	9 18%	4 11%	9 12%	4 7%
At least once a month	2*	1*	3 1%	2 1%	5 1%	3*	5 1%	3*	5 2%	3 1%	5 1%	3*	5 2%	2 1%	5 4%	2 2%	5 4%	2 2%	3 7%	2 6%	4 7%	2 5%	4 6%	1 1%
At least once in the last 3 months	2*	1*	5 2%	2 1%	7 1%	3*	7 1%	3 1%	7 2%	3 1%	7 1%	3*	6 2%	3 1%	4 3%	2 2%	6 4%	3 3%	5 11%	2 9%	2 4%	2 4%	4 5%	3 4%
At least once in the last 12 months	2*	3*	2 1%	4 1%	4*	6 1%	4 1%	5 1%	2 1%	4 1%	4*	6 1%	4 1%	4 1%	4 3%	4 2%	4 1%	3 3%	2 3%	4 14% <sup>s</sup>	2 4%	* 1%	2 2%	1 1%
Used to use, but haven't in the last 12 months	4 1%	2*	4 1%	2 1%	9 1%	5*	8 1%	4 1%	5 1%	4 1%	8 1%	4*	7 2%	4 1%	5 3%	2 2%	3 3%	1 1%	3 7%	* 1%	2 4%	1 3%	2 2%	1 2%
NET: At least daily	2*	1*	8 2%	4 1%	9 1%	5 1%	9 1%	5 1%	10 3%	5 2%	10 1%	6 1%	10 3%	5 2%	10 7%	6 5%	10 7%	6 5%	10 19%	5 19%	8 16%	5 13%	8 11%	5 9%
NET: At least weekly	6 1%	3*	15 5%	8 3%	20 2%	11 1%	20 3%	11 2%	20 6%	11 3%	21 2%	11 1%	21 7%	10 3%	20 14%	11 8%	17 13%	11 9%	18 36%	9 37%	17 34%	9 24%	17 22%	10 16%
NET: At least monthly	8 1%	4*	18 6%	11 3%	26 2%	14 1%	26 4%	14 2%	25 8% <sup>j</sup>	13 4%	26 3%	14 1%	26 9% <sup>n</sup>	13 4%	25 17%	13 10%	22 16%	13 11%	22 43%	11 43%	21 41%	11 28%	21 28% <sup>x</sup>	11 17%
NET: Within the last 3 months	10 1%	5 1%	23 8%	13 4%	32 3%	17 2%	32 5% <sup>h</sup>	17 3%	32 10% <sup>j</sup>	16 5%	33 3%	17 2%	32 11% <sup>n</sup>	15 5%	29 20%	15 12%	27 21%	16 14%	27 54%	13 52%	23 45%	12 33%	25 32% <sup>x</sup>	13 21%
NET: At least yearly	12 1%	7 1%	26 9%	17 5%	37 3%	23 2%	37 6%	22 4%	34 11% <sup>j</sup>	20 6%	37 4%	23 2%	36 12% <sup>n</sup>	20 7%	33 23%	18 14%	28 21%	19 17%	29 57%	17 66%	25 50% <sup>v</sup>	13 34%	26 35% <sup>x</sup>	14 22%
NET: Ever	16 2%	10 1%	30 10%	19 6%	45 4%	28 3%	45 7% <sup>h</sup>	25 4%	39 12% <sup>j</sup>	24 7%	45 5%	27 3%	43 15% <sup>n</sup>	23 8%	38 26% <sup>p</sup>	20 16%	32 24%	20 17%	32 64%	17 67%	27 54% <sup>v</sup>	14 36%	28 37% <sup>x</sup>	15 24%
Never	850 98%	822 99%	272 90%	304 94%	1025 96%	1006 97%	574 93%	588 96% <sup>g</sup>	284 88%	329 93% <sup>i</sup>	920 95%	929 97%	256 85%	275 92% <sup>m</sup>	106 74%	105 84% <sup>o</sup>	102 76%	96 83%	18 36%	8 33%	24 46%	24 64% <sup>u</sup>	48 63%	47 76% <sup>w</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 84

**Q1. VSP usage frequency - TV Girls Plaza**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**TV Girls Plaza**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	2 1%	1 *	1 *	2 1%	2 *	1 *	1 *
At least once a day	6 3%	3 1%	1 *	1 *	4 1%	3 1%	3 *	- -
At least once a week	7 3%	4 2%	3 *	2 *	9 2%	4 1%	2 *	1 *
At least once a month	3 1%	2 1%	2 *	1 *	2 1%	2 *	3 *	1 *
At least once in the last 3 months	3 1%	2 1%	4 *	1 *	6 1%	3 1%	1 *	1 *
At least once in the last 12 months	1 *	5 2%	3 *	2 *	4 1%	6 1%	1 *	1 *
Used to use, but haven't in the last 12 months	5 2%	4 1%	4 *	1 *	6 1%	4 1%	2 *	1 *
NET: At least daily	8 3%	5 2%	2 *	1 *	6 2%	5 1%	4 *	1 *
NET: At least weekly	15 7%	9 3%	6 1%	2 *	16 4%	10 2%	6 1%	1 *
NET: At least monthly	18 8%	10 4%	8 1%	4 *	18 4%	12 3%	9 1%	2 *
NET: Within the last 3 months	21 10%	12 5%	12 1%	5 1%	24 6%	14 3%	9 1%	3 *
NET: At least yearly	22 10%	17 7%	15 2%	7 1%	28 7%	21 5%	10 1%	3 *
NET: Ever	26 12%	21 8%	19 2%	8 1%	35 8%	25 5%	12 2%	4 1%
Never	191 88%	236 92%	918 98%	877 99%	381 92%	429 95%	743 98%	698 99%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 85

**Q1. VSP usage frequency - UK Babe Channels Video**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**UK Babe Channels Video**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Several times a day	7 1%	2 *	6 1%	1 *	1 *	1 *	1 *	*	4 1%	1 *	*	1 *	1 *	*	5 1%	1 *	1 *	1 *	7 1%	2 *	1 1%	*	1 *	*		
At least once a day	8 1%	6 1%	5 1%	4 1%	3 1%	3 *	4 1%	2 1%	3 1%	2 *	1 1%	1 1%	1 *	*	6 1%	4 1%	2 *	2 *	8 1%	6 1%	2 1%	1 1%	3 1%	3 2%		
At least once a week	14 1%	7 1%	12 2%	5 1%	3 *	1 *	4 1%	2 1%	6 2%	3 1%	2 1%	1 *	2 1%	1 *	10 2%	5 1%	4 1%	2 *	14 1%	7 1%	1 1%	1 1%	6 3%	2 1%		
At least once a month	9 1%	5 *	6 1%	4 1%	3 *	1 *	4 1%	3 1%	1 *	1 *	2 1%	*	1 *	1 *	5 1%	4 1%	3 1%	2 *	9 1%	5 *	1 1%	1 1%	3 1%	2 1%		
At least once in the last 3 months	11 1%	5 *	5 1%	3 1%	6 1%	2 *	4 1%	2 1%	3 1%	2 *	3 1%	1 1%	*	1 *	8 1%	3 1%	4 1%	2 *	11 1%	5 *	3 2%	2 1%	2 1%	1 1%		
At least once in the last 12 months	6 1%	4 *	3 1%	4 1%	3 1%	*	*	1 *	3 1%	2 *	3 1%	1 *	-	1 *	3 *	3 *	3 *	2 *	6 1%	4 *	1 1%	*	1 *	2 1%		
Used to use, but haven't in the last 12 months	13 1%	12 1%	12 2%	9 2%	1 *	3 *	6 2%	2 1%	3 1%	2 1%	3 1%	3 1%	1 *	5 2%	9 1%	4 1%	4 1%	8 2%	13 1%	12 1%	1 1%	2 1%	2 1%	6 3%		
NET: At least daily	15 1%	9 1%	11 2%	5 1%	4 1%	4 1%	5 2%	3 1%	7 2%	3 1%	1 1%	2 1%	2 *	*	11 2%	5 1%	4 1%	3 1%	15 1%	9 1%	3 2%	2 1%	3 2%	4 2%		
NET: At least weekly	30 3%	15 1%	23 4%	10 2%	7 1%	5 1%	9 3%	5 2%	13 4%	5 2%	4 2%	3 1%	4 2%	2 1%	22 3%	10 2%	8 2%	5 1%	30 3%	15 1%	5 3%	3 2%	10 5%	6 3%		
NET: At least monthly	38 3%b	20 2%	28 5%cd	14 3%	10 2%	6 1%	13 4%	7 2%	14 4%	7 2%	6 2%	3 1%	5 2%	3 1%	27 4%	14 2%	11 2%	6 1%	38 3%v	20 2%	6 4%	4 3%	13 6%	8 4%		
NET: Within the last 3 months	50 4%b	26 2%	34 6%cd	18 3%	16 3%	8 1%	18 6%	9 3%	17 5%	8 2%	9 4%	4 2%	6 2%	3 1%	35 5%p	17 3%	15 3%	8 2%	50 4%v	26 2%	8 6%	5 4%	15 7%	9 4%		
NET: At least yearly	56 5%b	30 3%	37 6%	22 4%	19 3%	8 1%	18 6%	10 3%	20 6%	10 3%	12 5%	6 2%	6 2%	4 2%	38 6%p	20 3%	17 3%	10 2%	56 5%v	30 3%	9 6%	6 4%	16 7%	11 5%		
NET: Ever	69 6%b	42 4%	49 9%	31 5%	20 3%	11 2%	23 8%	12 4%	23 7%	12 3%	15 6%	9 4%	7 3%	9 3%	47 7%p	24 4%	22 4%	17 3%	69 6%v	42 4%	10 7%	8 5%	18 8%	18 8%		
Never	1102 94%	1114 96%a	524 91%	530 95%	577 97%	578 98%	281 92%	287 96%	327 93%	331 97%	231 94%	236 96%	257 97%	252 97%	608 93%	618 96%o	488 96%	488 97%	1102 94%	1114 96%u	133 93%	134 95%	197 92%	195 92%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 86  
**Q1. VSP usage frequency - UK Babe Channels Video**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents  
 UK Babe Channels Video**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
Several times a day	4 2%	1 1%	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	1 *	3 2%	1 1%	2 1%	* *	1 1%	* *	1 1%	* *	5 1%	2 *	
At least once a day	2 1%	1 *	1 1%	1 1%	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	5 *	2 *	4 3%	4 3%	1 *	1 *	* *	* *	1 1%	1 1%	6 1%	5 *	
At least once a week	4 2%	2 1%	2 1%	2 1%	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	9 1%	3 *	6 4%	4 3%	4 1%	3 1%	1 1%	1 1%	2 1%	2 1%	10 1%	4 1%	
At least once a month	3 1%	1 *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	3 *	3 2%	2 1%	3 1%	1 *	1 1%	1 1%	1 1%	2 1%	1 1%	6 1%	4 *
At least once in the last 3 months	2 1%	2 1%	1 1%	- -	1 *	* *	1 1%	* *	1 2%	* *	3 1%	* *	2 1%	* *	8 1%	4 *	3 2%	1 1%	3 1%	1 *	- -	* *	2 1%	* *	8 1%	4 1%	
At least once in the last 12 months	1 1%	* *	3 1%	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	6 1%	4 *	- -	* *	1 1%	3 1%	1 *	2 1%	- -	* *	5 1%	1 *	
Used to use, but haven't in the last 12 months	4 2%	1 *	3 1%	1 1%	2 1%	- -	1 1%	2 1%	- -	- -	3 1%	2 *	1 *	2 1%	9 1%	10 1%	4 3%	2 2%	2 1%	4 1%	1 1%	4 2%	1 *	2 1%	11 1%	7 1%	
NET: At least daily	7 3%	2 1%	2 1%	1 1%	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	9 1%	3 *	7 5%	5 4%	3 1%	1 *	1 1%	* *	2 1%	1 *	11 1%	6 1%	
NET: At least weekly	10 5%	3 2%	3 2%	3 1%	1 1%	- -	* *	- -	- -	- -	2 *	- -	* *	- -	17 2%p	6 1%	12 9%	9 7%	7 2%	4 1%	2 1%	2 1%	4 2%	3 1%	21 3%	11 1%	
NET: At least monthly	13 7%b	4 2%	5 2%	4 2%	1 1%	- -	* *	- -	- -	- -	2 *	- -	* *	- -	22 2%p	9 1%	16 11%	11 8%	10 3%	5 1%	3 2%	2 1%	6 3%	4 2%	26 3%	14 2%	
NET: Within the last 3 months	16 8%	6 3%	6 3%	4 2%	2 1%	* *	2 1%	* *	2 2%	- -	5 1%	* *	3 1%	* *	30 3%p	13 1%	19 13%	12 9%	12 4%	6 2%	3 2%	3 1%	8 4%	4 2%	34 4%	19 2%	
NET: At least yearly	17 8%b	7 3%	9 4%	5 2%	2 1%	1 *	2 1%	* *	1 2%	- -	5 1%	1 *	3 1%	* *	36 4%p	17 2%	19 13%	12 9%	13 4%	9 3%	4 3%	5 3%	8 4%	4 2%	39 5%z	20 3%	
NET: Ever	22 11%b	7 4%	12 5%	7 3%	3 2%	1 *	3 2%	2 1%	1 2%	- -	7 2%	3 1%	4 2%	2 1%	45 5%p	27 3%	23 16%	14 10%	15 4%	13 4%	5 3%	8 5%	9 4%	7 4%	51 6%z	27 4%	
Never	183 89%	195 96%a	209 95%	212 97%	171 98%	172 100%	136 98%	135 99%	72 98%	72 100%	379 98%	379 99%	208 98%	207 99%	964 95%	981 97%o	122 84%	123 90%	315 96%	334 96%	143 97%	170 95%	191 96%	186 96%	751 94%	742 96%y	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 87  
**Q1. VSP usage frequency - UK Babe Channels Video**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**UK Babe Channels Video**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	3*	1*	4	1*	7	2*	7	2*	5	2*	7	2*	7	2	5	2	5	2	5	2	4	2	5	2
			1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	3%	1%	4%	2%	10%	6%	8%	4%	6%	3%
At least once a day	2*	2*	6	5	8	6	8	6	7	6	8	6	8	5	8	5	6	4	8	4	7	5	6	4
			2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	2%	6%	4%	5%	4%	15%	16%	14%	12%	8%	6%
At least once a week	6	3*	8	4	14	6	12	7	10	6	13	7	11	5	10	5	10	6	10	3	9	3	11	5
	1%	*	3%	1%	1%	1%	2%	1%	3%	2%	1%	1%	4%	2%	7%	4%	8%	5%	19%	14%	18%	9%	15%	8%
At least once a month	5	1*	4	3	9	5	9	5	8	5	8	4	7	3	6	3	5	3	3	2	3	1	5	3
	1%	*	1%	1%	1%	*	1%	1%	2%	1%	1%	*	2%	1%	4%	2%	4%	3%	5%	10%	7%	4%	7%	4%
At least once in the last 3 months	5	2*	6	3	10	5	9	5	8	4	11	4	7	4	4	4	6	4	5	3	3	1	5	3
	1%	*	2%	1%	1%	1%	1%	1%	3%	1%	1%	*	2%	1%	3%	3%	5%	3%	9%	11%	5%	4%	6%	4%
At least once in the last 12 months	3	3*	3	1	6	4	3	3	2	4	4	4	2	3	2	2	1	2	1	*	1	2	1	3
	*	*	1%	*	1%	*	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	2%	1%	1%	2%	5%	1%	4%
Used to use, but haven't in the last 12 months	9	5	4	6	13	12	11	6	7	6	9	9	8	5	5	4	2	1	2	*	1	-	3	2
	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	2%	3%	3%	2%	1%	4%	1%	2%	-	4%	3%
NET: At least daily	5	3	10	6	15	8	15	8	12	7	15	8	15	7	13	7	11	6	12	5	12	6	11	6
	1%	*	3%	2%	1%	1%	2%	1%	4%	2%	2%	1%	5%	2%	9%	5%	8%	5%	25%	22%	23%	16%	14%	9%
NET: At least weekly	11	5	19	10	30	14	27	14	23	13	28	15	27	12	23	12	21	12	22	9	20	9	22	11
	1%	1%	6%	3%	3%	1%	4%	2%	7%	4%	3%	2%	9% <sub>n</sub>	4%	16%	10%	16%	10%	44%	35%	40% <sub>v</sub>	25%	29% <sub>x</sub>	17%
NET: At least monthly	16	7	22	14	38	19	36	19	31	18	36	19	33	16	29	15	27	15	25	11	24	11	27	13
	2%	1%	7%	4%	4% <sub>f</sub>	2%	6% <sub>h</sub>	3%	9% <sub>j</sub>	5%	4% <sub>d</sub>	2%	11% <sub>n</sub>	5%	20% <sub>p</sub>	12%	20%	13%	49%	45%	47% <sub>v</sub>	29%	36% <sub>x</sub>	21%
NET: Within the last 3 months	21	9	28	17	48	25	45	24	39	22	47	24	41	20	33	18	33	19	29	14	26	12	32	16
	2%	1%	9%	5%	4% <sub>f</sub>	2%	7% <sub>h</sub>	4%	12% <sub>j</sub>	6%	5% <sub>d</sub>	2%	14% <sub>n</sub>	7%	23%	15%	25%	16%	59%	56%	52% <sub>v</sub>	33%	42% <sub>x</sub>	25%
NET: At least yearly	25	12	31	18	54	29	48	27	41	25	52	28	43	23	35	20	34	21	30	14	27	14	33	19
	3%	1%	10%	5%	5% <sub>f</sub>	3%	8% <sub>h</sub>	4%	13% <sub>j</sub>	7%	5% <sub>d</sub>	3%	14% <sub>n</sub>	8%	25%	16%	26%	18%	60%	57%	54% <sub>v</sub>	38%	43% <sub>x</sub>	30%
NET: Ever	34	18	35	24	67	41	59	33	48	31	61	37	51	29	40	24	37	22	32	14	29	14	36	20
	4%	2%	11%	7%	6% <sub>f</sub>	4%	10% <sub>h</sub>	5%	15% <sub>j</sub>	9%	6% <sub>d</sub>	4%	17% <sub>n</sub>	10%	28%	19%	27%	19%	63%	57%	56% <sub>v</sub>	38%	47% <sub>x</sub>	33%
Never	833	814	267	300	1003	993	560	581	276	321	905	919	249	270	103	101	97	94	19	11	22	23	40	42
	96%	98%	89%	93%	94%	96% <sub>e</sub>	90%	95% <sub>g</sub>	85%	91% <sub>i</sub>	94%	96% <sub>k</sub>	83%	90% <sub>m</sub>	72%	81%	73%	81%	37%	43%	44%	62% <sub>u</sub>	53%	67% <sub>w</sub>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 88

**Q1. VSP usage frequency - UK Babe Channels Video**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**UK Babe Channels Video**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	3 1%	1 *	4 *	1 *	4 1%	2 *	3 *	1 *
At least once a day	4 2%	5 2%	4 *	2 *	7 2%	5 1%	2 *	1 *
At least once a week	7 3%	5 2%	7 1%	2 *	10 2%	5 1%	4 1%	1 *
At least once a month	4 2%	3 1%	4 *	2 *	5 1%	4 1%	4 1%	1 *
At least once in the last 3 months	5 2%	3 1%	6 1%	3 *	7 2%	4 1%	4 1%	1 *
At least once in the last 12 months	2 1%	2 1%	4 *	3 *	2 *	4 1%	4 1%	1 *
Used to use, but haven't in the last 12 months	4 2%	7 3%	9 1%	5 1%	7 2%	7 2%	6 1%	5 1%
NET: At least daily	7 3%	6 2%	8 1%	3 *	10 3%	7 2%	5 1%	1 *
NET: At least weekly	14 6%	11 4%	15 2%	5 1%	20 5%	12 3%	9 1%	3 *
NET: At least monthly	18 8%	14 5%	20 2% <sup>d</sup>	7 1%	25 6%	16 4%	13 2%	4 1%
NET: Within the last 3 months	23 11%	17 7%	26 3% <sup>d</sup>	9 1%	32 8%	20 4%	17 2% <sup>h</sup>	5 1%
NET: At least yearly	25 11%	18 7%	30 3% <sup>d</sup>	12 1%	34 8%	24 5%	22 3% <sup>h</sup>	6 1%
NET: Ever	29 13%	25 10%	39 4% <sup>d</sup>	16 2%	41 10%	31 7%	28 4% <sup>h</sup>	11 2%
Never	189 87%	231 90%	898 96%	869 98% <sup>c</sup>	374 90%	423 93%	727 96%	691 98% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 89  
**Q1. VSP usage frequency - Fanzworld**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Fanzworld**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Several times a day	4	3	3	2	1	1	1	1	2	1	1	1	1	*	3	1	1	1	4	3	1	1	1	*		
At least once a day	5	5	4	4	1	1	2	3	1	1	*	*	1	*	3	5	1	*	5	5	1	3	2	1		
At least once a week	11	6	8	5	3	2	3	2	4	2	1	1	3	1	7	4	4	2	11	6	2	1	5	3		
At least once a month	8	3	6	2	1	1	2	2	1	*	4	*	1	*	3	2	5	1	8	3	1	1	1	1		
At least once in the last 3 months	9	3	5	2	4	1	3	1	3	1	1	1	2	*	6	2	3	2	9	3	3	1	2	1		
At least once in the last 12 months	5	3	3	2	2	*	3	2	1	*	1	*	-	*	3	2	1	*	5	3	-	*	1	1		
Used to use, but haven't in the last 12 months	6	10	4	9	2	1	3	3	*	4	1	2	2	-	3	7	3	2	6	10	2	1	1	5		
NET: At least daily	9	8	6	6	2	2	3	4	3	2	1	1	1	*	6	6	3	2	9	8	2	4	4	1		
NET: At least weekly	20	14	15	10	5	4	6	6	7	4	3	2	4	1	13	10	7	4	20	14	4	5	8	4		
NET: At least monthly	27	17	21	12	6	5	8	8	8	5	7	3	5	1	16	13	11	7	27	17	6	6	9	5		
NET: Within the last 3 months	36	20	25	15	10	6	11	9	11	5	7	4	7	2	22	14	14	6	36	20	9	7	11	6		
NET: At least yearly	40	23	29	17	12	6	14	11	11	5	9	4	7	2	25	17	15	6	40	23	9	7	12	7		
NET: Ever	46	33	33	26	14	7	17	15	12	9	10	7	8	2	28	24	18	9	46	33	10	8	13	12		
Never	1124	1123	541	535	583	582	288	284	338	334	237	238	255	258	626	618	492	496	1124	1123	133	134	202	201		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 90  
**Q1. VSP usage frequency - Fanzworld**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Fanzworld**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
Several times a day	1 1%	1 1%	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	2 1%	1 1%	1 *	* *	- *	* *	1 *	* *	3 *	2 *	
At least once a day	1 *	1 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	3 *	2 2%	2 2%	1 *	1 *	- *	* *	1 1%	1 1%	3 *	4 *	
At least once a week	3 2%	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	3 *	4 3%	3 2%	2 1%	2 *	1 1%	1 *	1 *	1 1%	1 1%	8 1%	4 1%
At least once a month	4 2%	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	2 *	3 2%	2 1%	* *	* *	* *	* *	* *	* *	7 1%	3 *	
At least once in the last 3 months	3 1%	1 *	* *	* *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	7 1%	3 *	1 1%	1 *	2 *	2 *	1 1%	1 *	1 1%	1 1%	1 1%	6 1%	2 *
At least once in the last 12 months	3 1%	* *	- -	- -	1 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	2 *	2 2%	* *	2 1%	1 *	2 1%	1 1%	1 1%	1 1%	2 *	1 *	
Used to use, but haven't in the last 12 months	1 *	2 1%	1 *	1 *	1 *	* *	1 1%	1 1%	- -	- -	2 *	1 *	1 1%	1 *	2 *	9 1%	4 3%	1 *	1 *	3 1%	1 *	1 1%	1 *	1 1%	3 *	5 1%	
NET: At least daily	2 1%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	4 *	4 3%	4 3%	2 1%	2 *	- *	1 *	2 1%	1 1%	6 1%	6 1%	
NET: At least weekly	5 3%	3 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 1%	7 1%	8 6%	7 5%	4 1%	3 1%	1 1%	1 1%	2 1%	2 1%	14 2%	9 1%	
NET: At least monthly	9 4%	4 2%	3 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	16 2%	11 1%	11 8%	8 6%	4 1%	4 1%	1 1%	1 1%	2 1%	2 1%	21 3%	12 2%	
NET: Within the last 3 months	12 6%	5 2%	3 2%	3 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	23 2%	11 1%	12 8%	9 7%	6 2%	5 1%	2 2%	2 1%	4 2%	3 3%	27 3%	14 2%	
NET: At least yearly	15 7%b	5 3%	3 2%	3 1%	1 1%	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	25 3%	14 1%	14 10%	9 7%	8 2%	6 2%	4 3%	3 2%	5 2%	3 2%	29 4%	15 2%	
NET: Ever	16 8%	7 4%	4 2%	4 2%	2 1%	1 1%	1 1%	1 1%	- -	- -	3 1%	2 1%	1 1%	1 *	27 3%	23 2%	19 13%	10 7%	9 3%	9 3%	5 3%	5 3%	6 3%	4 2%	32 4%	20 3%	
Never	188 92%	195 96%	217 98%	215 98%	173 99%	172 99%	138 99%	136 99%	73 100%	72 100%	383 99%	379 99%	210 99%	208 100%	983 97%	985 98%	126 87%	128 93%	321 97%	338 97%	143 97%	174 97%	194 97%	188 98%	769 96%	749 97%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 91  
**Q1. VSP usage frequency - Fanzworld**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Fanzworld**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179	
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62	
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122	
Several times a day	1*	1*	3	2	4	3	4	3	4	2	4	3	4	2	4	3	4	3	4	2	4	2	4	2	
	*	*	1%	1%	*	*	1%	1%	1%	1%	*	*	1%	1%	2%	2%	3%	3%	8%	8%	7%	5%	5%	4%	
At least once a day	1	*	3	5	5	5	5	5	4	5	5	5	5	5	4	4	5	5	5	3	5	3	4	3	
	*	*	1%	2%	*	*	1%	1%	1%	1%	*	1%	2%	2%	3%	4%	3%	4%	9%	12%	9%	8%	5%	5%	
At least once a week	3	1	8	5	11	6	11	6	11	6	11	6	11	6	9	5	10	6	9	5	7	5	9	4	
	*	*	3%	1%	1%	1%	2%	1%	3%	2%	1%	1%	4%	2%	6%	4%	8%	5%	18%	20%	14%	12%	12%	7%	
At least once a month	*	1	7	2	8	3	8	3	7	3	8	3	7	3	7	2	5	2	5	2	4	1	4	2	
	*	*	2%	1%	1%	*	1%	1%	2%	1%	1%	*	2%	1%	5%	2%	4%	2%	11%	7%	7%	4%	5%	3%	
At least once in the last 3 months	4	2	5	2	9	3	9	3	6	3	9	3	7	2	4	3	5	3	6	2	4	2	2	2	
	*	*	2%	1%	1%	*	1%	*	2%	1%	1%	*	2%	1%	3%	2%	4%	2%	11%	8%	7%	5%	3%	3%	
At least once in the last 12 months	2	1	2	1	5	3	5	2	4	1	4	3	4	2	4	1	4	2	2	2	1	2	*	2	1
	*	*	1%	*	*	*	1%	*	1%	*	*	*	1%	1%	3%	*	3%	1%	4%	4%	4%	4%	1%	3%	2%
Used to use, but haven't in the last 12 months	5	4	1	6	6	10	6	7	6	7	6	8	5	5	2	5	3	4	-	1	*	1	2	2	
	1%	*	*	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	2%	4%	2%	4%	-	4%	1%	3%	2%	3%	
NET: At least daily	2	1	7	7	9	8	9	8	8	7	9	8	9	7	8	7	8	8	9	5	8	5	8	5	
	*	*	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	3%	2%	6%	6%	6%	6%	17%	20%	16%	13%	11%	8%	
NET: At least weekly	5	2	14	12	20	14	20	13	18	13	20	14	20	13	17	12	19	13	17	10	15	10	17	9	
	1%	*	5%	4%	2%	1%	3%	2%	6%	4%	2%	1%	7%	4%	12%	10%	14%	12%	35%	40%	30%	25%	23%	15%	
NET: At least monthly	5	4	21	14	27	17	27	17	26	16	27	17	27	16	24	14	23	15	23	12	19	11	21	11	
	1%	*	7%	4%	3%	2%	4%	3%	8%	4%	3%	2%	9%	5%	16%	12%	18%	13%	46%	47%	37%	29%	28%	18%	
NET: Within the last 3 months	9	5	26	15	36	20	36	19	32	18	36	20	34	18	28	17	29	18	28	14	22	13	24	13	
	1%	1%	9%	5%	3%	2%	6%h	3%	10%j	5%	4%	2%	11%n	6%	19%	14%	21%	16%	56%	55%	44%	34%	31%	22%	
NET: At least yearly	12	6	29	17	40	22	40	21	35	20	40	23	38	20	32	17	32	20	30	15	24	13	26	14	
	1%	1%	9%	5%	4%	2%	7%h	3%	11%j	6%	4%	2%	13%n	7%	22%	14%	24%	17%	60%	59%	48%	35%	34%x	23%	
NET: Ever	16	10	30	23	46	32	46	28	41	26	46	30	43	25	34	22	35	24	30	16	25	14	27	16	
	2%	1%	10%	7%	4%	3%	8%h	5%	13%j	7%	5%	3%	14%n	8%	24%	18%	26%	21%	60%	63%	49%	38%	36%	26%	
Never	850	822	272	301	1024	1002	573	586	282	326	920	926	256	274	109	102	98	92	20	9	26	23	48	46	
	98%	99%	90%	93%	96%	97%	92%	95%g	87%	93%i	95%	97%	86%	92%m	76%	82%	74%	79%	40%	37%	51%	62%	64%	74%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 92

**Q1. VSP usage frequency - Fanzworld**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**Fanzworld**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	3 1%	2 1%	1 *	1 *	2 1%	2 1%	2 *	* *
At least once a day	4 2%	5 2%	1 *	1 *	3 1%	5 1%	1 *	- -
At least once a week	7 3%	4 2%	4 *	2 *	10 2%	4 1%	1 *	2 *
At least once a month	3 1%	2 1%	4 *	1 *	4 1%	2 1%	4 *	1 *
At least once in the last 3 months	4 2%	1 1%	5 1%	2 *	8 2%	3 1%	1 *	1 *
At least once in the last 12 months	4 2%	1 *	1 *	2 *	3 1%	2 *	2 *	1 *
Used to use, but haven't in the last 12 months	4 2%	4 2%	1 *	5 1%	4 1%	8 2%	2 *	2 *
NET: At least daily	7 3%	7 3%	2 *	1 *	6 1%	8 2%	3 *	* *
NET: At least weekly	13 6%	11 4%	6 1%	3 *	16 4%	12 3%	4 *	2 *
NET: At least monthly	16 7%	13 5%	10 1%	4 *	20 5%	14 3%	7 1%	3 *
NET: Within the last 3 months	20 9%	14 6%	15 2%	6 1%	28 7%	17 4%	8 1%	4 1%
NET: At least yearly	24 11%	15 6%	15 2%	8 1%	31 7% <sup>f</sup>	19 4%	9 1%	4 1%
NET: Ever	28 13%	19 8%	16 2%	13 1%	35 8%	26 6%	12 2%	6 1%
Never	190 87%	237 92%	921 98%	872 99%	381 92%	427 94%	743 98%	696 99%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 93

**Q1. VSP usage frequency - PocketStars**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**PocketStars**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
Several times a day	3	2	3	1	*	1	1	1	1	1	*	-	1	*	2	2	1	*	3	2	1	-	*	1
At least once a day	9	6	7	4	2	2	3	2	3	2	1	2	1	*	7	3	2	2	9	6	2	2	4	2
At least once a week	8	8	6	5	2	2	3	3	2	1	2	2	2	1	4	5	4	3	8	8	3	1	3	2
At least once a month	9	4	7	3	2	1	2	1	3	1	4	1	-	1	5	2	4	2	9	4	-	*	2	1
At least once in the last 3 months	12	6	7	4	5	2	5	3	2	1	4	1	2	1	7	4	5	2	12	6	4	2	4	4
At least once in the last 12 months	3	4	3	4	-	1	1	2	1	1	*	1	1	-	1	3	1	1	3	4	*	1	*	2
Used to use, but haven't in the last 12 months	13	8	7	7	6	1	4	4	6	2	3	1	1	*	9	7	4	1	13	8	2	1	3	3
NET: At least daily	12	8	10	5	2	2	5	3	4	2	1	2	2	*	9	5	3	2	12	8	3	2	4	3
NET: At least weekly	20	15	16	11	4	5	7	6	6	4	3	4	4	1	13	10	7	5	20	15	6	3	7	5
NET: At least monthly	29	19	23	13	6	5	9	7	9	5	7	5	4	2	18	12	11	7	29	19	6	4	9	6
NET: Within the last 3 months	41	25	30	18	11	7	14	10	10	6	10	7	6	3	24	16	17	9	41	25	9	6	14	10
NET: At least yearly	44	29	33	21	11	8	15	12	11	7	11	8	7	3	26	19	18	10	44	29	10	7	14	12
NET: Ever	57	37	40	28	17	9	18	16	17	9	14	9	8	3	35	25	22	12	57	37	12	8	16	15
Never	1113	1118	534	533	580	579	286	283	333	334	233	236	255	258	619	616	488	493	1113	1118	131	133	199	198
	95%	97%	93%	95%	97%	98%	94%	95%	95%	97%	94%	96%	97%	99%	95%	96%	96%	98%	95%	97%	91%	94%	92%	93%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 94  
**Q1. VSP usage frequency - PocketStars**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**PocketStars**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Several times a day	2 1%	1 *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 1%	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	2 *	1 *
At least once a day	2 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	2 *	5 3%	3 2%	1 *	1 *	1 *	1 *	1 1%	1 1%	7 1%	4 *
At least once a week	2 1%	2 1%	* *	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	4 *	4 *	4 3%	3 2%	3 1%	2 1%	1 1%	1 1%	2 1%	1 1%	4 *	5 1%
At least once a month	3 1%	1 1%	2 1%	* *	- -	- -	1 1%	* *	- -	- -	1 *	* *	1 1%	* *	7 1%	3 *	1 1%	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	8 1%	2 *
At least once in the last 3 months	2 1%	1 *	1 1%	* *	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 1%	- -	7 1%	5 1%	5 3%	* *	2 1%	1 *	- -	1 1%	1 1%	1 *	10 1%	5 1%
At least once in the last 12 months	- -	1 1%	1 1%	- -	1 *	* *	- -	- -	- -	- -	1 *	* *	- -	- -	2 *	4 *	* *	1 1%	1 *	1 *	- -	- -	1 *	1 1%	2 *	3 *
Used to use, but haven't in the last 12 months	1 *	1 *	1 *	1 *	6 3%	1 1%	1 1%	1 1%	- -	- -	7 2%	2 *	1 *	1 *	11 1%	7 1%	3 2%	1 1%	3 1%	2 1%	1 1%	1 1%	2 1%	1 1%	10 1%	3 *
NET: At least daily	4 2%	2 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	3 *	6 4%	4 3%	2 1%	2 1%	1 *	1 *	2 1%	1 1%	9 1%	5 1%
NET: At least weekly	6 3%	4 2%	1 1%	2 1%	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	10 1%	7 1%	10 7%	8 6%	5 1%	4 1%	2 1%	1 1%	3 2%	3 1%	13 2%	10 1%
NET: At least monthly	9 4%	6 3%	4 2%	2 1%	- -	1 *	1 1%	* *	- -	- -	1 *	1 *	1 1%	* *	18 2%	10 1%	11 8%	9 6%	6 2%	5 1%	2 2%	2 1%	4 2%	3 2%	21 3%	12 2%
NET: Within the last 3 months	11 5%	6 3%	5 2%	2 1%	- -	1 *	3 2%	* *	- -	- -	3 1%	1 *	3 1%	* *	25 2%	15 1%	16 11%	9 7%	7 2%	6 2%	2 2%	3 2%	6 3%	3 2%	31 4%	17 2%
NET: At least yearly	11 5%	8 4%	6 3%	2 1%	1 *	1 1%	3 2%	* *	- -	- -	3 1%	1 *	3 1%	* *	27 3%	18 2%	16 11%	10 7%	8 2%	8 2%	2 2%	3 2%	6 3%	5 2%	33 4%	19 3%
NET: Ever	11 6%	8 4%	7 3%	3 2%	7 4%	2 1%	4 3%	1 1%	- -	- -	10 3%	3 1%	4 2%	1 1%	38 4%	25 3%	19 13%	11 8%	11 3%	10 3%	3 2%	4 2%	8 4%	6 3%	43 5%z	23 3%
Never	193 94%	193 96%	215 97%	215 98%	168 96%	171 99%	135 97%	136 99%	73 100%	72 100%	376 97%	379 99%	208 98%	208 99%	971 96%	982 97%	126 87%	127 92%	319 97%	337 97%	144 98%	174 98%	192 96%	187 97%	759 95%	747 97%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 95  
**Q1. VSP usage frequency - PocketStars**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**PocketStars**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	1*	1*	2	1	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	2	2	3	2
			1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	5%	6%	5%	4%	4%	3%
At least once a day	1	2	7	4	9	6	8	6	8	5	9	6	9	6	8	5	8	5	8	4	8	4	7	4
	*	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	6%	4%	6%	4%	15%	17%	16%	11%	10%	6%
At least once a week	3	1	5	6	8	8	8	7	7	7	7	8	7	7	7	6	7	6	7	4	7	5	7	5
	*	*	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	5%	4%	6%	5%	14%	18%	15%	12%	9%	8%
At least once a month	3	1	6	2	9	4	9	4	7	4	9	4	6	3	7	3	6	3	4	2	4	2	4	2
	*	*	2%	1%	1%	*	1%	1%	2%	1%	1%	*	2%	1%	5%	3%	4%	2%	8%	10%	9%	4%	5%	4%
At least once in the last 3 months	5	3	7	3	11	6	11	6	8	4	12	6	10	5	6	3	9	4	6	3	4	1	4	2
	1%	*	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	3%	2%	4%	3%	7%	3%	13%	14%	8%	3%	6%	4%
At least once in the last 12 months	3	2	-	2	3	4	3	3	3	3	3	4	2	4	1	3	1	4	1	1	-	1	1	1
	*	*	-	1%	*	*	*	1%	1%	1%	*	*	1%	1%	1%	2%	1%	3%	1%	4%	-	2%	2%	2%
Used to use, but haven't in the last 12 months	6	5	7	3	13	8	12	5	5	6	8	6	7	4	5	2	6	3	4	1	2	1	2	1
	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	4%	2%	5%	3%	9%	4%	4%	3%	2%	1%
NET: At least daily	2	2	9	5	12	7	11	7	11	7	12	7	12	7	11	6	10	7	11	6	11	6	10	6
	*	*	3%	2%	1%	1%	2%	1%	3%	2%	1%	1%	4%	2%	8%	5%	8%	6%	21%	23%	21%	15%	13%	9%
NET: At least weekly	5	4	14	11	20	15	19	15	19	14	19	15	19	14	18	12	18	12	18	10	18	10	17	10
	1%	*	5%	3%	2%	1%	3%	2%	6%	4%	2%	2%	7%	5%	13%	10%	13%	11%	35%	41%	35%	27%	22%	17%
NET: At least monthly	9	5	20	14	29	19	28	18	26	18	28	19	26	17	25	15	24	15	22	13	22	12	20	13
	1%	1%	7%	4%	3%	2%	5%	3%	8%	5%	3%	2%	9%	6%	17%	12%	18%	13%	44%	51%	44%	31%	27%	20%
NET: Within the last 3 months	14	8	27	17	40	24	39	24	34	22	40	24	36	22	31	19	33	19	28	16	26	13	25	15
	2%	1%	9%	5%	4%	2%	6%	4%	11%	6%	4%	3%	12%	7%	22%	15%	25%	16%	56%	65%	51%v	35%	24%	
NET: At least yearly	16	10	27	19	42	28	42	27	37	25	42	28	38	26	32	22	34	23	29	17	26	14	26	16
	2%	1%	9%	6%	4%	3%	7%	4%	11%	7%	4%	3%	13%	9%	22%	17%	25%	20%	58%	69%	51%v	36%	35%	26%
NET: Ever	22	15	35	22	56	36	54	32	42	31	51	34	45	30	38	24	40	26	33	18	28	15	28	17
	3%	2%	11%	7%	5%	4%	9%h	5%	13%	9%	5%	4%	15%	10%	26%	19%	30%	22%	66%	73%	56%v	39%	37%	28%
Never	845	817	267	301	1015	998	565	581	281	321	915	922	255	269	106	101	93	90	17	7	23	23	48	45
	97%	98%	89%	93%	95%	96%	91%	95%g	87%	91%	95%	96%	85%	90%	74%	81%	70%	78%	34%	27%	44%	61%u	63%	72%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 96

**Q1. VSP usage frequency - PocketStars**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**PocketStars**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	1 *	1 *	1 *	3 1%	2 *	* *	- *
At least once a day	6 3%	4 1%	2 *	2 *	6 2%	5 1%	2 *	* *
At least once a week	6 3%	5 2%	2 *	3 *	7 2%	6 1%	1 *	1 *
At least once a month	4 2%	3 1%	5 1%	* *	3 1%	3 1%	6 1%	1 *
At least once in the last 3 months	5 2%	2 1%	7 1%	4 *	9 2%	5 1%	3 *	1 *
At least once in the last 12 months	2 1%	2 1%	1 *	3 *	2 *	3 1%	1 *	2 *
Used to use, but haven't in the last 12 months	6 3%	4 1%	8 1%	4 *	6 1%	6 1%	7 1%	2 *
NET: At least daily	8 4%	5 2%	3 *	3 *	9 2%	7 2%	3 *	* *
NET: At least weekly	14 7%	10 4%	5 1%	6 1%	16 4%	13 3%	4 *	2 *
NET: At least monthly	18 8%	13 5%	10 1%	10 1%	20 5%	16 4%	9 1%	3 *
NET: Within the last 3 months	23 10%	15 6%	17 2%	10 1%	28 7%	21 5%	13 2%	4 1%
NET: At least yearly	25 11%	17 7%	18 2%	12 1%	30 7%	24 5%	14 2%	6 1%
NET: Ever	30 14%	21 8%	26 3%	16 2%	36 9%	29 6%	21 3%	8 1%
Never	188 86%	236 92%	911 97%	869 98%	379 91%	424 94%	734 97%	694 99%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 97  
**Q1. VSP usage frequency - Admire.Me**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Admire.Me**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
Several times a day	3	2	3	*	*	2	1	1	1	1	1	*	1	-	1	2	2	*	3	2	*	1	1	1
At least once a day	7	6	5	4	2	2	3	2	3	1	1	2	*	1	5	3	1	3	7	6	2	1	2	2
At least once a week	10	5	6	4	3	*	4	2	2	1	2	1	2	1	6	3	4	2	10	5	1	2	5	1
At least once a month	6	5	5	4	1	1	3	3	1	2	1	*	*	1	4	4	1	1	6	5	1	1	3	3
At least once in the last 3 months	7	4	6	2	1	2	1	1	2	1	3	1	1	1	3	2	3	2	7	4	2	1	1	1
At least once in the last 12 months	8	3	6	2	2	1	5	1	1	1	1	1	1	-	7	2	2	1	8	3	2	*	3	1
Used to use, but haven't in the last 12 months	9	9	7	5	3	3	4	5	1	2	2	2	2	*	5	6	4	3	9	9	2	2	1	3
NET: At least daily	10	8	8	4	2	4	4	3	3	2	2	2	1	1	7	5	3	3	10	8	2	2	3	3
NET: At least weekly	20	13	15	9	5	4	7	5	5	3	4	3	4	2	12	8	8	5	20	13	4	3	8	4
NET: At least monthly	26	18	19	13	6	5	10	8	6	4	5	4	4	2	17	12	9	6	26	18	5	4	11	7
NET: Within the last 3 months	32	22	25	15	7	7	11	9	9	5	7	5	5	3	20	14	12	8	32	22	6	5	12	8
NET: At least yearly	40	25	32	17	9	8	16	10	10	6	8	5	6	3	26	16	14	9	40	25	8	6	15	9
NET: Ever	50	34	38	22	12	11	21	15	11	8	10	8	8	3	31	23	18	11	50	34	11	7	16	12
Never	1121	1122	535	539	585	577	284	284	339	335	236	237	255	257	623	619	492	494	1121	1122	133	134	199	201
	96%	97%	93%	96%	98%	98%	93%	95%	97%	98%	96%	97%	97%	99%	95%	96%	96%	98%	96%	97%	93%	95%	93%	94%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 98  
**Q1. VSP usage frequency - Admire.Me**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Admire.Me**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
Several times a day	2 1%	1 *	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *	1 1%	2 1%	1 *	* *	- *	* *	1 *	* *	1 *	2 *	
At least once a day	2 1%	2 1%	1 *	1 *	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	3 *	3 *	4 3%	2 2%	* *	1 *	* *	1 *	* *	* *	* *	6 1%	4 *
At least once a week	3 1%	1 1%	1 *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	5 *	2 *	5 3%	2 2%	3 1%	1 *	1 *	* *	2 *	1 *	6 1%	3 *	
At least once a month	1 *	1 *	1 *	1 *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	3 *	3 *	2 2%	3 2%	- *	2 *	- *	1 *	- *	1 *	5 1%	3 *	
At least once in the last 3 months	3 2%	1 1%	- *	* *	1 *	* *	- *	- *	- *	- *	1 *	* *	- *	- *	4 *	3 *	3 2%	1 *	1 *	1 *	1 1%	* *	1 *	1 *	4 1%	3 *	
At least once in the last 12 months	1 1%	1 1%	1 *	* *	1 *	- *	- *	- *	- *	- *	1 *	- *	- *	- *	7 1%	2 *	1 1%	1 1%	2 1%	1 *	* *	* *	2 *	* *	6 1%	1 *	
Used to use, but haven't in the last 12 months	4 2%	1 1%	1 1%	3 1%	1 1%	- *	- *	- *	- *	- *	1 *	- *	- *	- *	6 1%	6 1%	4 2%	2 1%	3 1%	1 *	1 1%	* *	3 1%	1 *	6 1%	7 1%	
NET: At least daily	4 2%	3 1%	1 1%	1 *	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	5 *	4 *	5 4%	4 3%	1 *	1 *	* *	1 1%	1 *	1 *	8 1%	6 *	
NET: At least weekly	7 3%	4 2%	2 1%	2 1%	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	10 1%	6 1%	10 7%	6 5%	4 1%	3 1%	1 1%	1 1%	3 1%	1 1%	14 2%	9 1%	
NET: At least monthly	7 4%	5 2%	3 1%	2 1%	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	13 1%	9 1%	13 9%	9 7%	4 1%	4 1%	1 1%	2 1%	3 1%	2 1%	19 2%	12 2%	
NET: Within the last 3 months	11 5%	6 3%	3 1%	3 1%	1 *	* *	- *	- *	- *	- *	1 *	1 *	- *	- *	17 2%	12 1%	15 11%	10 7%	5 1%	5 1%	2 1%	2 1%	3 1%	3 1%	23 3%	15 2%	
NET: At least yearly	12 6%	7 4%	4 2%	3 1%	1 1%	* *	- *	- *	- *	- *	1 *	1 *	- *	- *	24 2%	14 1%	17 12%	11 8%	7 2%	6 2%	2 1%	3 1%	5 2%	3 2%	29 4%	16 2%	
NET: Ever	16 8%	9 4%	5 2%	5 2%	2 1%	* *	- *	- *	- *	- *	2 1%	1 *	- *	- *	29 3%	20 2%	20 14%	13 9%	10 3%	6 2%	3 2%	3 2%	8 4%	4 2%	35 4%	24 3%	
Never	189 92%	193 96%	216 98%	213 98%	173 99%	172 100%	139 100%	137 100%	73 100%	72 100%	384 99%	381 100%	212 100%	209 100%	980 97%	987 98%	125 86%	124 91%	320 97%	341 98%	145 98%	175 98%	192 96%	189 98%	766 96%	746 97%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 99  
**Q1. VSP usage frequency - Admire.Me**  
**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**  
**Base: All Adult respondents**  
**Admire.Me**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Several times a day	1*	1*	2	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2
	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
At least once a day	1	2	5	4	7	5	7	4	7	5	7	6	7	5	7	4	7	4	6	4	6	4	7	4
	*	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	5%	4%	5%	4%	12%	14%	11%	10%	9%	6%
At least once a week	3	1	7	4	10	5	10	5	9	4	9	5	9	5	9	5	8	4	9	4	9	4	9	4
	*	*	2%	1%	1%	*	2%	1%	3%	1%	1%	1%	3%	2%	6%	4%	6%	4%	17%	14%	17%	9%	11%	7%
At least once a month	1	1	4	4	6	5	6	5	5	5	6	5	6	5	4	4	5	5	5	4	4	2	5	3
	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	2%	3%	3%	4%	4%	10%	15%	8%	6%	7%	5%
At least once in the last 3 months	3	2	4	1	7	4	7	4	6	3	7	4	6	2	3	3	4	3	4	2	3	1	4	3
	*	*	1%	*	1%	*	1%	1%	2%	1%	1%	*	2%	1%	2%	3%	3%	3%	8%	9%	6%	4%	6%	4%
At least once in the last 12 months	6	1	2	2	7	3	8	3	6	1	8	3	7	2	5	2	5	2	1	3	2	1	1	1
	1%	*	1%	*	1%	*	1%	*	2%	*	1%	*	2%	1%	3%	1%	4%	2%	3%	10%	4%	1%	2%	2%
Used to use, but haven't in the last 12 months	5	5	4	4	9	9	9	6	8	6	9	7	8	6	6	3	4	3	2	1	1	1	2	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	3%	2%	4%	3%	3%	2%	4%	3%	3%	3%	3%	4%
NET: At least daily	2	2	8	6	10	8	10	7	10	7	10	8	10	7	10	6	10	6	9	6	8	6	10	6
	*	*	3%	2%	1%	1%	2%	1%	3%	2%	1%	1%	3%	2%	7%	5%	8%	6%	18%	22%	16%	15%	13%	9%
NET: At least weekly	5	3	14	10	20	12	20	11	18	11	19	13	19	12	18	11	18	11	18	9	17	9	18	10
	1%	*	5%	3%	2%	1%	3%	2%	6%	3%	2%	1%	6%	4%	13%	9%	13%	9%	35%	36%	33%	25%	24%	16%
NET: At least monthly	6	4	19	14	26	17	25	16	23	17	25	18	24	17	23	15	23	15	23	13	21	11	23	13
	1%	*	6%	4%	2%	2%	4%	3%	7%	5%	3%	2%	8%	6%	16%	12%	17%	13%	45%	51%	41%	31%	30%	21%
NET: Within the last 3 months	9	7	23	16	32	21	32	20	29	20	31	22	30	19	26	18	27	19	26	15	24	13	27	16
	1%	1%	8%	5%	3%	2%	5%	3%	9%	6%	3%	2%	10%	6%	18%	15%	20%	16%	52%	60%	47%	34%	36%	25%
NET: At least yearly	15	8	25	17	39	24	40	23	35	22	39	25	37	21	30	20	32	20	28	18	26	13	29	17
	2%	1%	8%	5%	4%	2%	7%h	4%	11%j	6%	4%	3%	13%n	7%	21%	16%	24%	18%	55%	70%	52%v	35%	38%	27%
NET: Ever	20	12	30	21	49	33	50	29	43	28	48	32	45	27	36	23	36	23	30	18	27	14	31	19
	2%	1%	10%	7%	5%	3%	8%h	5%	13%j	8%	5%	3%	15%n	9%	25%	18%	27%	20%	59%	73%	54%v	38%	40%	31%
Never	847	820	272	302	1022	1002	569	585	281	325	917	924	254	272	108	102	97	93	21	7	23	23	45	43
	98%	99%	90%	93%	95%	97%	92%	95%g	87%	92%i	95%	97%	85%	91%m	75%	82%	73%	80%	41%	27%	46%	62%u	60%	69%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 100

**Q1. VSP usage frequency - Admire.Me**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**Admire.Me**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Several times a day	2 1%	2 1%	* *	* *	3 1%	2 1%	* *	- -
At least once a day	4 2%	3 1%	3 *	3 *	5 1%	4 1%	2 *	2 *
At least once a week	7 3%	4 1%	2 *	1 *	8 2%	4 1%	2 *	1 *
At least once a month	3 1%	3 1%	2 *	2 *	4 1%	4 1%	2 *	1 *
At least once in the last 3 months	4 2%	3 1%	3 *	1 *	4 1%	2 *	2 *	2 *
At least once in the last 12 months	5 2%	1 1%	3 *	1 *	7 2%	3 1%	1 *	* *
Used to use, but haven't in the last 12 months	4 2%	5 2%	5 1%	4 *	7 2%	8 2%	2 *	1 *
NET: At least daily	6 3%	5 2%	4 *	3 *	8 2%	6 1%	2 *	2 *
NET: At least weekly	13 6%	8 3%	7 1%	5 1%	16 4%	10 2%	4 1%	3 *
NET: At least monthly	16 7%	12 5%	9 1%	1 1%	20 5%	15 3%	6 1%	4 1%
NET: Within the last 3 months	19 9%	14 6%	12 1%	8 1%	24 6%	17 4%	8 1%	5 1%
NET: At least yearly	24 11%	16 6%	15 2%	9 1%	31 8%	19 4%	9 1%	6 1%
NET: Ever	28 13%	20 8%	20 2%	13 1%	39 9%	27 6%	11 1%	7 1%
Never	189 87%	236 92%	917 98%	872 99%	377 91%	426 94%	744 99%	695 99%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 101

**Q1. VSP usage frequency - NET: Any VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any VSP**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	757 60%	740 60%	368 60%	350 58%	388 61%	387 61%	185 54%	205 61%	250 67%	228 63%	148 57%	140 55%	168 60%	161 58%	435 61%	433 62%	316 59%	301 57%	67 75%	68 78%	690 59%	672 58%	128 89% <sup>x</sup>	108 76%	161 75%	154 73%
At least once a day	282 22%	293 24%	132 21%	143 24%	151 24%	146 23%	88 26%	72 21%	77 21%	80 22%	57 22%	80 31% <sup>k</sup>	60 21%	58 21%	165 23%	152 22%	116 22%	139 26%	17 19%	11 13%	266 23%	282 24%	14 10%	26 18%	37 17%	43 20%
At least once a week	137 11%	140 11%	82 13%	75 12%	55 9%	65 10%	55 16%	41 12%	23 6%	38 11%	27 8%	22 11%	31 14%	38 11%	79 11%	79 11%	58 11%	60 11%	5 5%	6 6%	132 11%	135 12%	1 *	5 4%	13 6%	13 6%
At least once a month	49 4%	45 4%	26 4%	25 4%	23 4%	20 3%	5 2%	13 4%	12 3%	9 2%	17 7%	11 4%	14 5%	12 4%	18 2%	22 3%	31 6%	23 4%	1 1%	1 2%	48 4%	44 4%	- -	2 2%	2 1%	2 1%
At least once in the last 3 months	34 3%	25 2%	11 2%	12 2%	23 4%	13 2%	8 2%	6 2%	8 2%	10 3%	11 4%	3 1%	6 2%	5 2%	16 2%	16 2%	18 3%	9 2%	- -	1 1%	34 3%	23 2%	- -	- -	2 1%	1 *
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1039 83%	1033 83%	500 81%	494 82%	539 84%	533 84%	273 80%	277 82%	327 88%	308 84%	205 79%	220 86%	228 81%	219 80%	600 84%	585 83%	433 80%	439 83%	83 94%	79 91%	956 82%	954 83%	143 100% <sup>x</sup>	134 95%	198 92%	197 93%
NET: At least weekly	1176 93%	1173 94%	582 94%	568 94%	594 93%	599 95%	328 96%	317 94%	351 95%	347 95%	232 89%	242 94%	259 93%	257 94%	679 95%	664 95%	491 91%	499 94%	88 99%	85 97%	1088 93%	1088 94%	143 100%	139 98%	211 98%	210 99%
NET: At least monthly	1225 97%	1218 98%	607 98%	594 98%	618 96%	618 98%	334 98%	330 98%	363 98%	355 97%	249 96%	253 99%	273 98%	270 98%	697 98%	686 98%	522 97%	523 98%	89 100%	86 99%	1137 97%	1132 98%	143 100%	142 100%	213 99%	212 100%
NET: Within the last 3 months	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
NET: At least yearly	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
NET: Ever	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 102  
**Q1. VSP usage frequency - NET: Any VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
Several times a day	147 72%	133 66%	117 53%	134 61%	68 39%	69 40%	48 35%	55 40%	22 30%	20 27%	138 36%	143 37%	70 33%	74 36%	629 58%	624 58%	120 76%	111 73%	214 61%	226 62%	108 66%	134 70%	119 57%	114 57%	515 59%	487 58%	
At least once a day	33 16%	45 22%	55 25%	44 20%	59 34%	60 35%	49 35%	38 28%	18 25%	26 36%	126 33%	124 32%	67 32%	64 31%	252 23%	261 24%	25 16%	28 19%	70 20%	83 23%	30 19%	39 21%	36 17%	49 25%	205 24%	201 24%	
At least once a week	17 8%	15 7%	42 19%	31 14%	28 16%	29 17%	21 15%	25 18%	10 14%	17 24%	59 15%	71 19%	32 15%	42 20%	122 11%	128 12%	12 7%	11 7%	44 13%	47 13%	15 9%	17 9%	34 16%	29 15%	90 10%	90 11%	
At least once a month	3 2%	7 3%	5 2%	3 1%	8 5%	11 6%	10 7%	12 9%	20 27%j	6 9%	38 10%	29 8%	30 14%	18 9%	48 4%	43 4%	1 1%	2 1%	14 4%	6 2%	6 4%v	1 *	9 4%	5 3%	35 4%	36 4%	
At least once in the last 3 months	4 2%	1 *	2 1%	7 3%	13 7%	4 3%	10 7%	7 5%	3 4%	3 4%	25 6%	15 4%	13 6%	11 5%	34 3%	25 2%	-	-	10 3%	3 1%	3 2%	1 1%	10 5%k	2 1%	22 3%	22 3%	
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	180 88%	179 89%	172 78%	178 81%	126 72%	128 74%	97 70%	93 68%	40 55%	46 63%	264 68%	267 70%	137 65%	138 66%	881 81%	885 82%	145 92%	139 92%	284 81%	309 85%	138 85%	173 90%	155 74%	164 82%	719 83%	688 82%	
NET: At least weekly	197 96%	194 96%	214 97%	208 95%	154 86%	157 91%	119 85%	118 86%	50 69%	63 87%	323 84%	337 88%	169 80%	180 86%	1003 92%	1012 94%	157 99%	150 99%	329 93%	356 98%g	153 94%	190 99%h	190 91%	193 96%w	809 93%	779 93%	
NET: At least monthly	200 98%	201 100%	219 99%	212 97%	162 93%	168 97%	129 93%	129 95%	70 96%	69 96%	361 94%	366 96%	199 94%	198 95%	1051 97%	1055 98%	158 100%	152 100%	342 97%	362 99%	159 98%	191 99%	198 95%	198 99%w	845 97%	814 97%	
NET: Within the last 3 months	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%	
NET: At least yearly	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%	
NET: Ever	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%	
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 103

**Q1. VSP usage frequency - NET: Any VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	465 54%	451 54%	225 75%	289 71%	713 62%	687 61%	535 77%	506 74%	317 81%	341 81%	672 65%	667 65%	312 85%	297 82%	142 80%	136 84%	116 77%	110 74%	47 85%	32 82%	42 80%	30 80%	59 78%	52 84%
At least once a day	213 25%	210 25%	51 17%	83 20%	254 22%	251 22%	117 17%	131 19%	49 13%	66 16%	241 23%	253 25%	40 11%	51 14%	24 14%	17 10%	24 16%	29 19%	11 17%	4 11%	5 10%	6 15%	9 12%	8 13%
At least once a week	112 13%	109 13%	20 7%	31 8%	125 11%	126 11%	32 5%	37 5%	19 5%	13 3%	90 9%	76 7%	12 3%	11 3%	10 6%	8 5%	10 6%	9 6%	5 8%	2 5%	4 7%	2 5%	7 10% <sup>x</sup>	3 3%
At least once a month	46 5%	41 5%	2 1%	4 1%	39 3%	37 3%	7 1%	5 1%	3 1%	2 1%	22 2%	17 2%	1 *	1 *	1 *	1 1%	1 1%	1 1%	-	-	-	-	-	-
At least once in the last 3 months	31 4%	23 3%	3 1%	1 *	28 2%	18 2%	1 *	4 1%	2 *	-	9 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	678 78%	661 79%	276 92%	372 91%	966 83%	938 84%	652 94%	637 93%	366 94%	407 96%	912 88%	920 90%	352 96%	348 97%	166 94%	153 95%	141 93%	139 93%	58 91%	36 95%	47 93%	36 95%	68 90%	60 96% <sup>w</sup>
NET: At least weekly	790 91%	770 92%	297 98%	403 99%	1092 94%	1064 95%	684 99%	674 99%	385 99%	420 99%	1002 97%	995 98%	364 100%	359 100%	175 100%	160 99%	150 99%	148 99%	63 99%	38 100%	51 100%	37 100%	76 100%	62 99%
NET: At least monthly	836 96%	811 97%	298 99%	407 100%	1130 98%	1101 98%	691 100%	679 99%	388 100%	422 100%	1024 99%	1012 99%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 99%
NET: Within the last 3 months	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
NET: At least yearly	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
NET: Ever	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 104

**Q1. VSP usage frequency - NET: Any VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any VSP**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	198 79%	237 81%	551 55%	492 53%	343 75%	358 72%	414 52%	382 51%
At least once a day	33 13%	43 15%	244 24%	248 27%	81 18%	89 18%	202 25%	204 27%
At least once a week	15 6%	10 3%	122 12%	128 14%	27 6%	39 8%	110 14%	101 14%
At least once a month	3 1%	3 1%	46 5%	41 4%	7 1%	9 2%	42 5%	37 5%
At least once in the last 3 months	-	-	33 3%	25 3%	2 1%	5 1%	32 4%	19 3%
At least once in the last 12 months	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-
NET: At least daily	230 93%	280 96%	794 80%	739 79%	424 92%	447 89%	615 77%	586 79%
NET: At least weekly	245 99%	291 99%	916 92%	867 93%	451 98%	486 97%	725 91%	687 92%
NET: At least monthly	249 100%	293 100%	961 97%	909 97%	457 99%	495 99%	768 96%	724 97%
NET: Within the last 3 months	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
NET: At least yearly	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
NET: Ever	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
Never	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 105

**Q1. VSP usage frequency - NET: Any Selected VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any Selected VSP**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Several times a day	755 60%	740 60%	367 59%	350 58%	387 60%	387 61%	185 54%	205 61%	249 67%	228 62%	148 57%	140 55%	168 60%	161 58%	434 61%	432 62%	315 58%	301 57%	67 75%	68 78%	688 59%	672 58%	128 89% <sup>x</sup>	108 76%	160 74%	154 72%
At least once a day	283 22%	293 24%	132 21%	143 24%	151 24%	146 23%	88 26%	72 21%	77 21%	80 22%	57 22%	80 31% <sup>k</sup>	60 21%	58 21%	165 23%	152 22%	117 22%	139 26%	17 19%	11 13%	267 23%	281 24%	14 10%	26 18%	38 18%	42 20%
At least once a week	138 11%	140 11%	82 13%	75 12%	56 9%	65 10%	55 16%	41 12%	25 7%	39 11%	27 11%	22 8%	31 11%	38 14%	80 11%	80 11%	58 11%	59 11%	5 5%	6 6%	133 11%	135 12%	1 *	5 4%	13 6%	13 6%
At least once a month	49 4%	45 4%	26 4%	25 4%	23 4%	20 3%	5 2%	13 4%	12 3%	8 2%	17 7%	11 4%	14 5%	13 5%	18 2%	21 3%	32 6%	24 4%	1 1%	1 2%	49 4%	44 4%	* *	2 2%	2 1%	2 1%
At least once in the last 3 months	34 3%	25 2%	11 2%	12 2%	23 4%	13 2%	8 2%	6 2%	8 2%	10 3%	11 4%	3 1%	6 2%	5 2%	16 2%	16 2%	18 3%	9 2%	- -	1 1%	34 3%	24 2%	- -	- -	2 1%	1 *
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	1038 82%	1032 83%	500 81%	493 81%	538 84%	533 84%	273 80%	276 82%	326 88%	308 84%	205 79%	220 86%	228 81%	219 80%	599 84%	584 83%	432 80%	439 83%	83 94%	79 91%	955 82%	953 82%	142 99% <sup>x</sup>	134 95%	198 92%	196 92%
NET: At least weekly	1176 93%	1173 94%	582 94%	568 94%	594 93%	598 95%	328 96%	317 94%	351 95%	347 95%	232 89%	242 94%	259 93%	257 93%	679 95%	664 95%	491 91%	499 94%	88 99%	85 97%	1088 93%	1088 94%	143 100%	139 98%	211 98%	209 99%
NET: At least monthly	1225 97%	1218 98%	607 98%	593 98%	618 96%	618 98%	334 98%	330 98%	363 98%	355 97%	249 96%	253 99%	273 98%	270 98%	697 98%	685 98%	522 97%	523 98%	89 100%	86 99%	1137 97%	1132 98%	143 100%	142 100%	213 99%	212 100%
NET: Within the last 3 months	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
NET: At least yearly	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
NET: Ever	1259 100%	1243 100%	619 100%	606 100%	640 100%	631 100%	342 100%	337 100%	371 100%	365 100%	261 100%	257 100%	279 100%	275 100%	713 100%	701 100%	540 100%	532 100%	89 100%	87 100%	1170 100%	1156 100%	143 100%	142 100%	215 100%	212 100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 106

**Q1. VSP usage frequency - NET: Any Selected VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any Selected VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Several times a day	147 72%	133 66%	116 53%	133 61%	68 39%	69 40%	48 35%	55 40%	21 29%	20 27%	136 35%	143 37%	69 33%	74 36%	628 58%	624 58%	120 76%	111 73%	213 60%	226 62%	108 66%	134 70%	118 57%	114 57%	514 59%	487 58%
At least once a day	33 16%	45 22%	56 25%	44 20%	59 34%	60 35%	49 35%	38 28%	18 25%	26 36%	126 33%	124 32%	67 32%	64 31%	252 23%	260 24%	25 16%	28 19%	70 20%	83 23%	30 19%	39 21%	36 17%	49 25%	205 24%	201 24%
At least once a week	17 8%	15 7%	42 19%	31 14%	28 16%	28 16%	21 15%	25 18%	11 15%	17 24%	61 16%	70 18%	33 15%	42 20%	123 11%	128 12%	12 7%	11 7%	45 13%	47 13%	15 9%	17 9%	35 17%	29 15%	90 10%	90 11%
At least once a month	3 2%	7 3%	5 2%	3 1%	8 5%	11 7%	10 7%	12 9%	20 27%j	6 9%	38 10%	29 8%	30 14%	18 9%	48 4%	43 4%	1 1%	2 1%	14 4%	6 2%	6 4%v	1 1%	9 4%	5 3%	35 4%	36 4%
At least once in the last 3 months	4 2%	1 *	2 1%	7 3%	13 7%	5 3%	10 7%	7 5%	3 4%	3 4%	25 6%	16 4%	13 6%	11 5%	34 3%	25 2%	-	-	10 3%	3 1%	3 2%	1 1%	10 5%x	2 1%	22 3%	22 3%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	180 88%	179 89%	172 78%	177 81%	126 72%	128 74%	97 70%	93 68%	39 53%	46 63%	263 68%	267 70%	136 64%	138 66%	880 81%	884 82%	145 92%	139 92%	283 80%	309 85%	138 85%	173 90%	154 74%	164 82%	719 83%	688 82%
NET: At least weekly	197 96%	194 96%	214 97%	208 95%	154 86%	156 91%	119 85%	118 86%	50 69%	63 87%	323 84%	337 88%	169 80%	180 86%	1003 92%	1012 94%	156 99%	150 99%	329 93%	356 97% <sub>s</sub>	153 94%	190 99% <sub>u</sub>	190 91%	193 96% <sub>w</sub>	809 93%	778 93%
NET: At least monthly	200 98%	201 100%	219 99%	212 97%	162 93%	168 97%	129 93%	129 95%	70 96%	69 96%	361 94%	366 96%	199 94%	198 95%	1051 97%	1054 98%	158 100%	152 100%	342 97%	362 99%	159 98%	191 99%	198 95%	198 99% <sub>w</sub>	845 97%	814 97%
NET: Within the last 3 months	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%
NET: At least yearly	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%
NET: Ever	204 100%	202 100%	221 100%	218 100%	175 100%	173 100%	139 100%	137 100%	73 100%	72 100%	386 100%	381 100%	212 100%	209 100%	1085 100%	1080 100%	158 100%	152 100%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	867 100%	836 100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 107

**Q1. VSP usage frequency - NET: Any Selected VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any Selected VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Several times a day	463 53%	450 54%	225 74%	289 71%	711 61%	686 61%	534 77%	506 74%	317 81%	341 81%	670 65%	667 65%	311 85%	297 82%	141 80%	136 84%	115 76%	110 74%	46 73%	32 84%	41 80%	30 79%	58 77%	52 84%
At least once a day	213 25%	210 25%	51 17%	82 20%	255 22%	251 22%	118 17%	131 19%	50 13%	65 15%	241 23%	252 25%	41 11%	51 14%	25 14%	17 10%	25 17%	29 19%	11 18%	4 10%	6 12%	5 15%	10 13%	8 12%
At least once a week	113 13%	109 13%	20 7%	31 8%	126 11%	126 11%	32 5%	37 5%	19 5%	13 3%	91 9%	76 7%	12 3%	11 3%	10 6%	8 5%	10 6%	6 6%	5 8%	2 5%	4 7%	2 6%	7 10% <sup>x</sup>	2 3%
At least once a month	46 5%	41 5%	2 1%	4 1%	39 3%	37 3%	7 1%	6 1%	3 1%	2 1%	22 2%	17 2%	1 *	1 *	1 *	1 1%	1 1%	1 1%	1 *	* 1%	* *	* *	* 1%	* *
At least once in the last 3 months	31 4%	24 3%	3 1%	1 *	28 2%	18 2%	1 *	4 1%	2 *	-	9 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%
At least once in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: At least daily	677 78%	661 79%	276 91%	372 91%	965 83%	938 84%	652 94%	637 93%	366 94%	406 96%	911 88%	919 90%	352 96%	348 97%	166 94%	152 94%	140 93%	139 93%	57 91%	35 94%	47 92%	35 94%	68 90%	60 96% <sup>w</sup>
NET: At least weekly	790 91%	769 92%	296 98%	403 99%	1091 94%	1063 95%	684 99%	674 99%	385 99%	420 99%	1002 97%	995 98%	364 100%	359 100%	175 100%	160 99%	150 99%	148 99%	62 98%	37 100%	50 99%	37 100%	75 99%	62 99%
NET: At least monthly	836 96%	811 97%	298 99%	407 100%	1130 98%	1100 98%	691 100%	679 99%	388 100%	422 100%	1024 99%	1012 99%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 99%
NET: Within the last 3 months	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
NET: At least yearly	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
NET: Ever	867 100%	835 100%	302 100%	408 100%	1158 100%	1119 100%	692 100%	683 100%	390 100%	422 100%	1032 100%	1019 100%	365 100%	360 100%	176 100%	161 100%	151 100%	149 100%	63 100%	38 100%	51 100%	37 100%	76 100%	62 100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 108

**Q1. VSP usage frequency - NET: Any Selected VSP**

**Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.**

**Base: All Adult respondents**

**NET: Any Selected VSP**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Several times a day	197 79%	237 81%	550 55%	491 53%	342 74%	358 71%	413 52%	382 51%
At least once a day	34 14%	43 15%	244 24%	248 27%	81 18%	89 18%	202 25%	204 27%
At least once a week	15 6%	10 4%	123 12%	128 14%	27 6%	40 8%	111 14%	100 14%
At least once a month	3 1%	3 1%	46 5%	41 4%	7 1%	9 2%	42 5%	37 5%
At least once in the last 3 months	-	-	33 3%	25 3%	2 1%	5 1%	32 4%	20 3%
At least once in the last 12 months	-	-	-	-	-	-	-	-
Used to use, but haven't in the last 12 months	-	-	-	-	-	-	-	-
NET: At least daily	230 93%	280 95%	793 80%	739 79%	423 92%	446 89%	614 77%	586 79%
NET: At least weekly	245 99%	290 99%	916 92%	867 93%	450 98%	486 97%	725 91%	686 92%
NET: At least monthly	249 100%	293 100%	961 97%	908 97%	457 99%	495 99%	768 96%	723 97%
NET: Within the last 3 months	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
NET: At least yearly	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
NET: Ever	249 100%	293 100%	994 100%	933 100%	460 100%	500 100%	799 100%	743 100%
Never	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 109

**Q3a. Exposure to harmful content - Summary table**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Summary table**

	YouTube		Instagram		TikTok		Facebook		Snapchat		Twitch		Bitchute		OnlyFans		Vimeo		Fruitlab		NET: Any VSP	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)
Unweighted base	1175	1141	794	760	516	522	1055	1043	471	449	297	255	131	119	198	179	268	263	130	111	1259	1243
Weighted base	1158	1119	692	683	390	422	1032	1019	365	360	176	161	51	37	76	62	151	149	63	38	1259	1243
Effective base	907	928	605	594	379	383	816	842	336	323	208	163	96	74	162	122	179	166	71	54	978	1016
Yes	105 9%	128 11%	67 10%	83 12%	95 24%	108 26%	143 14%	181 18%g	40 11%	48 13%	18 10%	28 17%k	9 17%	4 11%	12 16%	9 15%	15 10%	14 10%	9 14%	4 11%	249 20%	293 24%u
No	1022 88%	955 85%	610 88%	589 86%	280 72%	303 72%	869 84%h	814 80%	304 83%	301 84%	151 86%	127 79%	37 72%	31 84%	59 78%	52 83%	130 86%	131 87%	48 75%	32 84%	994 79%v	933 75%
Don't know	31 3%	35 3%	15 2%	11 2%	15 4%	11 2%	21 2%	24 2%	21 6%	11 3%	7 4%	6 4%	6 11%	2 5%	4 6%	1 2%	7 4%	4 3%	7 11%	2 5%	16 1%	16 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 110

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	319	364	204	209	115	151	99	124	109	108	54	70	54	57	208	232	108	127	43	42	276	322	58	61	78	101		
Weighted base	249	293	136	146	112	142	74	94	89	82	42*	57	42*	53*	163	176	83	111	31*	37*	218	256	41*	62*	58	70		
Effective base	225	263	138	144	90	120	67	90	84	78	35	51	36	41	152	168	71	92	33	39	192	225	44	43	53	66		
Facebook	143 57%	181 62%	87 64%	90 62%	56 50%	87 61%	39 53%	51 54%	52 58%	54 66%	24 57%	40 70%	27 65%	33 62%	91 58%	105 60%	51 61%	74 66%	13 42%	18 48%	130 60%	163 64%	22 53%	40 65%	36 62%	46 67%		
YouTube	105 42%	128 44%	62 46%	81 55%	43 38%	47 33%	34 46%	55 58%	34 38%	31 38%	16 39%	23 40%	18 44%	17 32%	68 42%	86 49%	35 42%	40 36%	16 51%	23 63%	90 41%	104 41%	12 30%	23 37%	22 38%	25 36%		
TikTok	95 38%	108 37%	48 36%	50 34%	46 41%	53 38%	33 44%	38 40%	32 38%	31 38%	15 36%	17 30%	14 34%	19 35%	65 40%	69 39%	29 35%	36 32%	21 70%	18 49%	73 34%	90 35%	21 50%	33 52%	23 40%	26 37%		
Instagram	67 27%	83 28%	36 27%	39 26%	31 27%	45 32%	26 35%	31 32%	21 23%	30 37%	7 18%	15 26%	12 28%	7 13%	46 28%	61 35%	19 23%	22 20%	10 33%	17 45%	57 26%	67 26%	18 43%	23 37%	17 30%	24 34%		
Snapchat	40 16%	48 16%	26 19%	27 18%	14 13%	20 14%	15 20%	19 20%	13 15%	16 20%	6 16%	5 9%	3 6%	6 12%	28 17%	35 20%	9 11%	12 10%	12 41%	14 39%	27 13%	34 13%	8 20%	18 29%	9 16%	10 14%		
Twitch	18 7%	28 10%	15 11%	19 13%	3 2%	9 6%	5 6%	13 14%	7 7%	12 14%	4 9%	1 2%	2 4%	*	11 7%	25 14%	5 7%	2 2%	3 8%	10 26%	15 7%	18 7%	3 8%	11 18%	7 13%	5 7%		
Vimeo	15 6%	14 5%	13 10%	11 7%	2 2%	3 2%	8 10%	6 6%	4 4%	6 8%	1 3%	2 3%	2 5%	*	12 7%	12 7%	3 4%	2 2%	4 13%	4 11%	11 5%	10 4%	3 7%	5 8%	3 5%	3 5%		
OnlyFans	12 5%	9 3%	11 8%	8 6%	1 1%	1 1%	2 3%	2 2%	4 4%	4 5%	2 6%	2 4%	4 9%	1 1%	6 4%	6 4%	6 7%	3 3%	-	-	12 6%	9 4%	3 7%	2 3%	4 7%	4 6%		
Fruitleab	9 4%	4 1%	7 5%	2 1%	2 2%	2 2%	3 4%	1 1%	2 3%	2 3%	2 4%	1 1%	2 4%	-	5 3%	4 2%	4 4%	1 1%	2 5%	1 4%	7 3%	3 1%	1 2%	1 1%	3 5%	1 2%		
Bitcute	9 3%	4 1%	8 6%	3 2%	1 1%	1 1%	2 3%	1 1%	2 3%	1 2%	1 4%	1 1%	2 1%	1 1%	5 3%	3 2%	4 5%	1 1%	-	-	9 4%	4 2%	1 3%	1 2%	3 6%	2 3%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 111

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)
Unweighted base	65	83	43	51	18	18	13	32	26	14	235	266	82	95	94	122	53	70	43	61	209	228			
Weighted base	54*	61	37*	40*	13**	17**	13**	28**	24**	15**	197	233	49	58	73	103	44*	67	32*	48*	166	179			
Effective base	43	61	30	37	17	16	10	24	23	10	171	201	53	61	72	89	41	53	32	41	143	166			
Facebook	31 58%	36 59%	23 63%	26 66%	9 71%	9 54%	9 68%	18 63%	15 61%	9 57%	117 63%	146 63%	25 51%	34 58%	42 58%	67 65%	26 58%	40 61%	22 68%	35 73%	96 58%	106 59%			
YouTube	30 57%	27 44%	13 35%	17 43%	4 30%	10 57%	6 43%	12 42%	12 51%	8 52%	78 40%	95 41%	26 52%	32 54%	32 43%	46 44%	17 38%	27 40%	11 36%	20 41%	69 41%	75 42%			
TikTok	16 30%	21 35%	8 20%	5 13%	3 24%	5 28%	3 19%	5 20%	5 20%	3 16%	69 35%	86 37%	24 49%	22 38%	29 40%	37 36%	21 47%	25 37%	12 37%	20 42%	62 37%	62 35%			
Instagram	14 25%	12 19%	7 18%	6 16%	2 14%	1 5%	-	2 6%	2 8%	-	48 24%	60 26%	17 35%	22 37%	23 32%	29 29%	16 35%	19 28%	10 30%	15 31%	38 23%	51 28%			
Snapchat	7 13%	4 7%	3 8%	2 5%	-	-	-	-	-	-	28 14%	33 14%	11 23%	14 24%	11 15%	16 15%	8 17%	10 15%	6 19%	8 17%	25 15%	27 15%			
Twitch	4 8%	2 3%	* 1%	1 1%	-	-	-	-	-	-	15 7%	21 9%	3 7%	7 12%	4 5%	8 8%	3 6%	5 7%	1 3%	5 10%	13 8%	15 9%			
Vimeo	4 7%	2 3%	2 4%	* 1%	-	-	-	-	-	-	10 5%	8 4%	4 8%	5 9%	4 6%	5 5%	3 7%	3 5%	4 11%	4 7%	8 5%	7 4%			
OnlyFans	3 6%	2 4%	3 7%	1 2%	-	* 3%	-	-	-	* 2%	7 3%	7 3%	5 11%	2 3%	5 8%	3 2%	1 3%	1 1%	4 11%	2 4%	5 3%	6 3%			
Fruitlab	3 6%	1 1%	* 1%	* 1%	-	-	-	-	-	-	4 2%	2 1%	4 8%	2 3%	2 3%	2 2%	1 2%	2 2%	1 4%	2 4%	5 3%	2 1%			
Bitchute	3 5%	1 1%	* 1%	* 1%	1 4%	-	-	1 2%	-	-	5 2%	2 1%	4 8%	2 4%	3 4%	1 1%	2 4%	* *	2 5%	1 2%	4 2%	2 1%			

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 112

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	155	161	120	202	312	354	275	303	228	261	295	333	213	230	144	154	128	143	80	76	73	69	105	106
Weighted base	135	147	83	147	243	284	194	227	151	192	225	263	137	163	72	87	61	67	34*	26*	23	15*	37	31
Effective base	117	125	74	139	219	256	197	212	156	174	206	237	149	152	98	91	80	83	47	36	60	47	83	68
Facebook	77 57%	86 59%	53 63%	95 65%	138 57%	177 62%	112 57%	142 62%	74 49%	113 59%	143 63%	181 69%	79 58%	101 62%	41 57%	47 54%	36 59%	41 60%	23 68%	18 67%	16 68%	9 59%	23 63%	19 61%
YouTube	51 38%	58 40%	39 47%	70 48%	105 43%	128 45%	81 42%	90 39%	57 38%	75 39%	92 41%	105 40%	54 40%	65 40%	38 53%	47 54%	32 52%	38 56%	18 54%	14 55%	16 67%	9 58%	18 48%	16 51%
TikTok	44 33%	52 35%	29 35%	56 38%	93 38%	104 37%	86 44%	95 42%	95 62%	108 56%	88 39%	100 38%	76 56%	83 51%	36 50%	42 48%	28 46%	37 55%	18 54%	14 56%	11 47%	7 47%	18 49%	15 50%
Instagram	32 24%	36 25%	25 30%	47 32%	65 27%	79 28%	67 34%	83 37%	45 29%	62 32%	57 26%	77 29%	47 35%	58 35%	32 44%	35 40%	23 37%	32 48%	15 45%	14 54%	10 45%	5 34%	13 35%	10 32%
Snapchat	12 9%	15 10%	15 18%	33 23%	39 16%	48 17%	36 19%	44 19%	33 22%	43 22%	36 16%	47 18%	40 29%	48 30%	24 33%	29 33%	17 28%	27 40%	14 41%	12 47%	9 37%	6 39%	10 26%	8 27%
Twitch	10 7%	11 8%	6 7%	17 11%	17 7%	28 10%	13 7%	25 11%	14 9%	25 13%	16 7%	27 10%	15 11%	25 16%	18 25%	28 32%	11 18%	22 33%	9 27%	10 40%	7 31%	4 29%	8 22%	6 20%
Vimeo	5 3%	6 4%	6 8%	8 6%	15 6%	14 5%	14 7%	13 5%	13 9%	14 7%	15 7%	14 5%	14 10%	14 9%	12 17%	13 15%	15 25%	14 21%	12 35%	5 19%	7 28%	3 20%	8 22%	5 17%
OnlyFans	5 4%	5 3%	7 9%	4 3%	12 5%	9 3%	10 5%	9 4%	9 6%	9 5%	10 4%	9 4%	9 7%	8 5%	8 12%	7 8%	6 12%	7 9%	7 22%	3 13%	7 30%	3 22%	12 33%	9 30%
Fruitlab	2 1%	* *	5 6%	4 2%	9 4%	4 1%	8 4%	4 2%	8 5%	4 2%	8 4%	4 2%	8 6%	4 3%	7 10%	4 5%	9 15%	4 6%	9 27%	4 16%	6 27%	3 18%	6 15%	3 9%
Bitchute	3 2%	1 1%	6 7%	3 2%	8 3%	4 1%	8 4%	4 2%	7 5%	3 2%	9 4%	4 1%	7 5%	4 2%	7 10%	4 5%	7 12%	4 5%	7 21%	4 13%	3 37%	9 27%	4 16%	3 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 113

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have come across any violent, abusive or inappropriate videos on any VSP**

	<u>Any exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	172	234	147	130
Weighted base	249	293	116	166	132	127
Effective base	225	263	117	161	110	104
Facebook	143 57%	181 62%	69 59%	103 62%	74 56%	79 62%
YouTube	105 42%	128 44%	53 45%	77 46%	52 40%	51 40%
TikTok	95 38%	108 37%	51 44%	63 38%	44 33%	45 36%
Instagram	67 27%	83 28%	40 35%	52 31%	26 20%	31 24%
Snapchat	40 16%	48 16%	29 25%	32 19%	11 8%	16 13%
Twitch	18 7%	28 10%	12 10%	18 11%	6 5%	10 8%
Vimeo	15 6%	14 5%	10 8%	11 6%	5 4%	4 3%
OnlyFans	12 5%	9 3%	8 7%	8 5%	4 3%	1 1%
Fruitleab	9 4%	4 1%	7 6%	4 2%	2 1%	* *
Bitchute	9 3%	4 1%	6 5%	4 2%	2 2%	* *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 114  
**Q3a. Exposure to harmful content - Summary - Experienced harms**  
**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Facebook	143 11%	181 15%a	87 14%	90 15%	56 9%	87 14%e	39 11%	51 15%	52 14%	54 15%	24 9%	40 16%k	27 10%	33 12%	91 13%	105 15%	51 9%	74 14%q	13 15%	18 20%	130 11%	163 14%	22 15%	40 28%w	36 17%	46 22%		
YouTube	105 8%	128 10%	62 10%	81 13%	43 7%	47 7%	34 10%	55 16%g	34 9%	31 9%	16 6%	23 9%	18 7%	17 6%	68 10%	86 12%	35 6%	40 8%	16 18%	23 27%	90 8%	104 9%	12 9%	23 16%	22 10%	25 12%		
TikTok	95 8%	108 9%	48 8%	50 8%	46 7%	53 8%	33 10%	38 11%	32 9%	31 9%	15 6%	17 7%	14 5%	19 7%	65 9%	69 10%	29 5%	36 7%	21 24%	18 21%	73 6%	90 8%	21 14%	33 23%	23 11%	26 12%		
Instagram	67 5%	83 7%	36 6%	39 6%	31 5%	45 7%	26 8%	31 9%	21 6%	30 8%	7 3%	15 6%	12 4%	7 3%	46 7%	61 9%	19 4%	22 4%	10 11%	17 19%	57 5%	67 6%	18 12%	23 16%	17 8%	24 11%		
Snapchat	40 3%	48 4%	26 4%	27 4%	14 2%	20 3%	15 4%	19 6%	13 4%	16 4%	6 2%	5 2%	3 1%	6 2%	28 4%	35 5%	9 2%	12 2%	12 14%	14 16%	27 2%	34 3%	8 6%	18 13%	9 4%	10 5%		
Twitch	18 1%	28 2%	15 2%	19 3%	3 *	9 1%	5 1%	13 4%	7 2%	12 3%	4 1%	1 *	2 1%	*	11 2%	25 4%o	5 1%	2 *	3 11%r	10 3%	15 1%	18 2%	3 2%	11 8%	7 3%	5 2%		
Vimeo	15 1%	14 1%	13 2%	11 2%	2 *	3 1%	8 2%	6 2%	4 1%	6 2%	1 *	2 1%	2 *	*	12 2%	12 2%	3 1%	2 *	4 4%	4 5%	11 1%	10 1%	3 2%	5 4%	3 1%	3 2%		
OnlyFans	12 1%	9 1%	11 2%	8 1%	1 *	1 *	2 1%	2 1%	4 1%	4 1%	2 1%	2 1%	4 1%	1 *	6 1%	6 1%	6 1%	3 1%	-	-	12 1%	9 1%	3 2%	2 1%	4 2%	4 2%		
Fruitleab	9 1%	4 *	7 1%	2 *	2 *	2 *	3 1%	1 *	2 1%	2 1%	2 1%	1 *	2 1%	-	5 1%	4 1%	4 1%	1 *	2 2%	1 2%	7 1%	3 *	1 1%	1 1%	3 1%	1 1%		
Bitchute	9 1%	4 *	8 1%	3 1%	1 *	1 *	2 1%	1 *	2 1%	1 *	1 1%	1 *	2 1%	1 *	5 1%	3 *	4 1%	1 *	-	-	9 1%	4 *	1 1%	1 1%	3 2%	2 1%		
None of the above	1010 80%b	950 76%	482 78%	459 76%	528 82%	490 78%	268 78%	242 72%	282 76%	283 78%	219 84%	199 78%	238 85%	222 81%	550 77%	525 75%	457 85%r	421 79%	58 65%	50 58%	953 81%	899 78%	102 71%x	79 56%	157 73%	143 67%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 115  
**Q3a. Exposure to harmful content - Summary - Experienced harms**  
**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Facebook	31 15%	36 18%	23 11%	26 12%	9 5%	9 5%	9 6%	5 3%	-	1 1%	18 5%	15 4%	9 4%	5 3%	117 11%	146 14%	25 16%	34 22%	42 12%	67 18% <sub>s</sub>	26 16%	40 21%	22 10%	35 18%	96 11%	106 13%
YouTube	30 15%	27 13%	13 6%	17 8%	4 2%	10 6%	6 4%	2 1%	2 3%	1 1%	12 3%	12 3%	8 4%	3 1%	78 7%	95 9%	26 16%	32 21%	32 9%	46 13%	17 10%	27 14%	11 6%	20 10%	69 8%	75 9%
TikTok	16 8%	21 11%	8 3%	5 2%	3 2%	5 3%	3 2%	-	-	-	5 1%	5 1%	3 1%	-	69 6%	86 8%	24 15%	22 15%	29 8%	37 10%	21 13%	25 13%	12 6%	20 10%	62 7%	62 7%
Instagram	14 7%	12 6%	7 3%	6 3%	2 1%	1 1%	-	1 1%	-	-	2 *	2 *	-	1 *	48 4%	60 6%	17 11%	22 14%	23 7%	29 8%	16 10%	19 10%	10 5%	15 7%	38 4%	51 6%
Snapchat	7 3%	4 2%	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	28 3%	33 3%	11 7%	14 9%	11 3%	16 4%	8 5%	10 5%	6 3%	8 4%	25 3%	27 3%
Twitch	4 2%	2 1%	* *	1 *	-	-	-	-	-	-	-	-	-	-	15 1%	21 2%	3 2%	7 5%	4 1%	8 2%	3 3%	5 3%	1 *	5 2%	13 2%	15 2%
Vimeo	4 2%	2 1%	2 1%	* *	-	-	-	-	-	-	-	-	-	-	10 1%	8 1%	4 3%	5 3%	4 1%	5 1%	3 2%	3 2%	4 2%	4 2%	8 1%	7 1%
OnlyFans	3 1%	2 1%	3 1%	1 *	-	* *	-	-	-	-	-	-	-	-	7 1%	7 1%	5 3%	2 1%	5 2%	3 1%	1 1%	1 *	4 2%	2 1%	5 1%	6 1%
Fruitlab	3 2%	1 *	* *	* *	-	-	-	-	-	-	-	-	-	-	4 *	2 *	4 2%	2 1%	2 1%	2 1%	1 *	2 1%	1 1%	2 1%	5 1%	2 *
Bitchute	3 1%	1 *	* *	* *	1 *	-	-	-	-	-	1 *	-	-	-	5 *	2 *	4 2%	2 2%	3 1%	1 *	2 1%	* *	2 1%	1 1%	4 *	2 *
None of the above	151 74%	141 70%	184 83%	179 82%	162 93%	156 90%	126 91%	131 96%	70 97%	70 98%	359 93%	357 94%	196 93%	202 97%	888 82%	847 78%	108 69%	93 62%	280 79% <sub>t</sub>	262 72%	118 73%	125 65%	176 85% <sub>x</sub>	152 76%	700 81%	657 79%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 116

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Facebook	77 9%	86 10%	53 17%	95 23%	138 12%	177 16%e	112 16%	142 21%g	74 19%	113 27%i	143 14%	181 18%k	79 22%	101 28%	41 24%	47 29%	36 24%	41 27%	23 36%	18 47%	16 31%	9 24%	23 31%	19 30%
YouTube	51 6%	58 7%	39 13%	70 17%	105 9%	128 11%	81 12%	90 13%	57 15%	75 18%	92 9%	105 10%	54 15%	65 18%	38 22%	47 29%	32 21%	38 25%	18 28%	14 38%	16 31%	9 24%	18 23%	16 25%
TikTok	44 5%	52 6%	29 10%	56 14%	93 8%	104 9%	86 12%	95 14%	95 24%	108 26%	88 9%	100 10%	76 21%	83 23%	36 21%	42 26%	28 19%	37 25%	18 28%	14 39%	11 21%	7 19%	18 24%	15 25%
Instagram	32 4%	36 4%	25 8%	47 12%	65 6%	79 7%	67 10%	83 12%	45 11%	62 15%	57 6%	77 8%	47 13%	58 16%	32 18%	35 22%	23 15%	32 22%	15 24%	14 37%	10 21%	5 14%	13 17%	10 16%
Snapchat	12 1%	15 2%	15 5%	33 8%	39 3%	48 4%	36 5%	44 6%	33 9%	43 10%	36 3%	47 5%	40 11%	48 13%	24 14%	29 18%	17 11%	27 18%	14 22%	12 33%	9 17%	6 16%	10 13%	8 14%
Twitch	10 1%	11 1%	6 2%	17 4%	17 1%	28 2%	13 2%	25 4%	14 4%	25 6%	16 2%	27 3%	15 4%	25 7%	18 10%	28 17%	11 7%	22 15%q	9 14%	10 28%	7 14%	4 12%	8 11%	6 10%
Vimeo	5 1%	6 1%	6 2%	8 2%	15 1%	14 1%	14 2%	12 2%	13 3%	14 3%	15 1%	14 1%	14 4%	14 4%	12 7%	13 8%	15 10%	14 10%	12 18%	5 13%	7 13%	3 8%	8 11%	5 8%
OnlyFans	5 1%	5 1%	7 2%	4 1%	12 1%	9 1%	10 2%	9 1%	9 2%	9 2%	10 1%	9 1%	9 3%	8 2%	8 5%	7 5%	7 5%	6 4%	7 11%	3 9%	7 14%	3 9%	12 16%	9 15%
Fruitlab	2 *	* *	5 2%	4 1%	9 1%	4 *	8 1%	4 1%	8 2%	4 1%	8 1%	4 1%	8 2%	4 1%	7 4%	4 3%	9 6%	4 3%	9 14%	4 11%	6 12%	3 8%	6 7%	3 5%
Bitchute	3 *	1 *	6 2%	3 1%	8 1%	4 *	8 1%	4 1%	7 2%	3 1%	9 1%	4 1%	7 2%	4 1%	7 4%	4 3%	7 5%	4 2%	7 11%	3 9%	9 17%	4 11%	6 8%	3 5%
None of the above	732 84%	688 82%	219 73%d	262 64%	915 79%f	834 75%	498 72%	456 67%	238 61%	229 54%	807 78%	756 74%	228 63%n	198 55%	104 59%p	75 46%	90 60%	82 55%	30 47%	12 31%	28 55%	22 59%	38 51%	32 51%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 117

**Q3a. Exposure to harmful content - Summary - Experienced harms**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Facebook	143 57%	181 62%	-	-	69 15%	103 21%e	74 9%	79 11%
YouTube	105 42%	128 44%	-	-	53 11%	77 15%	52 7%	51 7%
TikTok	95 38%	108 37%	-	-	51 11%	63 13%	44 5%	45 6%
Instagram	67 27%	83 28%	-	-	40 9%	52 10%	26 3%	31 4%
Snapchat	40 16%	48 16%	-	-	29 6%	32 6%	11 1%	16 2%
Twitch	18 7%	28 10%	-	-	12 3%	18 4%	6 1%	10 1%
Vimeo	15 6%	14 5%	-	-	10 2%	11 2%	5 1%	4 1%
OnlyFans	12 5%	9 3%	-	-	8 2%	8 2%	4 1%	1 *
Fruitleab	9 4%	4 1%	-	-	7 2%	4 1%	2 *	* *
Bitchute	9 3%	4 1%	-	-	6 1%	4 1%	2 *	* *
None of the above	-	-	994 100%	933 100%	344 75%f	334 67%	667 83%	616 83%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 118

**Q3a. Exposure to harmful content - YouTube**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1175	1141	678	628	497	508	341	334	353	347	224	224	251	227	694	681	475	451	117	97	1058	1044	150	114	225	231		
Weighted base	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201		
Effective base	907	928	511	501	403	427	258	268	281	285	170	185	197	185	539	552	365	369	93	90	821	842	117	90	170	178		
Yes	105	128	62	81	43	47	34	55	34	31	16	23	18	17	68	86	35	40	16	23	90	104	12	23	22	25		
	9%	11%	10%	14%	8%	9%	11%	18%g	10%	10%	7%	10%	7%	7%	10%	14%	7%	9%	18%	28%	8%	10%	9%	17%	11%	13%		
No	1022	955	519	473	503	479	279	249	302	289	215	196	222	214	581	537	438	410	71	56	951	899	117	99	170	173		
	88%	85%	87%	83%	90%	88%	87%h	80%	88%	88%	89%	86%	89%	88%	88%	84%	89%	87%	81%t	67%	89%	87%	87%x	75%	84%	86%		
Don't know	31	35	16	15	18	6	6	7	9	9	9	9	8	11	13	15	18	20	1	5	29	31	4	10	11	3		
	3%	3%	3%	3%	3%	3%	2%	2%	2%	3%	4%	4%	3%	5%	2%	2%	4%	4%	2%	5%	3%	3%	3%	8%	6%z	1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 119

**Q3a. Exposure to harmful content - YouTube**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	204	221	201	193	140	136	104	109	34	40	278	285	138	149	960	943	199	187	330	341	162	180	187	183	800	762
Weighted base	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752
Effective base	157	172	157	159	114	121	88	99	30	33	227	250	114	130	759	787	137	132	257	284	129	153	145	148	616	616
Yes	30 15%	27 14%	13 6%	17 9%	4 2%	10 6%	6 5%	2 2%	2 4%	1 1%	12 4%	12 4%	8 5%	3 2%	78 8%	95 10%	26 16%	32 22%	32 10%	46 14%	17 11%	27 15%	11 6%	20 11%	69 9%	75 10%
No	165 84%	155 82%	190 91%	172 89%	147 97%†	134 90%	105 91%	113 97%	58 96%	52 99%	310 95%	300 94%	163 93%	166 98%	883 89%	836 87%	125 80%	110 76%	282 88%†	268 81%	134 87%	141 78%	169 92%	149 85%	712 89%	661 88%
Don't know	2 1%	6 3%	6 3%	4 2%	1 *	6 4%	5 4%	2 1%	-	-	5 2%	7 2%	5 3%	2 1%	26 3%	32 3%	5 3%	3 2%	6 2%	18 5%‡	4 2%	14 8%	3 2%	7 4%	21 3%	15 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 120

**Q3a. Exposure to harmful content - YouTube**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	747	694	308	446	1175	1141	763	719	505	512	974	949	459	431	295	250	265	259	128	110	130	117	195	176
Weighted base	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
Effective base	601	591	218	338	907	928	579	558	372	376	748	760	326	309	206	160	176	164	69	53	95	73	160	120
Yes	51 6%	58 8%	39 14%	70 18%	105 9%	128 11%	81 12%	90 14%	57 15%	75 18%	92 10%	105 12%	54 15%	65 19%	38 22%	47 29%	32 21%	38 26%	18 29%	14 39%	16 31%	9 24%	18 24%	16 26%
No	725 92%	652 88%	224 81%	303 79%	1022 88%	955 85%	555 84%	519 82%	313 83%	322 78%	823 88%	768 85%	280 79%	263 77%	133 76% <sup>p</sup>	106 67%	114 77%	107 72%	41 66%	22 60%	32 63%	24 66%	54 72%	45 73%
Don't know	15 2%	27 4%	14 5%	8 2%	31 3%	35 3%	22 3%	24 4%	7 2%	15 4%	18 2%	31 3%	19 6%	14 4%	3 2%	6 4%	3 2%	3 2%	3 5%	1 2%	3 6%	4 10%	3 4%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 121

**Q3a. Exposure to harmful content - YouTube**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	312	354	847	774	510	541	665	600
Weighted base	243	284	900	822	434	466	725	653
Effective base	219	256	681	662	384	411	531	519
Yes	105 43%	128 45%	-	-	53 12%	77 17%	52 7%	51 8%
No	134 55%	148 52%	889 99%	807 98%	367 85%	375 80%	655 90%	581 89%
Don't know	5 2%	8 3%	12 1%	15 2%	14 3%	14 3%	17 2%	21 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 122

**Q3a. Exposure to harmful content - Instagram**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	794	760	439	374	355	382	247	231	253	241	140	146	150	138	500	472	290	284	96	80	698	680	147	103	182	190		
Weighted base	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154		
Effective base	605	594	327	278	291	319	186	178	196	189	105	115	116	110	381	367	220	225	75	75	532	523	114	81	135	142		
Yes	67	83	36	39	31	45	26	31	21	30	7	15	12	7	46	61	19	22	10	17	57	67	18	23	17	24		
	10%	12%	12%	13%	8%	11%	13%	16%	9%	15%	6%	11%	9%	5%	11%	15%	7%	8%	14%	24%	9%	11%	14%	21%	11%	15%		
No	610	589	270	244	340	339	174	162	201	176	117	124	115	122	375	338	232	246	62	50	548	539	107	86	131	129		
	88%	86%	86%	85%	90%	87%	86%	82%	88%	84%	92%	89%	89%	91%	87%	83%	90%	90%	85%	72%	88%	88%	84%	77%	85%	84%		
Don't know	15	11	9	4	6	7	3	4	6	2	3	2	3	4	9	7	6	4	1	3	14	8	3	3	5	1		
	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	*	2%	3%	2%	2%	2%	2%	1%	4%	2%	1%	3%	2%	3%	*		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 123

**Q3a. Exposure to harmful content - Instagram**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	151	161	108	128	67	61	37	28	9	110	98	43	37	616	585	169	166	206	210	107	127	105	109	554	524
Weighted base	132	127	98	120	63	62	38*	27**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474
Effective base	114	119	78	100	53	55	34	24	8	92	86	39	31	482	473	115	114	159	165	84	104	81	82	421	411
Yes	14 10%	12 9%	7 7%	6 5%	2 3%	1 2%	-	1 3%	-	2 2%	2 2%	-	1 2%	48 9%	60 11%	17 14%	22 18%	23 13%	29 16%	16 17%	19 15%	10 11%	15 16%	38 8%	51 11%
No	117 88%	112 88%	89 91%	112 93%	60 96%	61 98%	36 97%	26 97%	13 100%	104 97%	100 98%	44 97%	39 98%	501 90%	482 87%	101 82%	100 81%	150 84%	154 82%	76 81%	100 81%	76 87%	80 84%	441 90%	419 88%
Don't know	2 1%	3 3%	2 2%	1 1%	1 1%	-	1 3%	-	-	2 2%	-	1 3%	-	11 2%	10 2%	4 4%	1 1%	4 2%	4 2%	2 2%	4 3%	2 2%	1 1%	8 2%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 124

**Q3a. Exposure to harmful content - Instagram**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	440	395	256	364	763	719	794	760	463	455	714	699	437	408	268	226	240	239	124	109	117	103	183	165
Weighted base	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55
Effective base	353	329	177	266	579	558	605	594	340	329	540	541	308	292	186	140	155	148	66	54	90	63	156	111
Yes	32 8%	36 9%	25 12%	47 16%	65 10%	79 12%	67 10%	83 12%	45 13%	62 18%	57 9%	77 12%	47 14%	58 18%	32 21%	35 26%	23 18%	32 25%	15 26%	14 40%	10 25%	5 18%	13 20%	10 18%
No	368 90%	350 90%	179 85%	239 82%	577 88%	542 86%	610 88%	589 86%	281 84%	286 81%	551 89%	529 86%	269 82%	251 80%	113 76%	97 72%	102 80%	95 73%	40 68%	19 55%	27 66%	22 79%	50 75%	43 79%
Don't know	8 2%	5 1%	6 3%	7 2%	15 2%	11 2%	15 2%	11 2%	8 2%	5 1%	11 2%	11 2%	12 4%	7 2%	5 3%	2 2%	3 3%	2 2%	3 5%	2 4%	4 9%	1 2%	4 6%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 125

**Q3a. Exposure to harmful content - Instagram**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	275	303	508	450	401	415	393	345
Weighted base	194	227	490	450	318	327	374	356
Effective base	197	212	405	378	295	305	312	292
Yes	67 34%	83 37%	-	-	40 13%	52 16%	26 7%	31 9%
No	123 64%	141 62%	486 99%	447 99%	271 85%	269 82%	339 91%	320 90%
Don't know	4 2%	2 1%	4 1%	3 1%	6 2%	7 2%	9 2%	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 126

**Q3a. Exposure to harmful content - TikTok**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	516	522	312	280	204	238	174	166	144	158	94	103	101	91	318	324	195	194	91	79	425	443	101	73	111	136		
Weighted base	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98		
Effective base	379	383	220	194	167	190	124	120	111	118	68	75	75	69	235	237	144	144	74	74	307	311	76	53	79	93		
Yes	95 24%	108 26%	48 25%	50 26%	46 24%	53 24%	33 27%	38 31%	32 31%	31 25%	15 19%	17 20%	14 18%	19 22%	65 28%	69 28%	29 19%	36 21%	21 32%	18 26%	73 23%	90 25%	21 27%	33 44%w	23 30%	26 26%		
No	280 72%	303 72%	140 72%	141 73%	140 72%	162 73%	86 70%	83 68%	68 65%	89 72%	60 76%	67 77%	62 79%	63 76%	155 68%	172 70%	122 77%	131 76%	44 66%	49 71%	236 73%	254 72%	51 66%	37 50%	52 67%	72 73%		
Don't know	15 4%	11 2%	7 3%	3 1%	9 5%	8 3%	4 3%	2 2%	5 5%	3 3%	4 5%	3 4%	2 3%	2 2%	9 4%	5 2%	6 4%	5 3%	1 1%	2 3%	15 5%	9 2%	5 7%	4 6%	2 3%	1 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 127

**Q3a. Exposure to harmful content - TikTok**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 1 (n)	Wave 2 (o)	Wave 1 (p)	Wave 2 (q)	Wave 1 (r)	Wave 2 (s)	Wave 1 (t)	Wave 2 (u)	Wave 1 (v)	Wave 2 (w)	Wave 1 (x)	Wave 2 (y)	Wave 1 (z)
Unweighted base	95	106	70	84	30	33	16	48	44	18	395	387	116	133	134	148	76	88	66	75	360	353				
Weighted base	69	69	56*	73	25**	31**	16**	43*	39*	18**	318	336	68	85	96	119	60	81	45*	55*	280	286				
Effective base	68	71	47	61	25	29	13	39	38	14	301	298	75	85	101	107	61	67	46	50	263	263				
Yes	16 24%	21 31%	8 13%	5 7%	3 12%	5 16%	3 16%	5 13%	5 12%	3 14%	69 22%	86 25%	24 35%	22 26%	29 30%	37 31%	21 35%	25 31%	12 26%	20 37%	62 22%	62 22%				
No	52 75%	45 66%	46 81%	67 93%	22 88%	25 81%	10 65%	34 81%	33 85%	13 70%	236 74%	243 72%	41 61%	60 71%	61 64%	79 66%	35 58%	54 66%	31 69%	33 60%	212 76%	218 76%				
Don't know	1 2%	2 3%	3 5%	* *	- -	1 4%	3 18%	3 7%	1 3%	3 16%	13 4%	8 2%	2 4%	3 3%	6 7%	3 2%	4 7%	3 3%	2 5%	1 2%	6 2%	6 2%				

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 128

**Q3a. Exposure to harmful content - TikTok**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	237	230	186	291	505	512	463	455	516	522	467	470	360	354	229	207	209	211	116	99	102	90	157	148
Weighted base	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47
Effective base	182	181	124	203	372	376	340	329	379	383	341	339	251	243	156	125	139	125	68	46	82	59	132	97
Yes	44 23%	52 25%	29 23%	56 26%	93 25%	104 25%	86 26%	95 27%	95 24%	108 26%	88 25%	100 27%	76 31%	83 32%	36 31%	42 36%	28 27%	37 35%	18 36%	14 49%	11 33%	7 36%	18 34%	15 33%
No	138 72%	152 73%	96 74%	152 71%	269 71%	297 72%	233 70%	250 71%	280 72%	303 72%	247 71%	263 71%	161 65%	166 65%	75 64%	72 62%	69 67%	65 62%	31 61%	15 50%	19 60%	12 61%	34 63%	31 66%
Don't know	10 5%	5 2%	4 3%	5 3%	15 4%	11 3%	15 5%	8 2%	15 4%	11 2%	14 4%	9 2%	11 5%	8 3%	5 4%	3 2%	6 6%	3 3%	2 3%	*	2 7%	1 3%	2 4%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 129

**Q3a. Exposure to harmful content - TikTok**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	228	261	281	256	300	300	216	222
Weighted base	151	192	235	225	207	212	182	210
Effective base	156	174	220	205	216	205	165	180
Yes	95 62%	108 56%	-	-	51 25%	63 30%	44 24%	45 22%
No	51 33%	82 43%	229 98%	221 98%	145 70%	142 67%	134 74%	161 77%
Don't know	6 4%	2 1%	6 2%	4 2%	11 5%	7 3%	5 3%	3 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 130

**Q3a. Exposure to harmful content - Facebook**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1055	1043	566	547	489	491	300	303	309	308	204	217	237	207	609	611	441	424	83	73	972	970	141	109	204	219
Weighted base	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185
Effective base	816	842	422	427	402	415	226	238	248	251	156	178	184	170	474	488	340	348	65	69	754	777	109	85	150	167
Yes	143 14%	181 18%a	87 18%	90 19%	56 10%	87 16%e	39 14%	51 18%	52 17%	54 19%	24 11%	40 18%	27 12%	33 15%	91 16%	105 18%	51 11%	74 17%q	13 19%	18 28%	130 13%	163 17%u	22 17%	40 32%w	36 19%	46 25%
No	869 84%b	814 80%	388 81%	382 79%	480 87%f	430 81%	237 85%	224 80%	241 80%	229 79%	187 87%l	169 77%	201 86%	187 84%	478 82%	452 80%	387 87%r	356 81%	53 79%	41 65%	816 85%	773 81%	101 80%x	80 64%	142 77%	138 74%
Don't know	21 2%	24 2%	6 1%	11 2%	15 3%	13 2%	4 2%	5 2%	7 2%	6 2%	3 2%	10 4%	7 3%	3 1%	11 2%	11 2%	10 2%	12 3%	1 2%	4 7%	20 2%	20 2%	4 3%	6 5%	7 4%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 131

**Q3a. Exposure to harmful content - Facebook**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	178	202	178	180	134	122	106	95	31	43	271	260	137	138	876	868	168	167	298	319	138	166	171	179	722	690
Weighted base	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681
Effective base	134	155	138	147	112	110	91	87	28	36	225	229	115	120	698	721	110	115	232	264	109	139	132	144	559	554
Yes	31 19%	36 21%	23 13%	26 14%	9 7%	9 7%	9 8%	5 5%	- -	1 1%	18 6%	15 5%	9 5%	5 3%	117 13%	146 16%	25 20%	34 27%	42 14%	67 22% <sub>s</sub>	26 19%	40 24%	22 13%	35 21%	96 14%	106 16%
No	137 81%	130 76%	159 86%	151 84%	124 91%	121 91%	103 90%	96 94%	51 100%	57 99%	279 92%	274 94%	154 93%	153 96%	760 85%	721 81%	100 78%	87 70%	244 84% <sub>t</sub>	232 75%	106 79%	118 71%	143 85%	132 77%	605 85%	562 83%
Don't know	* *	6 3% <sub>a</sub>	3 2%	3 2%	3 2%	2 2%	2 2%	1 1%	- -	- -	6 2%	4 1%	2 1%	1 1%	17 2%	21 2%	3 2%	3 2%	6 2%	9 3%	2 2%	8 5%	3 2%	3 2%	10 1%	12 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 132

**Q3a. Exposure to harmful content - Facebook**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	671	630	298	412	974	949	714	699	467	470	1055	1043	433	422	267	232	248	246	125	110	120	106	183	172
Weighted base	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58
Effective base	541	539	211	304	748	760	540	541	341	339	816	842	305	301	181	143	171	153	74	53	93	64	151	116
Yes	77 11%	86 13%	53 20%	95 27% <sup>c</sup>	138 15%	177 20% <sup>e</sup>	112 18%	142 23% <sup>g</sup>	74 21%	113 31% <sup>i</sup>	143 14%	181 18% <sup>k</sup>	79 24%	101 30%	41 27%	47 34%	36 27%	41 31%	23 40%	18 47%	16 37%	9 30%	23 35%	19 32%
No	607 87%	570 85%	207 77%	244 70%	781 84% <sup>f</sup>	708 78%	490 79%	461 75%	266 76% <sup>j</sup>	248 67%	869 84% <sup>l</sup>	814 80%	242 73%	224 66%	106 69%	86 63%	95 71%	91 68%	33 57%	18 49%	25 58%	21 68%	42 62%	38 66%
Don't know	11 2%	14 2%	9 3%	10 3%	15 2%	20 2%	18 3%	15 2%	10 3%	10 3%	21 2%	24 2%	12 4%	12 3%	6 4%	4 3%	3 2%	1 1%	2 4%	1 3%	2 5%	* 1%	2 3%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 133

**Q3a. Exposure to harmful content - Facebook**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	295	333	749	695	478	499	577	544
Weighted base	225	263	800	742	409	426	623	593
Effective base	206	237	608	593	358	371	463	472
Yes	143 63%	181 69%	-	-	69 17%	103 24% <sup>e</sup>	74 12%	79 13%
No	77 34%	78 30%	791 99%	736 99%	331 81% <sup>f</sup>	310 73%	538 86%	504 85%
Don't know	5 2%	4 2%	9 1%	6 1%	9 2%	13 3%	12 2%	11 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 134

**Q3a. Exposure to harmful content - Snapchat**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	471	449	282	233	189	212	148	150	141	138	91	81	86	76	289	288	177	157	84	71	387	378	117	85	112	122		
Weighted base	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86		
Effective base	336	323	191	155	151	169	101	106	105	99	65	58	61	58	206	204	127	116	65	67	271	259	88	65	75	82		
Yes	40	48	26	27	14	20	15	19	13	16	6	5	3	6	28	35	9	12	12	14	27	34	8	18	9	10		
	11%	13%	14%	17%	8%	10%	14%	17%	12%	15%	9%	8%	4%	9%	13%	16%	6%	8%	19%	23%	9%	11%	9%	20%w	11%	12%		
No	304	301	143	123	161	175	83	89	94	88	64	60	61	62	176	177	125	122	52	46	252	256	85	64	66	76		
	83%	84%	80%	79%	87%	88%	79%	80%	84%	82%	87%	89%	88%	89%	81%	81%	88%	89%	80%	74%	84%	86%	89% <sub>x</sub>	73%	81%	88%		
Don't know	21	11	10	6	11	5	8	3	4	4	3	2	5	2	12	7	9	4	1	2	20	9	3	6	7	*		
	6%	3%	6%	4%	6%	2%	7%	3%	4%	3%	4%	3%	8%	2%	6%	3%	6%	3%	1%	3%	7% <sub>v</sub>	3%	3%	7%	8% <sub>z</sub>	*		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 135

**Q3a. Exposure to harmful content - Snapchat**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(k)	(l)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	83	95	53	52	15	17	22	24	336	320	130	126	119	118	68	71	59	59	326	312
Weighted base	59	62	42*	39*	15**	16**	21**	24**	278	278	83	81	92	95	57	64	44*	45*	254	252
Effective base	59	63	33	33	12	15	17	19	248	242	85	80	85	83	51	53	40	37	232	229
Yes	7 12%	4 7%	3 7%	2 5%	-	-	-	-	28 10%	33 12%	11 14%	14 18%	11 12%	16 17%	8 13%	10 16%	6 14%	8 19%	25 10%	27 11%
No	49 83%	55 90%	35 85%	37 95%	13 91%	16 100%	17 79%	24 100%	237 85%	238 86%	64 77%	62 78%	76 82%	78 82%	48 84%	52 82%	35 80%	37 81%	218 86%	217 86%
Don't know	3 5%	2 4%	3 8%	* 1%	1 9%	-	4 21%	* *	13 5%	7 2%	8 9%	4 5%	5 6%	2 2%	1 2%	2 2%	3 6%	-	11 4%	7 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 136

**Q3a. Exposure to harmful content - Snapchat**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	202	179	183	269	459	431	437	408	360	354	433	422	471	449	228	190	192	191	124	102	105	89	153	134
Weighted base	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Effective base	148	139	123	186	326	309	308	292	251	243	305	301	336	323	152	111	122	110	73	49	81	59	128	86
Yes	12 7%	15 9%	15 12%	33 17%	39 11%	48 14%	36 11%	44 14%	33 13%	43 17%	36 11%	47 14%	40 11%	48 13%	24 20%	29 28%	17 19%	27 30%q	14 24%	12 38%	9 25%	6 31%	10 19%	8 22%
No	151 88%	146 88%	100 79%	155 80%	294 83%	282 83%	274 84%	262 83%	204 82%	205 80%	279 84%	279 83%	304 83%	301 84%	88 74%	70 68%	72 78%	61 68%	39 69%	19 60%	21 61%	13 67%	38 73%	30 77%
Don't know	9 5%	6 4%	12 9% <sup>d</sup>	5 2%	21 6%	11 3%	18 5%	10 3%	11 4%	9 4%	18 5%	10 3%	21 6%	11 3%	7 6%	5 4%	3 3%	2 2%	4 7%	* 1%	5 13% <sup>v</sup>	* 2%	4 8% <sup>x</sup>	* 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 137

**Q3a. Exposure to harmful content - Snapchat**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	213	230	247	214	276	281	195	168
Weighted base	137	163	220	193	197	201	168	159
Effective base	149	152	185	168	192	191	145	134
Yes	40 29%	48 30%	-	-	29 15%	32 16%	11 7%	16 10%
No	91 66%	111 68%	214 97%	191 99%	156 79%	163 81%	148 88%	139 87%
Don't know	6 5%	4 2%	7 3%	2 1%	13 6%	6 3%	8 5%	4 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 138

**Q3a. Exposure to harmful content - Twitch**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	297	255	226	177	71	76	107	93	84	76	52	48	52	36	191	169	104	84	46	39	251	216	58	41	90	76
Weighted base	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*
Effective base	208	163	158	111	52	51	77	61	61	46	34	30	36	25	138	106	70	55	31	37	178	126	43	25	63	47
Yes	18 10%	28 17%a	15 12%	19 18%	3 6%	9 17%	5 8%	13 23%g	7 13%	12 25%	4 11%	1 4%	2 5%	*	11 10%	25 24%o	5 8%	2 3%	3 8%	10 26%	15 11%	18 15%	3 11%	11 34%	7 14%	5 12%
No	151 86%	127 79%	106 85%	84 77%	44 88%	42 81%	50 85%	42 73%	43 84%	34 73%	29 86%	25 88%	28 92%	26 98%	93 85%p	76 73%	57 89%	51 93%	30 92%t	25 68%	121 84%	102 82%	27 84%	22 66%	43 80%	34 83%
Don't know	7 4%	6 4%	4 3%	5 5%	3 6%	1 2%	4 7%	3 5%	2 3%	1 2%	1 3%	2 8%	1 2%	*	6 5%	4 3%	2 3%	2 4%	- -	2 6%	7 5%	4 3%	2 5%	- -	3 7%	2 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 139

**Q3a. Exposure to harmful content - Twitch**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)
Unweighted base	65	63	33	32	206	173	89	80	72	66	38	39	38	34	213	175
Weighted base	40*	32*	16**	16**	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
Effective base	47	38	23	18	147	117	63	45	49	40	27	26	23	18	151	117
Yes	4 10%	2 5%	* 3%	1 3%	15 11%	21 17%	3 8%	7 18%	4 9%	8 19%	3 11%	5 17%	1 4%	5 26%	13 10%	15 14%
No	34 85%	29 89%	15 93%	15 93%	114 85%	95 79%	35 87%	30 76%	36 87%	32 78%	21 89%	23 80%	21 94%	13 74%	112 87%	93 83%
Don't know	2 5%	2 5%	1 4%	1 3%	5 4%	4 3%	2 5%	2 6%	2 4%	1 3%	-	1 4%	1 2%	-	4 3%	4 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 140

**Q3a. Exposure to harmful content - Twitch**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	135	90	115	164	295	250	268	226	229	207	267	232	228	190	297	255	174	163	114	99	102	85	136	115
Weighted base	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
Effective base	103	62	77	103	206	160	186	140	156	125	181	143	152	111	208	163	118	88	66	46	78	60	115	72
Yes	10 11%	11 16%	6 10%	17 18%	17 10%	28 17% <sup>e</sup>	13 9%	25 18% <sup>g</sup>	14 12%	25 21% <sup>i</sup>	16 11%	27 20% <sup>k</sup>	15 13%	25 24% <sup>m</sup>	18 10%	28 17% <sup>o</sup>	11 14%	22 30% <sup>q</sup>	9 18%	10 34%	7 22%	4 26%	8 19%	6 20%
No	77 86%	55 80%	43 80%	71 77%	151 86%	125 79%	128 86%	106 79%	97 84%	88 76%	130 85%	105 77%	97 81%	75 72%	151 86%	127 79%	60 80% <sup>r</sup>	50 66%	36 75%	18 60%	22 67%	12 68%	33 75%	22 73%
Don't know	3 3%	2 3%	5 9%	4 5%	7 4%	6 4%	7 5%	4 3%	5 4%	4 3%	7 5%	4 3%	7 6%	4 3%	7 4%	6 4%	4 6%	3 4%	3 6%	2 6%	4 11%	1 6%	3 6%	2 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 141

**Q3a. Exposure to harmful content - Twitch**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	144	154	148	98	196	186	101	69
Weighted base	72	87	103	73	111	105	65	56
Effective base	98	91	110	70	134	113	74	51
Yes	18 25%	28 32%	-	-	12 11%	18 17%	6 10%	10 18%
No	49 69%	55 63%	101 99%	72 100%	93 84%	81 78%	58 89%	46 81%
Don't know	5 7%	4 5%	2 1%	* *	6 6%	6 5%	1 2%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 142

**Q3a. Exposure to harmful content - Bitchute**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Gender - Male		Gender - Female		SEG AB	SEG C1		SEG C2		SEG ABC1		SEG C2DE		Age - 18+		Age - 25-34		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (g)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)		
Unweighted base	131	119	99	76	32	42	41	45	40	24	28	86	75	45	44	131	119	47
Weighted base	51	37	35	23*	16**	15**	15*	19*	13**	10**	10**	33	21*	17*	16**	51	37	19*
Effective base	96	74	72	46	25	28	30	30	25	20	18	60	47	36	28	96	74	36
Yes	9 17%	4 11%	8 22%	3 15%	1 5%	1 5%	2 16%	2 12%	1 11%	1 14%	1 8%	5 14%	3 13%	4 22%	1 9%	9 17%	4 11%	3 19%
No	37 72%	31 84%	23 66%	17 77%	14 87%	14 94%	10 68%	14 78%	11 89%	8 79%	9 85%	24 73%	18 85%	12 70%	13 82%	37 72%	31 84%	12 66%
Don't know	6 11%	2 5%	4 12%	2 8%	1 8%	* 1%	2 16%	2 10%	- -	1 7%	1 8%	4 13%	1 2%	1 7%	1 9%	6 11%	2 5%	3 15%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Table 143  
**Q3a. Exposure to harmful content - Bitchute**  
**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**  
**Base: All respondents who have used ... in the past 3 months**  
**Bitchute**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	37	76	70	53	48	93	76	
Weighted base	16**	30	26*	19*	11*	38	26*	
Effective base	24	54	46	40	30	67	48	
Yes	3 17%	5 15%	2 7%	4 20%	2 20%	4 10%	2 7%	
No	12 73%	21 71%	22 86%	14 73%	9 78%	31 80%	22 86%	
Don't know	1 9%	4 14%	2 7%	1 7%	* 1%	4 9%	2 7%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 144

**Q3a. Exposure to harmful content - Bitchute**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	53	47	77	71	130	117	117	103	102	90	120	106	105	89	102	85	102	86	89	73	131	119	87	75
Weighted base	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
Effective base	40	36	57	47	95	73	90	63	82	59	93	64	81	59	78	60	87	55	69	69	96	74	78	69
Yes	3 11%	1 5%	6 22%	3 21%	8 16%	4 10%	8 19%	4 12%	7 22%	3 17%	9 20%	4 13%	7 22%	4 20%	7 22%	4 24%	7 24%	4 19%	7 25%	3 28%	9 17%	4 11%	6 26%	3 27%
No	20 83%	20 89%	16 62%	11 76%	37 73%	31 84%	28 68%	23 83%g	21 64%	16 80%i	29 69%	25 83%	22 66%	15 76%	22 66%	15 71%	20 64%	15 77%	17 61%	8 66%	37 72%	31 84%	14 62%	8 69%
Don't know	1 6%	1 6%	4 16%	1 3%	6 11%	2 5%	6 13%	1 5%	4 14%j	1 3%	5 12%	1 5%	4 13%	1 3%	4 13%	1 5%	4 12%	1 4%	4 14%	1 7%	6 11%	2 5%	3 12%	1 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 145

**Q3a. Exposure to harmful content - Bitchute**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	73	69	54	49	95	93	36	26
Weighted base	23	15*	27*	22*	35	26	16**	11**
Effective base	60	47	40	35	72	58	25	18
Yes	9 37%	4 27%	-	-	6 18%	4 14%	2 14%	* 4%
No	12 51%	10 65%	25 93%	21 97%	24 69%	21 79%	12 80%	10 94%
Don't know	3 12%	1 8%	2 7%	1 3%	5 13%	2 6%	1 6%	* 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 146

**Q3a. Exposure to harmful content - OnlyFans**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Wave 1		Wave 2		Gender - Male		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	198	179	173	139	63	59	59	56	33	32	42	32	122	115	75	64	198	179	40	67	61				
Weighted base	76	62	67	53	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	76	62	13*	25	20*				
Effective base	162	122	142	98	48	39	48	37	29	22	37	24	96	76	66	46	162	122	34	58	41				
Yes	12	9	11	8	2	2	4	4	2	2	4	1	6	6	6	3	12	9	3	4	4				
	16%	15%	17%	15%	9%	9%	17%	24%	19%	21%	22%	6%	13%	16%	21%	13%	16%	15%	20%	15%	21%				
No	59	52	51	44	19	18	19	14	9	8	13	11	38	32	22	20	59	52	10	19	16				
	78%	83%	77%	83%	80%	85%	82%	76%	71%	79%	77%	93%	81%	81%	74%	87%	78%	83%	76%	76%	78%				
Don't know	4	1	4	1	3	1	*	*	1	-	*	*	3	1	1	*	4	1	1	2	*				
	6%	2%	6%	2%	11%	5%	2%	1%	9%	-	2%	1%	6%	3%	5%	1%	6%	2%	4%	9%	1%				

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 147

**Q3a. Exposure to harmful content - OnlyFans**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 1	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted base	47	52	36	131	124	65	54	53	50	23	33		132	119
Weighted base	19*	19*	14**	54	50	21	13*	21*	15*	10**	12**		51	44
Effective base	40	39	28	109	90	52	34	42	35	19	26		110	81
Yes	3 16%	2 12%	3 19%	7 13%	7 15%	5 25%	2 16%	5 26%	3 17%	1 15%	4 28%		5 9%	6 13%
No	14 77%	16 83%	11 79%	43 81%	42 84%	15 71%	10 78%	15 72%	12 83%	8 83%	8 67%		42 84%	38 86%
Don't know	1 8%	1 5%	* 1%	4 7%p	1 1%	1 4%	1 6%	1 2%	* 1%	* 3%	1 4%		3 7%	* 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 148

**Q3a. Exposure to harmful content - OnlyFans**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	102	82	95	96	195	176	183	165	157	148	183	172	153	134	136	115	129	118	90	81	87	75	198	179
Weighted base	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62
Effective base	87	66	75	59	160	120	156	111	132	97	151	116	128	86	115	72	108	84	80	69	78	69	162	122
Yes	5 11%	5 13%	7 23%	4 17%	12 16%	9 15%	10 16%	9 17%	9 16%	9 20%	10 15%	9 16%	9 18%	8 20%	8 19%	7 25%	7 18%	6 23%	7 28%	3 24%	7 30%	3 28%	12 16%	9 15%
No	38 86%	32 84%	21 67%	20 81%	58 78%	51 83%	52 78%	44 81%	42 77%	37 79%	54 79%	48 82%	39 75%	30 78%	32 72%	21 71%	29 73%	20 75%	16 61%	10 67%	13 58%	8 69%	59 78%	52 83%
Don't know	1 3%	1 3%	3 10% <sup>d</sup>	* 1%	4 6%	1 2%	4 7%	1 2%	4 7% <sup>ej</sup>	* 1%	4 7%	1 2%	4 8% <sup>n</sup>	* 1%	4 9%	1 4%	4 9%	1 2%	3 11%	1 9%	3 12%	* 3%	4 6%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 149

**Q3a. Exposure to harmful content - OnlyFans**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	105	106	88	73	127	130	71	49
Weighted base	37	31	37	32	44	40	32	22*
Effective base	83	68	76	55	107	87	58	37
Yes	12 33%	9 30%	-	-	8 18%	8 20%	4 14%	1 6%
No	22 60%	20 66%	37 98%	32 100%	34 76%	31 78%	26 81%	20 93%
Don't know	3 7%	1 4%	1 2%	-	3 6%	1 2%	2 5%	* 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 150

**Q3a. Exposure to harmful content - Vimeo**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	268	263	203	177	65	84	109	109	75	80	44	47	40	26	184	189	84	73	30	37	238	226	46	33	70	67		
Weighted base	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*		
Effective base	179	166	141	110	44	55	73	73	48	49	32	29	26	14	121	122	58	44	22	34	157	132	31	17	46	38		
Yes	15	14	13	11	2	3	8	6	4	6	1	2	2	*	12	12	3	2	4	4	11	10	3	5	3	3		
	10%	10%	13%	11%	4%	7%	12%	10%	9%	13%	5%	8%	10%	2%	11%	11%	7%	6%	22%	12%	8%	9%	12%	26%	7%	12%		
No	130	131	85	83	45	46	54	55	37	41	21	23	19	10	90	97	40	33	14	27	116	104	23	14	33	26		
	86%	87%	82%	86%	94%	91%	83%	86%	87%	85%	89%	92%	86%	96%	85%	85%	88%	93%	75%	79%	87%	90%	88%	72%	89%	87%		
Don't know	7	4	6	3	1	1	3	3	1	1	1	-	1	*	4	4	2	*	*	3	6	1	*	*	1	*		
	4%	3%	6%	3%	1%	3%	5%	4%	3%	2%	6%	-	4%	3%	4%	4%	5%	1%	3%	9%	5%	1%	1%	2%	3%	1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 151

**Q3a. Exposure to harmful content - Vimeo**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64	Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	56	63	47	40	15	19	23	179	177	87	85	58	77	30	43	30	44	194	174
Weighted base	29*	29*	26*	20**	12**	14**	19**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98
Effective base	38	35	32	24	9	12	19	123	117	55	50	37	49	20	28	15	26	131	114
Yes	4 13%	2 6%	2 6%	* 1%	-	-	-	10 9%	8 8%	4 10%	5 14%	4 14%	5 12%	3 17%	3 12%	4 26%	4 15%	8 7%	7 7%
No	24 82%	27 93%	23 88%	19 97%	11 92%	13 89%	19 100%	95 87%	100 90%	35 83%	31 81%	23 78%	37 86%	14 78%	24 88%	9 66%	19 82%	102 90%	88 90%
Don't know	2 5%	* 1%	2 6%	* 2%	1 8%	2 11%	-	4 3%	2 2%	3 7%	2 5%	2 8%	1 2%	1 5%	* *	1 8%	1 3%	4 3%	3 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 152

**Q3a. Exposure to harmful content - Vimeo**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	123	99	114	163	265	259	240	239	209	211	248	246	192	191	174	163	268	263	116	105	102	86	129	118
Weighted base	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
Effective base	91	68	66	98	176	164	155	148	139	125	171	153	122	110	118	88	179	166	61	51	87	55	108	84
Yes	5 6%	6 9%	6 11%	8 10%	15 10%	14 9%	14 11%	12 9%	13 13%	14 14%	15 11%	14 11%	14 15%	14 16%	12 16%	13 18%	15 10%	14 10%	12 23%	5 15%	7 21%	3 16%	8 20%	5 19%
No	71 91%	59 90%	45 82%	72 86%	128 86%	130 88%	108 84%	113 87%	85 82%	87 82%	113 84%	114 86%	73 80%	72 80%	58 78%	58 77%	130 86%	131 87%	37 73%	27 82%	21 68%	15 80%	29 73%	21 78%
Don't know	3 3%	1 1%	3 6%	4 4%	7 4%	4 3%	7 5%	4 3%	6 5%	4 4%	6 5%	4 3%	5 5%	4 4%	5 6%	4 5%	7 4%	4 3%	2 4%	1 3%	4 12%	1 4%	3 8%	1 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 153

**Q3a. Exposure to harmful content - Vimeo**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	128	143	135	119	169	178	99	85
Weighted base	61	67	89	82	85	86	67	63
Effective base	80	83	97	84	119	105	66	63
Yes	15 25%	14 21%	-	-	10 12%	11 12%	5 8%	4 6%
No	42 69%	49 73%	87 98%	81 100%	71 84%	74 85%	59 88%	57 91%
Don't know	4 6%	4 6%	2 2%	* *	4 5%	2 3%	3 4%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 154

**Q3a. Exposure to harmful content - Fruitlab**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2	SEG ABC1		SEG C2DE	Age - 13-17		Age - 18+		Age - 18-24	Age - 25-34
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)
Unweighted base	130	111	97	73	33	37	48	39	38	39	23	86	78	44	18	13	112	98	26	40
Weighted base	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	46*	29*	18**	13**	13**	50	25*	12**	17**
Effective base	71	54	58	36	20	18	28	22	18	17	15	45	38	30	13	12	58	47	15	24
Yes	9	4	7	2	2	2	3	1	2	2	2	5	4	4	2	1	7	3	1	3
	14%	11%	18%	8%	8%	15%	12%	9%	11%	15%	18%	12%	12%	20%	12%	11%	14%	11%	7%	16%
No	48	32	28	19	20	12	19	11	15	13	8	34	24	14	11	11	36	20	9	10
	75%	84%	71%	84%	81%	84%	78%	81%	72%	84%	76%	75%	83%	76%	88%	89%	72%	82%	80%	59%
Don't know	7	2	4	2	3	*	3	1	4	*	1	6	1	1	-	-	7	2	2	4
	11%	5%	11%	7%	11%	1%	10%	9%	17%	1%	5%	13%	5%	4%	-	-	14%	7%	13%	24%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 155

**Q3a. Exposure to harmful content - Fruitlab**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	32	71	61	58	48	26	29	93	73	
Weighted base	15**	39*	24**	23*	13**	12**	11**	47	24*	
Effective base	20	37	30	38	25	12	13	52	36	
Yes	3 21%	4 11%	2 10%	4 17%	2 13%	2 17%	2 19%	5 10%	2 7%	
No	12 76%	32 82%	20 86%	15 66%	11 80%	8 64%	8 79%	38 81%	22 89%	
Don't know	1 4%	3 7%	1 4%	4 17%	1 7%	2 19%	* 1%	4 9%	1 4%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 156  
**Q3a. Exposure to harmful content - Fruitlab**  
**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**  
**Base: All respondents who have used ... in the past 3 months**  
**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	35		76	87	128	110	124	109	116	99	125	110	124	102	114	99	116	105	130	111	89	73	90	81
Weighted base	17**		33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14
Effective base	19		39	42	69	53	66	54	68	46	74	53	73	49	66	46	61	51	71	54	69	69	80	69
Yes	2 11%		5 16%	4 13%	9 14%	4 11%	8 14%	4 12%	8 16%	4 14%	8 15%	4 11%	8 15%	4 13%	7 15%	4 14%	9 18%	4 12%	9 14%	4 11%	6 22%	3 24%	6 22%	3 20%
No	12 67%		24 74%	24 85%	46 75%	31 84%	43 74%	29 83%	38 76%	25 83%	42 74%	31 84%	41 73%	27 84%	35 71%	25 81%	37 74%	28 84%	48 75%	32 84%	18 64%	8 69%	18 68%	10 69%
Don't know	4 22%		3 9%	1 3%	7 11%	2 5%	7 11%	2 5%	4 8%	1 3%	7 12%	2 5%	7 12%	1 3%	7 14%	2 6%	4 9%	1 3%	7 11%	2 5%	4 14%	1 7%	3 10%	2 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 157

**Q3a. Exposure to harmful content - Fruitlab**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)
Unweighted base	80	76	46	34	100	89	30
Weighted base	34*	26*	29**	11**	46	30*	18**
Effective base	47	36	26	18	63	42	13
Yes	9 27%	4 16%	-	-	7 15%	4 13%	2 10%
No	21 64%	20 78%	26 90%	11 100%	32 71%	25 84%	15 86%
Don't know	3 9%	2 6%	3 10%	-	6 14%	1 3%	1 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 158

**Q3a. Exposure to harmful content - NET: Any VSP**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Yes	249 20%	293 24%a	136 22%	146 24%	112 18%	142 22%	74 22%	94 28%	89 24%	82 22%	42 16%	57 22%	42 15%	53 19%	163 23%	176 25%	83 15%	111 21%q	31 35%	37 42%	218 19%	256 22%	41 29%	62 44%w	58 27%	70 33%		
No	994 79%b	933 75%	473 76%	451 74%	521 81%	481 76%	266 78%	239 71%	277 75%	281 77%	212 81%	192 75%	235 84%	218 79%	544 76%	520 74%	447 83%r	410 77%	57 64%	48 55%	937 80%	885 77%	100 70%x	77 54%	155 72%	141 67%		
Don't know	16 1%	16 1%	9 1%	8 1%	7 1%	8 1%	2 1%	3 1%	5 1%	2 1%	7 3%	7 3%	3 1%	4 1%	6 1%	5 1%	10 2%	11 2%	1 1%	2 2%	15 1%	14 1%	2 1%	3 2%	2 1%	1 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 159

**Q3a. Exposure to harmful content - NET: Any VSP**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Yes	54 26%	61 30%	37 17%	40 18%	13 7%	17 10%	13 9%	6 4%	2 3%	1 2%	28 7%	24 6%	15 7%	7 3%	197 18%	233 22%	49 31%	58 38%	73 21%	103 28% <sub>s</sub>	44 27%	67 35%	32 15%	48 24% <sub>w</sub>	166 19%	179 21%
No	149 73%	135 67%	181 82%	177 81%	161 92%	154 89%	121 87%	130 95%	70 97%	70 98%	352 91%	355 93%	192 91%	200 96%	874 81%	831 77%	106 67%	93 61%	275 78% <sub>t</sub>	254 70%	115 71%	119 62%	173 83%	150 75%	693 80%	650 78%
Don't know	2 1%	6 3%	3 2%	2 1%	2 1%	1 1%	5 3%	1 1%	-	-	6 2%	3 1%	5 2%	1 1%	13 1%	16 1%	2 1%	1 *	4 1%	8 2%	2 1%	6 3%	3 2%	2 1%	7 1%	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 160

**Q3a. Exposure to harmful content - NET: Any VSP**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Yes	135 16%	147 18%	83 27%	147 36% <sup>c</sup>	243 21%	284 25% <sup>e</sup>	194 28%	227 33%	151 39%	192 46%	225 22%	263 26%	137 37%	163 45% <sup>m</sup>	72 41%	87 54% <sup>o</sup>	61 40%	67 45%	34 53%	26 69%	23 45%	15 41%	37 49%	31 49%
No	721 83%	678 81%	215 71% <sup>d</sup>	256 63%	900 78% <sup>f</sup>	822 73%	490 71%	450 66%	235 60%	225 53%	800 78% <sup>l</sup>	742 73%	220 60%	193 54%	103 58% <sup>p</sup>	73 45%	89 59%	82 55%	29 46%	11 30%	27 53%	22 58%	37 49%	32 51%
Don't know	12 1%	11 1%	4 1%	6 1%	14 1%	12 1%	7 1%	6 1%	4 1%	4 1%	7 1%	14 1%	8 2%	4 1%	1 1%	2 1%	1 1%	*	1 1%	*	1 2%	*	1 1%	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 161

**Q3a. Exposure to harmful content - NET: Any VSP**

**Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Yes	249 100%	293 100%	-	-	116 25%	166 33% <sup>e</sup>	132 17%	127 17%
No	-	-	994 100%	933 100%	340 74% <sup>f</sup>	326 65%	654 82%	608 82%
Don't know	-	-	-	-	4 1%	8 2%	13 2%	8 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 162  
**Q3b. Likeliness to come across harms - NET: Likely summary**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Facebook	344 27%	383 31%	187 30%	191 31%	157 25%	190 30%	97 28%	102 30%	112 30%	114 31%	62 24%	88 34%k	71 26%	73 27%	209 29%	216 31%	134 25%	160 30%	34 39%	36 41%	310 26%	347 30%	54 38%	72 51%	84 39%	95 45%		
YouTube	296 23%	360 29%a	156 25%	175 29%	139 22%	184 29%e	87 25%	105 31%	90 24%	107 29%	58 22%	79 31%	60 21%	61 22%	177 25%	212 30%o	118 22%	140 26%	31 35%	42 48%	265 23%	317 27%u	43 30%	55 39%	69 32%	77 36%		
TikTok	183 15%	217 17%	90 15%	96 16%	93 14%	120 19%	59 17%	66 20%	54 15%	70 19%	34 13%	46 18%	35 13%	32 12%	113 16%	136 19%	70 13%	78 15%	36 41%	37 43%	146 13%	180 16%	39 27%	49 34%	43 20%	53 25%		
Instagram	182 14%	204 16%	92 15%	84 14%	90 14%	119 19%e	60 18%	64 19%	56 15%	61 17%	30 12%	38 15%	33 12%	37 13%	116 16%	126 18%	63 12%	74 14%	23 26%	29 34%	159 14%	175 15%	37 26%	55 39%w	55 25%	49 23%		
Snapchat	107 9%	124 10%	57 9%	60 10%	50 8%	63 10%	39 11%	41 12%	33 9%	36 10%	19 7%	19 7%	16 6%	26 9%	72 10%	76 11%	35 7%	45 8%	27 31%	29 33%	80 7%	96 8%	17 12%	32 22%w	33 15%	27 13%		
Twitch	48 4%	63 5%	38 6%	38 6%	10 2%	25 4%e	17 5%	26 8%	14 4%	19 5%	11 4%	13 5%	7 2%	5 2%	31 4%	45 6%	17 3%	18 3%	9 10%	19 22%g	40 3%	44 4%	6 4%	20 14%w	19 9%	12 6%		
Vimeo	43 3%	53 4%	31 5%	31 5%	12 2%	21 3%	19 6%	20 6%	11 3%	21 6%	8 3%	9 3%	5 2%	2 1%	30 4%	40 6%	13 2%	11 2%	8 9%	16 18%	35 3%	37 3%	7 5%	10 7%	12 6%	9 4%		
OnlyFans	26 2%	23 2%	22 4%	19 3%	4 1%	4 1%	8 2%	8 2%	9 2%	6 2%	5 2%	6 2%	5 2%	2 1%	16 2%	15 2%	9 2%	8 2%	-	-	26 2%	23 2%	5 3%	3 2%	9 4%	8 4%		
Fruitleab	25 2%	18 1%	17 3%	11 2%	8 1%	7 1%	11 3%	8 2%	6 2%	6 2%	4 2%	3 1%	3 1%	1 *	18 3%	14 2%	8 1%	3 1%	5 6%	7 8%	20 2%	11 1%	3 2%	2 1%	8 4%	4 2%		
Bitcute	20 2%	12 1%	15 2%	9 1%	5 1%	4 1%	8 2%	4 1%	4 1%	4 1%	3 1%	3 1%	5 2%	2 1%	13 2%	8 1%	8 1%	5 1%	-	-	20 2%	12 1%	3 2%	2 1%	7 3%	4 2%		
None of the above	766 61%b	696 56%	358 58%	341 56%	408 64%f	352 56%	208 61%	186 55%	206 55%	199 55%	163 63%	142 55%	185 66%	167 61%	413 58%	385 55%	349 65%	309 58%	33 37%	29 33%	733 63%v	667 58%	59 41%	49 35%	102 48%	83 39%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 163

**Q3b. Likelihood to come across harms - NET: Likely summary**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

Base: All respondents who have used ... in the past 3 months

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Facebook	64 32%	89 44%a	55 25%	49 23%	27 16%	24 14%	17 12%	16 11%	7 10%	3 4%	52 13%	43 11%	24 12%	19 9%	282 26%	308 29%	60 38%	74 49%	98 28%	118 32%	49 30%	78 40%	55 27%	60 30%	237 27%	253 30%
YouTube	59 29%	79 39%a	44 20%	59 27%	27 15%	30 18%	14 10%	13 10%	10 13%	4 6%	51 13%	48 13%	24 11%	17 8%	235 22%	282 26%o	56 36%	73 48%q	79 22%	118 32%r	43 26%	77 40%u	38 18%	60 30%w	206 24%	228 27%
TikTok	34 17%	42 21%	17 8%	21 10%	7 4%	12 7%	6 5%	3 2%	-	-	14 4%	15 4%	6 3%	3 1%	141 13%	171 16%	40 25%	45 30%	51 14%	61 17%	31 19%	46 24%	26 12%	23 12%	125 14%	146 17%
Instagram	36 18%	40 20%	18 8%	22 10%	5 3%	7 4%	5 4%	1 1%	2 3%	1 1%	13 3%	9 2%	7 4%	2 1%	134 12%	158 15%	45 28%	44 29%	52 15%	69 19%	25 16%	49 26%u	25 12%	35 18%	120 14%	131 16%
Snapchat	22 11%	23 12%	6 3%	9 4%	2 1%	4 2%	* *	1 1%	-	-	3 1%	5 1%	* *	1 1%	77 7%	91 8%	28 18%	31 21%	26 7%	35 9%	15 9%	23 12%	14 7%	18 9%	76 9%	83 10%
Twitch	13 6%	8 4%	1 1%	5 2%	-	-	* *	-	-	-	* *	-	* *	-	33 3%	44 4%	15 10%	19 13%	11 3%	16 4%	5 3%	11 6%	5 2%	8 4%	35 4%	52 5%
Vimeo	11 5%	10 5%	4 2%	4 2%	-	1 1%	1 1%	1 1%	-	-	1 1%	3 1%	1 *	1 1%	26 2%	36 3%	16 10%	16 11%	9 3%	14 4%	6 4%	7 3%	6 3%	10 5%	28 3%	35 4%
OnlyFans	7 3%	8 4%	4 2%	2 1%	-	2 1%	* *	* *	-	-	* *	3 1%	* *	* *	16 1%	17 2%	10 6%	5 4%	8 2%	6 1%	2 1%	2 1%	6 3%	4 2%	16 2%	16 2%
Fruitleab	8 4%	4 2%	1 *	1 *	-	-	-	-	-	-	-	-	-	-	14 1%	9 1%	11 7%	8 5%	5 1%	6 2%	3 2%	3 2%	4 2%	4 2%	18 2%	11 1%
Bitchute	8 4%	4 2%	1 *	3 1%	1 *	-	-	-	-	-	1 *	-	-	-	10 1%	6 1%	11 7%	6 4%	4 1%	2 1%	2 1%	1 *	3 1%	1 1%	14 2%	9 1%
None of the above	113 56%b	81 40%	149 68%	141 65%	135 77%	135 78%	113 81%	113 82%	61 84%	65 91%	309 80%	313 82%	174 82%	178 85%	679 63%	638 59%	75 47%r	52 34%	218 62%	200 55%	94 58%v	81 42%	138 66%	117 58%	521 60%	472 56%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 164  
**Q3b. Likeliness to come across harms - NET: Likely summary**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Facebook	188 22%	182 22%	120 40%	201 49% <sup>c</sup>	321 28%	362 32% <sup>e</sup>	251 36%	286 42% <sup>g</sup>	159 41%	210 50% <sup>i</sup>	344 33%	383 38%	158 43%	188 52% <sup>m</sup>	79 45%	84 52%	68 45%	81 54%	38 60%	30 81% <sup>s</sup>	23 45%	15 40%	37 49%	36 58%
YouTube	165 19%	189 23%	99 33%	170 42% <sup>c</sup>	296 26%	360 32% <sup>e</sup>	210 30%	259 38% <sup>g</sup>	142 36%	197 47% <sup>i</sup>	246 24%	306 30% <sup>k</sup>	133 36%	160 44% <sup>m</sup>	69 39%	90 56% <sup>o</sup>	58 39%	85 57% <sup>q</sup>	32 50%	27 72% <sup>s</sup>	26 50%	16 41%	31 41%	31 49%
TikTok	83 10%	99 12%	63 21%	118 29% <sup>c</sup>	176 15%	211 19% <sup>e</sup>	163 24%	193 28%	183 47%	217 51%	163 16%	193 19%	131 36%	146 41%	65 37%	75 47%	57 37%	73 49% <sup>q</sup>	33 52%	22 59%	20 39%	12 33%	28 37%	29 46%
Instagram	92 11%	102 12%	66 22%	103 25%	175 15%	190 17%	182 26%	204 30%	114 29%	128 30%	167 16%	187 18%	113 31%	122 34%	58 33%	60 37%	50 33%	58 39%	31 48%	23 61%	20 40%	10 26%	24 32%	21 34%
Snapchat	33 4%	49 6%	47 15%	75 18%	106 9%	120 11%	102 15%	115 17%	95 24%	103 24%	100 10%	117 12%	107 29%	124 35%	51 29%	54 34%	40 26%	48 32%	27 42%	22 58%	16 32%	10 28%	23 30%	18 30%
Twitch	20 2%	22 3%	20 7%	42 10%	47 4%	63 6%	42 6%	56 8%	39 10%	57 13%	43 4%	56 6%	40 11%	51 14%	48 28%	63 39% <sup>o</sup>	25 17%	44 30% <sup>q</sup>	20 32%	18 49%	16 32%	9 24%	21 27%	12 19%
Vimeo	13 2%	20 2%	22 7%	33 8%	42 4%	52 5%	39 6%	45 7%	37 9%	41 10%	42 4%	50 5%	36 10%	38 11%	30 17%	36 22%	43 28%	53 35%	20 39%	14 54%	10 28%	19 26%	13 24%	13 21%
OnlyFans	10 1%	10 1%	16 5%	13 3%	26 2%	23 2%	23 3%	22 3%	22 6%	20 5%	24 2%	22 2%	21 6%	19 5%	21 12%	15 9%	18 12%	15 10%	13 21%	9 23%	13 25%	8 21%	26 34%	23 37%
Fruitlab	4 *	2 *	16 5%	16 4%	24 2%	18 2%	23 3%	16 2%	22 6%	16 4%	25 2%	18 2%	24 7%	16 4%	22 12%	15 9%	21 14%	16 11%	25 40%	18 47%	16 31%	8 21%	13 17%	8 13%
Bitchute	7 1%	4 1%	13 4%	8 2%	20 2%	12 1%	18 3%	11 2%	15 4%	9 2%	18 2%	12 1%	16 4%	9 3%	16 9%	9 6%	14 10%	10 7%	15 23%	8 21%	20 40%	12 33%	11 15%	8 13%
None of the above	592 68%	554 66%	141 47% <sup>d</sup>	142 35%	690 60% <sup>f</sup>	598 53%	334 48% <sup>h</sup>	283 41%	148 38% <sup>j</sup>	122 29%	598 58% <sup>l</sup>	538 53%	142 39%	114 32%	65 37% <sup>p</sup>	40 25%	58 38% <sup>r</sup>	40 26%	16 25%	4 12%	18 35%	15 41%	28 36%	16 26%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 165

**Q3b. Likelihood to come across harms - NET: Likely summary**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Facebook	154 62%	205 70%	189 19%	174 19%	180 39%	218 44%	165 21%	164 22%
YouTube	134 54%	175 60%	158 16%	179 19%	149 32%	197 39% <sup>e</sup>	147 18%	163 22%
TikTok	113 45%	138 47%	69 7%	77 8%	106 23%	115 23%	76 10%	102 14% <sup>g</sup>
Instagram	100 40%	126 43%	79 8%	76 8%	110 24%	127 25%	72 9%	78 10%
Snapchat	71 29%	89 30%	35 3%	35 4%	72 16%	85 17%	35 4%	40 5%
Twitch	31 12%	49 17%	17 2%	13 1%	36 8%	41 8%	12 2%	22 3%
Vimeo	27 11%	35 12%	16 2%	17 2%	30 7%	34 7%	13 2%	18 2%
OnlyFans	21 8%	15 5%	5 1%	8 1%	19 4%	18 4%	7 1%	5 1%
Fruitlab	18 7%	14 5%	7 1%	3 *	18 4%	16 3%	8 1%	2 *
Bitchute	14 6%	8 3%	6 1%	4 *	17 4%	9 2%	4 *	3 *
None of the above	28 11%	24 8%	725 73%	662 71%	216 47%	205 41%	550 69%	491 66%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 166

**Q3b. Likelihood to come across harms - NET: Unlikely summary**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
YouTube	862 68% <sup>b</sup>	759 61%	441 71% <sup>d</sup>	394 65%	422 66% <sup>f</sup>	360 57%	232 68%	205 61%	253 68%	222 61%	183 70% <sup>l</sup>	149 58%	189 68%	181 66%	485 68% <sup>p</sup>	427 61%	372 69% <sup>r</sup>	330 62%	57 64% <sup>t</sup>	42 48%	805 69% <sup>v</sup>	717 62%	91 63%	78 55%	134 62%	125 59%		
Facebook	688 55%	637 51%	293 47%	293 48%	395 62% <sup>f</sup>	339 54%	184 54%	178 53%	187 51%	175 48%	151 58%	132 51%	163 58%	150 55%	371 52%	353 50%	314 58%	282 53%	32 36%	28 32%	656 56%	609 53%	72 50%	54 38%	99 46%	90 43%		
Instagram	510 41%	479 39%	223 36%	203 33%	287 45%	272 43%	144 42%	132 39%	171 46%	147 40%	97 37%	102 40%	96 35%	97 35%	314 44%	280 40%	194 36%	198 37%	50 56%	40 46%	460 39%	439 38%	91 63% <sup>x</sup>	57 40%	98 46%	105 50%		
Snapchat	258 20%	236 19%	122 20%	95 16%	135 21%	137 22%	66 19%	70 21%	79 21%	72 20%	55 21%	49 19%	52 19%	44 16%	145 20%	142 20%	108 20%	93 17%	39 44%	33 38%	219 19%	203 18%	79 55% <sup>x</sup>	56 39%	49 23%	60 28%		
TikTok	207 16%	205 16%	104 17%	98 16%	102 16%	103 16%	64 19%	57 17%	54 14%	44 15%	42 17%	44 16%	52 19%	44 16%	116 16%	111 16%	88 16%	93 18%	30 34%	32 37%	177 15%	173 15%	39 27%	24 17%	34 16%	46 22%		
Twitch	128 10%	98 8%	87 14%	70 12%	40 6%	27 4%	42 12%	32 10%	37 10%	27 8%	24 9%	15 6%	23 8%	22 8%	79 11%	60 9%	47 9%	37 7%	24 27%	18 21%	103 9%	80 7%	25 18%	13 9%	34 16%	28 13%		
Vimeo	108 9%	97 8%	73 12%	66 11%	36 6%	29 5%	45 13%	45 13%	31 8%	28 8%	15 6%	16 6%	17 6%	8 3%	76 11%	73 10%	32 6%	24 5%	10 11%	18 20%	98 8%	79 7%	19 13%	9 6%	25 12%	20 10%		
OnlyFans	50 4%	40 3%	45 7%	34 6%	5 1%	5 1%	16 5%	13 4%	15 4%	12 3%	8 3%	5 2%	12 4%	10 4%	30 4%	25 4%	19 4%	15 3%	-	-	50 4%	40 3%	9 6%	3 2%	16 7%	12 6%		
Fruitleab	38 3% <sup>b</sup>	20 2%	21 3%	12 2%	17 3%	8 1%	14 4%	5 2%	14 4%	9 3%	6 2%	3 1%	4 1%	1 *	28 4%	15 2%	10 2%	4 1%	8 9%	6 7%	30 3% <sup>w</sup>	14 1%	9 6%	3 2%	8 4%	4 2%		
Bitchute	30 2%	25 2%	20 3%	14 2%	11 2%	11 2%	7 2%	4 1%	14 4%	9 2%	7 3%	7 3%	2 1%	4 2%	21 3%	13 2%	9 2%	12 2%	-	-	30 3%	25 2%	2 2%	3 2%	11 5%	6 3%		
None of the above	179 14%	192 15%	98 16%	94 16%	80 13%	97 15%	54 16%	56 17%	46 12%	59 16%	36 14%	41 16%	43 15%	30 11%	100 14%	115 16%	79 15%	72 14%	16 18%	18 21%	163 14%	173 15%	20 14%	34 24%	47 22%	37 18%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 167  
**Q3b. Likelihood to come across harms - NET: Unlikely summary**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
YouTube	139 68% <sup>b</sup>	109 54%	165 75% <sup>d</sup>	134 61%	124 71%	119 69%	101 73%	104 76%	51 70%	49 68%	277 72%	272 71%	152 72%	153 73%	752 69% <sup>p</sup>	682 63%	99 63% <sup>r</sup>	72 47%	240 68% <sup>t</sup>	214 59%	111 69% <sup>v</sup>	105 55%	145 70% <sup>x</sup>	116 58%	595 69% <sup>z</sup>	524 63%
Facebook	104 51%	83 41%	130 59%	131 60%	109 62%	108 63%	97 70%	87 63%	44 61%	55 76%	250 65%	250 66%	141 67%	142 68%	612 56%	580 54%	69 44%	50 33%	193 55%	191 52%	85 52%	88 46%	112 54%	110 55%	475 55%	428 51%
Instagram	96 47%	87 43%	80 36%	98 45%	58 33%	54 31%	32 23%	26 19%	6 8%	12 17%	95 25%	93 24%	38 18%	38 18%	426 39%	395 37%	78 50%	79 52%	125 36%	119 33%	69 42%	73 38%	62 30%	60 30%	367 42%	343 41%
Snapchat	37 18%	38 19%	35 16%	30 14%	12 7%	13 7%	3 3%	3 2%	3 4%	4 5%	19 5%	19 5%	6 3%	6 3%	201 19%	186 17%	55 35%	49 32%	66 19%	60 17%	42 26%	40 21%	29 14%	28 14%	178 21%	169 20%
TikTok	36 17%	27 13%	39 18%	51 24%	17 10%	18 11%	9 7%	3 2%	3 4%	3 4%	29 8%	24 6%	12 6%	6 3%	177 16%	165 15%	28 18%	40 26%	45 13%	58 16%	29 18%	34 18%	19 9%	32 16%	155 18%	140 17%
Twitch	27 13%	24 12%	15 7%	11 5%	2 1%	3 2%	1 1%	-	-	-	2 1%	3 1%	1 1%	-	101 9%	76 7%	25 16%	20 13%	31 9%	25 7%	18 11%	18 9%	17 8%	10 5%	94 11%	71 8%
Vimeo	19 9%	18 9%	22 10%	16 7%	12 7%	8 4%	1 1%	7 5%	-	1 2%	13 3%	16 4%	1 1%	8 4%	82 8%	74 7%	26 16%	21 14%	20 6%	29 8%	12 8%	21 11%	8 4%	14 7%	85 10%	63 8%
OnlyFans	12 6%	11 5%	10 4%	6 3%	2 1%	6 3%	1 1%	1 1%	-	-	4 1%	7 2%	1 1%	1 1%	38 3%	32 3%	11 7%	7 5%	13 4%	10 3%	8 5%	4 2%	7 3%	6 3%	34 4%	29 3%
Fruitleab	7 4%	3 2%	2 1%	3 1%	3 2%	-	-	1 1%	-	-	3 1%	1 *	-	1 1%	26 2%	14 1%	12 7%	5 3%	7 2%	5 1%	2 1%	3 2%	6 3%	2 1%	28 3%	14 2%
Bitchute	8 4%	5 2%	5 2%	3 3%	3 2%	2 1%	1 1%	4 3%	-	-	4 1%	6 1%	1 1%	4 2%	21 2%	20 2%	8 5%	5 4%	4 1%	6 2%	1 1%	3 2%	2 1%	2 1%	24 3%	17 2%
None of the above	35 17%	45 22%	29 13%	27 12%	18 10%	16 9%	7 5%	13 9%	7 10%	2 3%	32 8%	31 8%	14 7%	15 7%	150 14%	155 14%	26 16%	34 22%	52 15%	66 18%	25 15%	41 21%	30 14%	35 17%	120 14%	117 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 168

**Q3b. Likeliness to come across harms - NET: Unlikely summary**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
YouTube	626 72% <sup>b</sup>	548 66%	178 59%	211 52%	862 74% <sup>f</sup>	759 68%	447 65% <sup>h</sup>	373 55%	236 60% <sup>j</sup>	215 51%	687 67% <sup>l</sup>	598 59%	220 60% <sup>n</sup>	181 50%	106 60% <sup>p</sup>	70 43%	90 60% <sup>r</sup>	64 43%	30 47% <sup>t</sup>	10 26%	25 49%	22 58%	43 57%	31 49%
Facebook	507 58%	488 59%	148 49% <sup>d</sup>	148 36%	612 53%	542 48%	369 53%	331 48%	189 49% <sup>j</sup>	162 38%	688 67%	637 62%	174 48%	149 41%	75 42%	53 33%	65 43%	52 35%	19 30%	7 18%	20 39%	15 41%	30 40%	22 35%
Instagram	316 36%	289 35%	143 47%	189 46%	482 42%	442 40%	510 74%	479 70%	219 56%	225 53%	452 44%	431 42%	215 59%	194 54%	91 51%	74 46%	79 52%	71 48%	27 43%	12 32%	21 32%	19 41%	42 50%	34 55%
Snapchat	138 16%	118 14%	80 26%	118 29%	247 21%	221 20%	225 33%	200 29%	153 39%	154 37%	233 23%	219 21%	258 71%	236 65%	68 39%	50 31%	52 34%	43 29%	29 46% <sup>t</sup>	10 28%	18 35%	9 24%	29 39%	20 33%
TikTok	109 13%	110 13%	67 22%	95 23%	202 17%	201 18%	170 25%	161 23%	207 53%	205 49%	186 18%	179 18%	117 32%	111 31%	51 29%	41 26%	47 31%	34 23%	17 27%	8 20%	13 25%	8 21%	26 34%	18 29%
Twitch	70 8%	47 6%	33 11%	51 12%	127 11%	96 9%	107 15% <sup>h</sup>	79 12%	77 20% <sup>j</sup>	60 14%	110 11%	81 8%	79 22% <sup>n</sup>	53 15%	128 72% <sup>p</sup>	98 61%	49 33% <sup>r</sup>	31 21%	28 44%	12 33%	17 33%	8 22%	23 31%	18 29%
Vimeo	65 8%	46 5%	33 11%	51 12%	107 9%	96 9%	89 13%	84 12%	66 17%	65 15%	92 9%	82 8%	56 15%	52 15%	45 25%	40 25%	108 72%	97 65%	25 40%	13 35%	17 33%	9 25%	22 29%	15 23%
OnlyFans	34 4%	28 3%	16 5%	12 3%	49 4%	39 3%	43 6%	33 5%	32 8%	27 6%	44 4%	36 4%	31 8%	20 5%	23 13%	15 9%	23 15%	13 8%	12 19%	6 15%	10 20%	5 12%	50 66%	40 63%
Fruitlab	13 1%	7 1%	16 5%	13 3%	38 3% <sup>f</sup>	19 2%	35 5% <sup>h</sup>	19 3%	28 7% <sup>j</sup>	14 3%	32 3%	19 2%	31 9% <sup>n</sup>	16 5%	27 15%	16 10%	29 19%	17 11%	38 59%	20 53%	11 23%	4 12%	13 17%	6 10%
Bitchute	17 2%	18 2%	13 4%	7 2%	30 3%	25 2%	23 3%	17 2%	17 4%	11 3%	24 2%	19 2%	18 5%	10 3%	17 10%	8 5%	17 11%	9 6%	12 19%	4 11%	30 60%	25 67%	11 15% <sup>x</sup>	4 6%
None of the above	92 11%	98 12%	70 23%	94 23%	161 14%	171 15%	102 15%	111 16%	73 19%	83 20%	149 14%	155 15%	61 17%	69 19%	30 17%	33 21%	23 15%	32 22%	15 24%	12 32%	12 23%	5 13%	15 20%	10 16%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 169

**Q3b. Likelihood to come across harms - NET: Unlikely summary**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
YouTube	109 44%	109 37%	742 75% <sup>d</sup>	643 69%	284 62% <sup>f</sup>	269 54%	578 72% <sup>h</sup>	490 66%
Facebook	71 29% <sup>cb</sup>	58 20%	611 61%	568 61%	229 50% <sup>f</sup>	208 42%	458 57%	429 58%
Instagram	94 38%	100 34%	411 41%	374 40%	208 45%	201 40%	302 38%	278 37%
Snapchat	66 26%	73 25%	186 19%	158 17%	125 27%	116 23%	133 17%	120 16%
TikTok	38 15%	54 19%	165 17%	148 16%	101 22%	97 19%	106 13%	108 15%
Twitch	41 17%	38 13%	86 9%	60 6%	75 16%	64 13%	53 7%	34 5%
Vimeo	34 14%	32 11%	73 7%	64 7%	55 12%	52 10%	54 7%	44 6%
OnlyFans	17 7%	16 5%	32 3%	24 3%	25 6%	23 5%	24 3%	17 2%
Fruitleab	15 6%	12 4%	22 2% <sup>d</sup>	8 1%	27 6% <sup>f</sup>	15 3%	10 1%	5 1%
Bitchute	9 4%	7 2%	20 2%	18 2%	18 4%	17 3%	12 1%	8 1%
None of the above	68 27%	93 32%	109 11%	96 10%	100 22%	112 22%	78 10%	80 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 170  
**Q3b. Likeliness to come across harms - YouTube**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**YouTube**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1175	1141	678	628	497	508	341	334	353	347	224	224	251	227	694	681	475	451	117	97	1058	1044	150	114	225	231	
Weighted base	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201	
Effective base	907	928	511	501	403	427	258	268	281	285	170	185	197	185	539	552	365	369	93	90	821	842	117	90	170	178	
Very likely	(4)	61 5%	81 7%	42 8%	44 8%	19 3%	37 7%e	24 7%	32 10%	21 6%	14 4%	5 2%	21 9%k	11 4%	11 5%	44 7%	46 7%	16 3%	32 7%q	4 5%	15 18% <u>s</u>	56 5%	66 6%	12 9%	13 10%	12 6%	15 7%
Somewhat likely	(3)	235 20%	278 25% <u>a</u>	115 19%	130 23%	120 21%	147 27%	63 20%	73 24%	70 20%	92 28% <u>i</u>	54 22%	58 26%	49 20%	50 21%	133 20%	166 26% <u>o</u>	102 21%	108 23%	26 30%	27 32%	209 19%	251 24% <u>u</u>	30 23%	42 32%	56 28%	62 31%
Somewhat unlikely	(2)	561 48%	538 48%	282 47%	274 48%	279 50%	262 48%	157 49%	136 44%	168 49%	162 49%	115 48%	105 46%	118 47%	133 55%	325 49%	297 47%	233 47%	238 51%	31 36%	29 35%	530 49%	508 49%	73 55% <u>x</u>	54 40%	74 36%	89 44%
Very unlikely	(1)	301 26% <u>b</u>	221 20%	158 27% <u>d</u>	120 21%	143 26% <u>f</u>	98 18%	75 24%	69 22%	84 25%	61 18%	68 28%	44 19%	71 29% <u>n</u>	48 20%	159 24%	129 20%	139 28% <u>r</u>	92 20%	26 29% <u>t</u>	13 15%	276 26% <u>v</u>	209 20%	18 13%	24 18%	60 30% <u>z</u>	36 18%
NET: Likely		296 26%	360 32% <u>a</u>	156 26%	175 31%	139 25%	184 34% <u>e</u>	87 27%	105 34%	90 26%	107 32%	58 24%	79 35% <u>k</u>	60 24%	61 25%	177 27%	212 33% <u>o</u>	118 24%	140 30%	31 35%	42 50% <u>s</u>	265 25%	317 31% <u>u</u>	43 32%	55 41%	69 34%	77 38%
NET: Unlikely		862 74% <u>b</u>	759 68%	441 74%	394 69%	422 75% <u>f</u>	360 66%	232 73%	205 66%	253 74%	222 68%	183 76% <u>l</u>	149 65%	189 76%	181 75%	485 73% <u>p</u>	427 67%	372 76%	330 70%	57 65% <u>t</u>	42 50%	805 75% <u>v</u>	717 69%	91 68%	78 59%	134 66%	125 62%
Don't know		*	-	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	
Mean	2.05	2.20 <sup>a</sup>	2.07	2.17 <sup>c</sup>	2.03	2.23 <sup>e</sup>	2.11	2.22	2.08	2.18	1.98	2.24 <sup>k</sup>	2.00	2.10	2.09	2.20 <sup>o</sup>	1.99	2.17 <sup>q</sup>	2.11	2.53 <sup>s</sup>	2.04	2.17 <sup>u</sup>	2.28	2.33	2.11	2.28	
Standard deviation	0.82	0.84	0.86	0.85	0.78	0.82	0.85	0.91	0.83	0.78	0.77	0.87	0.82	0.76	0.84	0.84	0.79	0.82	0.89	0.96	0.81	0.82	0.81	0.89	0.90	0.84	
Standard error	0.02	0.02	0.03	0.03	0.03	0.04	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.05	0.03	0.03	0.04	0.04	0.08	0.10	0.03	0.03	0.07	0.08	0.06	0.06	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z**  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 171  
**Q3b. Likeliness to come across harms - YouTube**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	204	221	201	193	140	136	104	109	34	40	278	285	138	149	960	943	199	187	330	341	162	180	187	183	800	762	
Weighted base	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752	
Effective base	157	172	157	159	114	121	88	99	30	33	227	250	114	130	759	787	137	132	257	284	129	153	145	148	616	616	
Very likely	(4)	15 8%	23 12%	6 3%	10 5%	6 4%	4 3%	2 2%	1 1%	3 5%	1 1%	11 3%	6 2%	5 3%	2 1%	39 4%	60 6%o	21 13%	18 13%	20 6%	21 6%	8 5%	13 7%	7 4%	10 6%	38 5%	56 7%y
Somewhat likely	(3)	44 22%	56 30%	38 18%	49 25%	21 14%	26 18%	12 10%	12 11%	7 11%	3 6%	40 12%	42 13%	19 11%	16 9%	196 20%	222 23%	36 23%	54 38%q	59 18%	96 29%o	35 22%	64 35%u	31 17%	50 28%w	169 21%	173 23%
Somewhat unlikely	(2)	93 47%	85 45%	112 53%	85 44%	78 52%	78 53%	67 58%	82 70%	34 54%	178 55%	195 61%	100 57%	117 69%	494 50%	491 51%	64 41%	44 31%	174 55%t	152 46%	87 56%v	76 42%	103 56%	79 45%	372 46%	372 50%	
Very unlikely	(1)	46 23%b	24 13%	53 26%	49 25%	46 30%	40 27%	34 30%	21 18%	18 30%	15 28%	98 30%	76 24%	53 30%	36 21%	258 26%p	190 20%	36 23%	27 19%	66 21%	62 19%	25 16%	29 16%	42 23%	37 21%	223 28%z	151 20%
NET: Likely		59 30%	79 42%a	44 21%	59 31%	27 18%	30 20%	14 12%	13 11%	10 16%	4 8%	51 15%	48 15%	24 13%	17 10%	235 24%	282 29%o	56 36%	73 50%q	79 25%	118 35%o	43 28%	77 42%u	38 21%	60 34%w	206 26%	228 30%
NET: Unlikely		139 70%b	109 58%	165 79%	134 69%	124 82%	119 80%	101 88%	104 89%	51 84%	49 92%	277 85%	272 85%	152 87%	153 90%	752 76%p	682 71%	99 64%r	72 50%	240 75%t	214 65%	111 72%v	105 58%	145 79%x	116 66%	595 74%	524 70%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	
Mean	2.14	2.41a	1.98	2.11	1.92	1.96	1.84	1.94	1.91	1.81	1.89	1.93	1.86	1.90	2.02	2.16o	2.27	2.44	2.10	2.23	2.17	2.33	2.02	2.18	2.03	2.18y	
Standard deviation	0.86	0.86	0.74	0.84	0.77	0.75	0.66	0.56	0.78	0.60	0.74	0.66	0.71	0.58	0.79	0.81	0.96	0.94	0.80	0.83	0.76	0.83	0.75	0.83	0.82	0.83	
Standard error	0.06	0.06	0.05	0.06	0.07	0.06	0.07	0.05	0.13	0.10	0.04	0.04	0.06	0.05	0.03	0.03	0.07	0.07	0.04	0.04	0.06	0.06	0.05	0.06	0.03	0.03	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 172

**Q3b. Likeliness to come across harms - YouTube**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	747	694	308	446	1175	1141	763	719	505	512	974	949	459	431	295	250	265	259	128	110	130	117	195	176
Weighted base	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
Effective base	601	591	218	338	907	928	579	558	372	376	748	760	326	309	206	160	176	164	69	53	95	73	160	120
Very likely (4)	32 4%	35 5%	24 9%	46 12%	61 5%	81 7%	46 7%	58 9%	34 9%	52 13%	49 5%	65 7%	37 10%	39 12%	20 12%	33 21% <sup>o</sup>	19 13%	21 14%	12 19%	12 32%	11 22%	5 13%	12 16%	8 14%
Somewhat likely (3)	133 17%	154 21%	75 27%	124 33%	235 20%	278 25% <sup>e</sup>	165 25%	201 32% <sup>g</sup>	108 29%	145 35%	197 21%	241 27% <sup>k</sup>	96 27%	121 35% <sup>m</sup>	49 28%	57 36%	40 27%	64 43% <sup>q</sup>	20 32%	15 42%	14 28%	11 29%	20 26%	22 37%
Somewhat unlikely (2)	413 52%	383 52%	116 42%	154 40%	561 48%	538 48%	296 45%	274 43%	156 41%	146 35%	455 49%	439 49%	152 43%	140 41%	71 40% <sup>p</sup>	45 28%	65 44% <sup>r</sup>	46 31%	23 36% <sup>t</sup>	7 18%	14 27%	14 37%	32 42%	25 40%
Very unlikely (1)	213 27%	165 22%	63 23% <sup>d</sup>	57 15%	301 26% <sup>f</sup>	221 20%	151 23% <sup>h</sup>	100 16%	80 21%	69 17%	232 25% <sup>l</sup>	159 18%	68 19% <sup>n</sup>	41 12%	35 20%	25 15%	26 17%	18 12%	7 12%	3 9%	11 22%	8 21%	11 15%	6 10%
NET: Likely	165 21%	189 26% <sup>a</sup>	99 36%	170 45% <sup>c</sup>	296 26%	360 32% <sup>e</sup>	210 32%	259 41% <sup>g</sup>	142 38%	197 48% <sup>i</sup>	246 26%	306 34% <sup>k</sup>	133 38%	160 47% <sup>m</sup>	69 39%	90 56% <sup>o</sup>	58 39%	85 57% <sup>q</sup>	32 51%	27 73% <sup>s</sup>	26 51%	16 42%	31 42%	31 50%
NET: Unlikely	626 79% <sup>b</sup>	548 74%	178 64% <sup>d</sup>	211 55%	862 74% <sup>f</sup>	759 68%	447 68% <sup>h</sup>	373 59%	236 62% <sup>j</sup>	215 52%	687 74% <sup>l</sup>	598 66%	220 62% <sup>n</sup>	181 53%	106 61% <sup>p</sup>	70 44%	90 61% <sup>r</sup>	64 43%	30 48% <sup>t</sup>	10 27%	25 49%	22 58%	43 58%	31 50%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	1.98	2.08 <sup>a</sup>	2.22	2.42 <sup>c</sup>	2.05	2.20 <sup>e</sup>	2.16	2.34 <sup>g</sup>	2.25	2.44 <sup>i</sup>	2.07	2.24 <sup>k</sup>	2.29	2.46 <sup>m</sup>	2.31	2.61 <sup>o</sup>	2.35	2.59 <sup>q</sup>	2.59	2.96 <sup>s</sup>	2.52	2.34	2.42	2.54
Standard deviation	0.77	0.79	0.90	0.88	0.82	0.84	0.86	0.85	0.89	0.91	0.82	0.82	0.89	0.85	0.92	0.98	0.91	0.87	0.94	0.94	1.08	0.97	0.94	0.85
Standard error	0.03	0.03	0.05	0.04	0.02	0.02	0.03	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.06	0.06	0.05	0.08	0.09	0.09	0.09	0.07	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 173

**Q3b. Likeliness to come across harms - YouTube**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	312	354	847	774	510	541	665	600
Weighted base	243	284	900	822	434	466	725	653
Effective base	219	256	681	662	384	411	531	519
Very likely	(4) 41 17%	62 22%	20 2%	18 2%	36 8%	57 12%	25 3%	24 4%
Somewhat likely	(3) 93 38%	113 40%	139 15%	161 20% <sup>c</sup>	113 26%	140 30%	122 17%	138 21%
Somewhat unlikely	(2) 86 35%	80 28%	467 52%	453 55%	187 43%	193 41%	374 52%	345 53%
Very unlikely	(1) 23 10%	29 10%	275 31% <sup>d</sup>	191 23%	98 23% <sup>f</sup>	76 16%	204 28% <sup>h</sup>	145 22%
NET: Likely	134 55%	175 62%	158 18%	179 22%	149 34%	197 42% <sup>e</sup>	147 20%	163 25%
NET: Unlikely	109 45%	109 38%	742 82%	643 78%	284 66% <sup>f</sup>	269 58%	578 80%	490 75%
Don't know	* *	- -	- -	- -	* *	- -	- -	- -
Mean	2.62	2.73	1.89	2.01 <sup>c</sup>	2.20	2.38 <sup>e</sup>	1.96	2.06 <sup>g</sup>
Standard deviation	0.87	0.92	0.73	0.72	0.88	0.90	0.77	0.76
Standard error	0.05	0.05	0.03	0.03	0.04	0.04	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 174  
**Q3b. Likeliness to come across harms - Instagram**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Instagram**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	794	760	439	374	355	382	247	231	253	241	140	146	150	138	500	472	290	284	96	80	698	680	147	103	182	190	
Weighted base	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154	
Effective base	605	594	327	278	291	319	186	178	196	189	105	115	116	110	381	367	220	225	75	75	532	523	114	81	135	142	
Very likely	(4)	31 4%	57 8%a	21 7%	25 9%	10 3%	32 8%e	15 8%	22 11%	8 4%	13 6%	3 2%	11 8%	5 4%	9 7%	23 5%	35 9%	7 3%	20 7%q	6 8%	10 14%	25 4%	47 8%u	8 6%	16 14%	7 5%	14 9%
Somewhat likely	(3)	151 22%	148 22%	71 23%	59 21%	80 21%	87 22%	45 22%	42 21%	48 21%	49 23%	28 22%	27 19%	28 20%	93 22%	91 22%	56 22%	54 20%	17 23%	20 28%	134 22%	128 21%	29 22%	39 35%	48 31%	35 23%	
Somewhat unlikely	(2)	328 47%	346 51%	139 44%	146 51%	189 50%	199 51%	93 46%	98 50%	118 52%	110 53%	53 41%	70 50%	62 48%	69 52%	211 49%	208 51%	115 45%	139 51%	36 50%	33 48%	291 47%	313 51%	64 50%	41 37%	61 40%	79 52%y
Very unlikely	(1)	182 26%b	132 19%	84 27%cd	56 20%	98 26%f	73 19%	50 25%	35 18%	53 23%	37 18%	44 35%	32 23%	34 26%	28 21%	103 24%p	72 18%	79 31%r	60 22%	14 19%	7 9%	169 27%v	126 20%	27 21%	16 14%	37 24%	26 17%
NET: Likely		182 26%	204 30%	92 29%	84 29%	90 24%	119 30%	60 30%	64 33%	56 25%	61 29%	30 24%	38 27%	37 25%	116 27%	126 31%	63 25%	74 27%	23 32%	29 42%	159 26%	175 29%	37 29%	55 49%w	55 36%	49 32%	
NET: Unlikely		510 74%	479 70%	223 71%	203 71%	287 76%	272 70%	144 70%	132 67%	171 75%	147 71%	97 76%	102 73%	96 74%	97 73%	314 73%	280 69%	194 75%	198 73%	50 68%	40 58%	460 74%	439 71%	91 71%kx	57 51%	98 64%	105 68%
Don't know		*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	
Mean	2.04	2.19a	2.09	2.18	2.01	2.20e	2.13	2.27	2.05	2.18	1.91	2.12	2.03	2.14	2.09	2.22o	1.97	2.13q	2.22	2.47	2.02	2.16u	2.14	2.49w	2.16	2.24	
Standard deviation	0.81	0.84	0.87	0.85	0.76	0.83	0.87	0.88	0.77	0.79	0.80	0.85	0.80	0.82	0.82	0.84	0.80	0.84	0.85	0.86	0.81	0.83	0.82	0.91	0.85	0.84	
Standard error	0.03	0.03	0.04	0.04	0.04	0.04	0.06	0.06	0.05	0.05	0.07	0.07	0.07	0.07	0.04	0.05	0.05	0.05	0.09	0.10	0.03	0.03	0.07	0.09	0.06	0.06	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 175

**Q3b. Likeliness to come across harms - Instagram**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	151	161	108	128	67	61	37	28	9	110	98	43	37	616	585	169	166	206	210	107	127	105	109	554	524	
Weighted base	132	127	98	120	63	62	38*	27**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474	
Effective base	114	119	78	100	53	55	34	24	8	92	86	39	31	482	473	115	114	159	165	84	104	81	82	421	411	
Very likely	(4)	7 5%	13 10%	3 3%	4 3%	-	-	-	-	-	-	-	-	21 4%	42 8%o	9 7%	13 10%	13 7%	18 10%	8 9%	14 12%	6 7%	8 9%	15 3%	34 7%y	
Somewhat likely	(3)	29 22%	27 21%	16 16%	18 15%	5 8%	7 12%	5 14%	1 4%	1 6%	13 12%	9 9%	7 17%	2 5%	113 20%	116 21%	36 29%	31 26%	39 22%	50 27%	17 18%	35 29%	19 22%	27 28%	105 22%	97 20%
Somewhat unlikely	(2)	62 47%	66 52%	45 45%	63 52%	30 48%	35 57%	27 73%	19 70%	10 77%	60 56%	64 63%	30 66%	29 72%	274 49%	285 51%	53 43%	59 48%	82 46%	80 42%	47 50%	50 41%	38 43%	40 42%	237 49%	252 53%
Very unlikely	(1)	34 26%	21 16%	35 36%	35 29%	27 43%	19 31%	5 12%	7 25%	2 18%	35 33%	28 28%	8 17%	9 23%	152 27%p	111 20%	25 20%	20 16%	44 25%	39 21%	22 23%	23 19%	24 28%	20 21%	131 27%z	91 19%
NET: Likely		36 27%	40 32%	18 19%	22 19%	5 8%	7 12%	5 14%	1 4%	1 6%	13 12%	9 9%	7 17%	2 5%	134 24%	158 29%	45 36%	44 36%	52 29%	69 37%	25 27%	49 40%	25 29%	35 37%	120 25%	131 28%
NET: Unlikely		96 73%	87 68%	80 81%	98 81%	58 92%	54 88%	32 86%	26 96%	12 94%	95 88%	93 91%	38 83%	38 95%	426 76%	395 71%	78 63%	79 64%	125 71%	119 63%	69 73%	73 60%	62 71%	60 63%	367 75%	343 72%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-	-	*	*	-	-
Mean		2.07	2.26	1.86	1.93	1.65	1.81	2.02	1.79	1.88	1.79	1.81	1.99	1.82	2.01	2.16o	2.23	2.30	2.12	2.26	2.12	2.33	2.08	2.25	2.01	2.16y
Standard deviation		0.83	0.86	0.78	0.76	0.63	0.63	0.52	0.51	0.49	0.63	0.58	0.59	0.50	0.79	0.83	0.86	0.86	0.87	0.90	0.87	0.92	0.88	0.88	0.78	0.81
Standard error		0.07	0.07	0.08	0.07	0.08	0.08	0.09	0.10	0.16	0.06	0.06	0.09	0.08	0.03	0.03	0.07	0.07	0.06	0.06	0.08	0.08	0.09	0.08	0.03	0.04

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 176

**Q3b. Likeliness to come across harms - Instagram**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	440	395	256	364	763	719	794	760	463	455	714	699	437	408	268	226	240	239	124	109	117	103	183	165
Weighted base	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55
Effective base	353	329	177	266	579	558	605	594	340	329	540	541	308	292	186	140	155	148	66	54	90	63	156	111
Very likely (4)	12 3%	22 6%	13 6%	35 12% <sup>c</sup>	30 5%	52 8% <sup>e</sup>	31 4%	57 8% <sup>g</sup>	23 7%	43 12% <sup>i</sup>	29 5%	50 8% <sup>k</sup>	26 8%	38 12%	19 12%	29 21% <sup>o</sup>	14 11%	22 17%	10 17%	11 31%	7 17%	4 13%	9 14%	5 9%
Somewhat likely (3)	80 20%	80 20%	54 26%	68 23%	145 22%	138 22%	151 22%	148 22%	91 27%	85 24%	137 22%	136 22%	87 26%	83 26%	40 27%	31 23%	36 28%	36 28%	21 36%	12 35%	13 32%	6 21%	15 22%	16 30%
Somewhat unlikely (2)	195 48%	206 53%	97 46%	140 48%	308 47%	324 51%	328 47%	346 51%	136 41%	159 45%	290 47%	311 50%	140 43%	146 46%	56 38%	57 42%	53 41%	57 44%	19 33%	10 29%	13 32%	14 50% <sup>u</sup>	30 46%	23 42%
Very unlikely (1)	122 30% <sup>b</sup>	83 21%	46 22%	49 17%	174 26% <sup>f</sup>	118 19%	182 26% <sup>h</sup>	132 19%	83 25%	66 19%	163 26% <sup>l</sup>	120 19%	75 23% <sup>n</sup>	48 15%	34 23% <sup>p</sup>	18 13%	26 20% <sup>r</sup>	14 11%	8 14%	2 5%	8 18%	4 16%	12 18%	10 19%
NET: Likely	92 23%	102 26%	66 32%	103 35%	175 27%	190 30%	182 26%	204 30%	114 34%	128 36%	167 27%	187 30%	113 34%	122 39%	58 39%	60 45%	50 39%	58 45%	31 53%	23 66%	20 49%	10 34%	24 36%	21 39%
NET: Unlikely	316 77%	289 74%	143 68%	189 65%	482 73%	442 70%	510 74%	479 70%	219 66%	225 64%	452 73%	431 70%	215 66%	194 61%	91 61%	74 55%	79 61%	71 55%	27 47%	12 34%	21 50%	19 66%	42 63%	34 61%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	1.96	2.10 <sup>a</sup>	2.15	2.30	2.05	2.20 <sup>e</sup>	2.04	2.19 <sup>g</sup>	2.16	2.30	2.05	2.19 <sup>k</sup>	2.19	2.35 <sup>m</sup>	2.28	2.53 <sup>o</sup>	2.30	2.52 <sup>q</sup>	2.56	2.91 <sup>s</sup>	2.48	2.32	2.33	2.29
Standard deviation	0.78	0.79	0.83	0.89	0.82	0.84	0.81	0.84	0.88	0.91	0.82	0.84	0.88	0.88	0.96	0.97	0.91	0.91	0.94	0.91	0.99	0.90	0.93	0.88
Standard error	0.04	0.04	0.05	0.05	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.06	0.06	0.06	0.08	0.09	0.09	0.09	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 177

**Q3b. Likeliness to come across harms - Instagram**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	275	303	508	450	401	415	393	345
Weighted base	194	227	490	450	318	327	374	356
Effective base	197	212	405	378	295	305	312	292
Very likely (4)	26 13%	46 20% <sup>a</sup>	6 1%	10 2%	22 7%	41 13% <sup>e</sup>	9 3%	16 4%
Somewhat likely (3)	74 38%	80 35%	74 15%	66 15%	88 28%	85 26%	63 17%	62 18%
Somewhat unlikely (2)	71 37%	68 30%	253 52%	275 61% <sup>c</sup>	128 40%	145 44%	200 53%	201 57%
Very unlikely (1)	23 12%	33 14%	158 32% <sup>d</sup>	99 22%	80 25% <sup>f</sup>	56 17%	102 27%	77 22%
NET: Likely	100 51%	126 56%	79 16%	76 17%	110 34%	127 39%	72 19%	78 22%
NET: Unlikely	94 48%	100 44%	411 84%	374 83%	208 65%	201 61%	302 81%	278 78%
Don't know	*	-	-	-	*	-	-	-
Mean	2.53	2.62	1.85	1.97 <sup>c</sup>	2.16	2.34 <sup>e</sup>	1.94	2.05
Standard deviation	0.87	0.97	0.70	0.68	0.88	0.90	0.74	0.75
Standard error	0.05	0.06	0.03	0.03	0.04	0.04	0.04	0.04

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 178  
**Q3b. Likeliness to come across harms - TikTok**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**TikTok**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	516	522	312	280	204	238	174	166	144	158	94	103	101	91	318	324	195	194	91	79	425	443	101	73	111	136
Weighted base	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98
Effective base	379	383	220	194	167	190	124	120	111	118	68	75	75	69	235	237	144	144	74	74	307	311	76	53	79	93
Very likely	(4) 36 9%	74 17% <sup>a</sup>	23 12%	31 16%	13 7%	43 19% <sup>e</sup>	13 11%	28 23% <sup>g</sup>	11 10%	19 15%	5 6%	14 16%	7 9%	10 13%	24 11%	47 19% <sup>o</sup>	12 8%	24 14%	5 8%	11 16%	31 10%	62 18% <sup>u</sup>	8 10%	20 27% <sup>w</sup>	9 12%	18 19%
Somewhat likely	(3) 146 38%	143 34%	67 34%	65 34%	80 41%	77 35%	45 37%	38 31%	43 41%	51 41%	30 38%	32 36%	28 35%	22 26%	89 39%	88 36%	58 37%	53 31%	31 47%	26 37%	115 36%	117 33%	31 40%	29 40%	34 44%	34 35%
Somewhat unlikely	(2) 131 34%	148 35%	64 33%	67 35%	67 34%	76 34%	48 39%	43 35%	31 29%	40 33%	25 31%	27 30%	26 33%	37 45%	78 34%	83 34%	50 32%	64 37%	18 27%	28 40%	113 35%	120 34%	25 32%	22 30%	23 29%	29 30%
Very unlikely	(1) 76 19% <sup>b</sup>	57 14%	41 21%	31 16%	35 18%	26 12%	17 13%	14 11%	21 20%	14 11%	20 25%	15 17%	18 23%	14 17%	37 16%	28 11%	38 24%	29 17%	12 18% <sup>t</sup>	4 6%	64 20%	53 15%	14 18% <sup>x</sup>	3 4%	12 15%	16 17%
NET: Likely	183 47%	217 51%	90 46%	96 49%	93 47%	120 54%	59 48%	66 54%	54 51%	70 56%	44 34%	46 52%	35 44%	32 38%	113 49%	136 55%	70 44%	78 45%	36 55%	37 54%	146 45%	180 51%	39 50%	49 67%	43 56%	53 54%
NET: Unlikely	207 53%	205 49%	104 54%	98 51%	102 53%	103 46%	64 52%	57 46%	51 49%	54 44%	44 56%	42 48%	44 55%	52 62%	116 51%	111 45%	88 56%	93 55%	30 45%	32 46%	177 55%	173 49%	39 50%	24 33%	34 44%	46 46%
Don't know	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-
Mean	2.37	2.55 <sup>a</sup>	2.37	2.49	2.36	2.61 <sup>e</sup>	2.45	2.65	2.42	2.61	2.25	2.51	2.31	2.34	2.44	2.63 <sup>o</sup>	2.28	2.43	2.44	2.64	2.35	2.54 <sup>u</sup>	2.42	2.90 <sup>w</sup>	2.53	2.56
Standard deviation	0.90	0.93	0.95	0.94	0.85	0.93	0.86	0.96	0.92	0.88	0.90	0.96	0.93	0.91	0.89	0.92	0.91	0.94	0.88	0.83	0.90	0.95	0.90	0.84	0.89	0.98
Standard error	0.04	0.04	0.05	0.06	0.06	0.07	0.07	0.07	0.08	0.07	0.09	0.09	0.09	0.10	0.05	0.05	0.07	0.07	0.09	0.09	0.04	0.05	0.09	0.10	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 179  
**Q3b. Likelihood to come across harms - TikTok**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74	Age - 55+		Age - 65+	Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	95	106	70	84	30	33	16	48	44	18	395	387	116	133	134	148	76	88	66	75	360	353
Weighted base	69	69	56*	73	25**	31**	16**	43*	39*	18**	318	336	68	85	96	119	60	81	45*	55*	280	286
Effective base	68	71	47	61	25	29	13	39	38	14	301	298	75	85	101	107	61	67	46	50	263	263
Very likely	(4) 10 14%	17 25%	2 4%	5 7%	2 10%	2 7%	-	2 6%	2 5%	-	26 8%	56 17% <sup>o</sup>	9 13%	18 21%	11 11%	22 18%	8 13%	18 22%	5 11%	7 12%	23 8%	47 16% <sup>y</sup>
Somewhat likely	(3) 24 34%	25 37%	15 26%	16 22%	5 20%	10 34%	6 40%	11 26%	13 33%	6 35%	115 36%	116 34%	31 46%	27 32%	40 42%	39 33%	23 39%	29 35%	21 46%	17 30%	102 37%	99 35%
Somewhat unlikely	(2) 24 34%	25 36%	23 42%	28 39%	7 30%	12 39%	9 60%	18 43%	16 40%	11 61%	114 36%	121 36%	17 25%	27 32%	31 32%	39 33%	21 35%	22 28%	14 30%	25 45%	95 34%	103 36%
Very unlikely	(1) 12 17% <sup>b</sup>	2 3%	16 28%	23 32%	10 40%	7 21%	-	11 25%	9 22%	1 5%	63 20% <sup>p</sup>	44 13%	11 16%	13 16%	14 15%	19 16%	8 14%	12 15%	5 12%	7 13%	60 21% <sup>z</sup>	38 13%
NET: Likely	34 49%	42 61%	17 30%	21 29%	7 30%	12 40%	6 40%	14 32%	15 38%	6 35%	141 44%	171 51%	40 59%	45 53%	51 53%	61 51%	31 51%	46 57%	26 57%	23 42%	125 45%	146 51%
NET: Unlikely	36 51%	27 39%	39 70%	51 71%	17 70%	18 60%	9 60%	29 68%	24 62%	12 65%	177 56%	165 49%	28 41%	40 47%	45 47%	58 49%	29 49%	34 43%	19 42%	32 58%	155 55%	140 49%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-
Mean	2.46	2.83 <sup>a</sup>	2.05	2.05	2.00	2.25	2.40	2.13	2.22	2.30	2.33	2.55 <sup>o</sup>	2.56	2.58	2.49	2.53	2.50	2.65	2.57	2.42	2.32	2.54 <sup>y</sup>
Standard deviation	0.94	0.84	0.84	0.92	1.02	0.88	0.51	0.86	0.85	0.57	0.89	0.92	0.92	0.99	0.88	0.97	0.89	0.99	0.85	0.87	0.90	0.92
Standard error	0.10	0.08	0.10	0.10	0.19	0.15	0.13	0.12	0.13	0.13	0.04	0.05	0.09	0.09	0.08	0.08	0.10	0.11	0.11	0.10	0.05	0.05

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 180

**Q3b. Likeliness to come across harms - TikTok**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	237	230	186	291	505	512	463	455	516	522	467	470	360	354	229	207	209	211	116	99	102	90	157	148	
Weighted base	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47	
Effective base	182	181	124	203	372	376	340	329	379	383	341	339	251	243	156	125	139	125	68	46	82	59	132	97	
Very likely	(4)	17 9%	31 15%	14 20% <sup>c</sup>	43 10%	36 17% <sup>e</sup>	70 9%	31 19% <sup>g</sup>	66 9%	74 17% <sup>i</sup>	31 9%	63 17% <sup>k</sup>	30 12%	51 20% <sup>m</sup>	20 17%	30 26%	15 14%	23 21%	9 17%	7 25%	8 25%	4 21%	11 20%	8 17%	
Somewhat likely	(3)	66 34%	68 33%	49 38%	75 35%	140 37%	141 34%	132 40%	126 36%	146 38%	143 34%	132 38%	130 35%	101 41%	95 37%	45 38%	46 39%	42 41%	50 47%	25 48%	15 49%	12 36%	8 40%	17 32%	21 45%
Somewhat unlikely	(2)	73 38%	77 37%	40 31%	71 33%	127 34%	146 35%	106 32%	119 34%	131 35%	148 34%	116 33%	128 34%	74 30%	88 34%	34 29%	28 24%	28 27%	25 24%	12 25%	6 19%	9 28%	5 25%	20 38%	13 28%
Very unlikely	(1)	36 19%	33 16%	27 21% <sup>d</sup>	24 11%	75 20% <sup>f</sup>	55 13%	64 19% <sup>h</sup>	42 12%	76 19% <sup>j</sup>	57 14%	69 20% <sup>l</sup>	51 14%	43 17% <sup>n</sup>	23 9%	17 15%	13 11%	19 18% <sup>r</sup>	8 8%	5 10%	2 7%	4 11%	3 14%	5 10%	5 10%
NET: Likely		83 43%	99 47%	63 48%	118 55%	176 47%	211 51%	163 49%	193 55%	183 47%	217 51%	163 47%	193 52%	131 53%	146 57%	65 56%	75 65%	57 55%	73 68% <sup>q</sup>	33 65%	22 74%	20 61%	12 61%	28 52%	29 61%
NET: Unlikely		109 57%	110 53%	67 52%	95 45%	202 53%	201 49%	170 51%	161 45%	207 53%	205 49%	186 53%	179 48%	117 47%	111 43%	51 44%	41 35%	47 45% <sup>r</sup>	34 32%	17 34%	8 26%	13 39%	8 39%	26 47%	18 39%
Don't know		-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	2.34	2.46	2.38	2.64 <sup>c</sup>	2.36	2.55 <sup>e</sup>	2.39	2.61 <sup>g</sup>	2.37	2.55 <sup>i</sup>	2.36	2.55 <sup>k</sup>	2.48	2.68 <sup>m</sup>	2.59	2.79	2.51	2.82 <sup>q</sup>	2.73	2.92	2.75	2.67	2.63	2.68	
Standard deviation	0.88	0.93	0.93	0.93	0.91	0.93	0.90	0.92	0.90	0.93	0.90	0.93	0.92	0.89	0.95	0.95	0.95	0.86	0.86	0.86	0.97	0.98	0.92	0.88	
Standard error	0.06	0.06	0.07	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.07	0.07	0.06	0.08	0.09	0.10	0.10	0.07	0.07	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 181

**Q3b. Likeliness to come across harms - TikTok**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	228	261	281	256	300	300	216	222
Weighted base	151	192	235	225	207	212	182	210
Effective base	156	174	220	205	216	205	165	180
Very likely	(4) 29 19%	60 31% <sup>a</sup>	7 3%	13 6%	27 13%	48 22% <sup>e</sup>	9 5%	26 12% <sup>g</sup>
Somewhat likely	(3) 84 55% <sup>b</sup>	78 41%	62 26%	64 28%	79 38%	68 32%	67 37%	76 36%
Somewhat unlikely	(2) 29 19%	41 21%	99 42%	104 46%	64 31%	65 31%	67 37%	83 40%
Very unlikely	(1) 9 6%	13 7%	67 28% <sup>d</sup>	44 20%	37 18%	32 15%	39 21% <sup>h</sup>	25 12%
NET: Likely	113 75%	138 72%	69 29%	77 34%	106 51%	115 54%	76 42%	102 48%
NET: Unlikely	38 25%	54 28%	165 71%	148 66%	101 49%	97 46%	106 58%	108 52%
Don't know	*	-	-	-	*	-	-	-
Mean	2.88	2.96	2.04	2.21 <sup>c</sup>	2.47	2.62	2.26	2.49 <sup>g</sup>
Standard deviation	0.79	0.89	0.82	0.82	0.93	0.99	0.85	0.86
Standard error	0.05	0.06	0.05	0.05	0.05	0.06	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 182

**Q3b. Likeliness to come across harms - Facebook**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1055	1043	566	547	489	491	300	303	309	308	204	217	237	207	609	611	441	424	83	73	972	970	141	109	204	219	
Weighted base	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185	
Effective base	816	842	422	427	402	415	226	238	248	251	156	178	184	170	474	488	340	348	65	69	754	777	109	85	150	167	
Very likely	(4)	91 9%	100 10%	60 13%	61 13%	30 6%	39 7%	42 15%	33 12%	24 8%	30 10%	10 5%	19 9%	15 7%	66 11%	62 11%	25 6%	35 8%	12 17%	13 21%	79 8%	87 9%	18 14%	21 17%	19 10%	25 13%	
Somewhat likely	(3)	254 25%	282 28%	127 26%	129 27%	127 23%	152 29%	55 20%	69 25%	88 29%	84 29%	52 20%	68 31%	57 24%	143 25%	153 27%	109 24%	126 28%	23 34%	23 36%	231 24%	260 27%	36 29%	51 40%	66 36%	70 38%	
Somewhat unlikely	(2)	460 45%	490 48%	184 38%	225 47% <sup>c</sup>	277 50%	260 49%	123 44%	137 49%	129 43%	137 48%	103 48%	97 44%	104 44%	118 53%	253 44%	275 48%	207 46%	215 49%	20 30%	22 36%	440 46%	468 49%	58 46%	44 35%	62 34%	73 40%
Very unlikely	(1)	227 22% <sup>b</sup>	146 14%	109 23% <sup>cd</sup>	68 14%	118 21% <sup>f</sup>	78 15%	61 22%	41 15%	58 19% <sup>j</sup>	37 13%	48 23%	35 16%	59 25% <sup>n</sup>	32 14%	119 20% <sup>p</sup>	78 14%	107 24% <sup>r</sup>	67 15%	12 18%	5 8%	215 22% <sup>v</sup>	141 15%	14 11%	10 8%	37 20% <sup>z</sup>	17 9%
NET: Likely		344 33%	383 38%	187 39%	191 39%	157 28%	190 36% <sup>e</sup>	97 35%	102 36%	112 37%	114 40%	62 29%	88 40% <sup>k</sup>	71 30%	73 33%	209 36%	216 38%	134 30%	160 36%	34 52%	36 56%	310 32%	347 36%	54 43%	72 57%	84 46%	95 51%
NET: Unlikely		688 67%	637 62%	293 61%	293 61%	395 72% <sup>f</sup>	339 64%	184 65%	178 64%	187 63%	175 60%	151 71% <sup>l</sup>	132 60%	163 69%	150 67%	371 64%	353 62%	314 70%	282 64%	32 48%	28 44%	656 68%	609 64%	72 57%	54 43%	99 54%	90 49%
Don't know		*	-	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	
Mean	2.20	2.33 <sup>a</sup>	2.29	2.38	2.13	2.29 <sup>e</sup>	2.28	2.33	2.26	2.37	2.11	2.33 <sup>k</sup>	2.12	2.25	2.27	2.35	2.11	2.29 <sup>q</sup>	2.51	2.69	2.18	2.31 <sup>u</sup>	2.46	2.66	2.36	2.55	
Standard deviation	0.88	0.84	0.96	0.88	0.81	0.81	0.97	0.87	0.86	0.84	0.81	0.85	0.86	0.79	0.91	0.85	0.83	0.82	0.99	0.90	0.87	0.83	0.88	0.85	0.92	0.84	
Standard error	0.03	0.03	0.04	0.04	0.04	0.04	0.06	0.05	0.05	0.05	0.06	0.06	0.06	0.05	0.04	0.03	0.04	0.04	0.11	0.10	0.03	0.03	0.07	0.08	0.06	0.06	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 183  
**Q3b. Likeliness to come across harms - Facebook**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	178	202	178	180	134	122	106	95	31	43	271	260	137	138	876	868	168	167	298	319	138	166	171	179	722	690	
Weighted base	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681	
Effective base	134	155	138	147	112	110	91	87	28	36	225	229	115	120	698	721	110	115	232	264	109	139	132	144	559	554	
Very likely	(4)	24 14%	27 16%	5 3%	8 5%	5 4%	4 3%	4 4%	2 2%	3 6%	- -	13 4%	5 2%	8 5%	2 1%	68 8%	75 8%	23 18%	24 19%	30 10%	24 8%	16 12%	14 8%	15 9%	17 10%	58 8%	71 10%
Somewhat likely	(3)	40 24%	61 36%a	50 27%	41 23%	22 16%	20 15%	13 11%	14 13%	4 8%	3 5%	39 13%	37 13%	17 10%	17 10%	214 24%	232 26%	37 28%	50 40%	69 23%	93 30%	34 25%	64 39%u	41 24%	43 25%	178 25%	182 27%
Somewhat unlikely	(2)	70 42%	67 39%	86 46%	90 50%	67 49%	81 61%	70 61%	71 69%	28 54%	42 73%	164 54%	194 66%k	97 59%	113 71%	411 46%	447 50%	47 36%	39 32%	143 49%	150 49%	71 53%	73 44%	82 49%	87 51%	306 43%	326 48%
Very unlikely	(1)	34 20%b	17 10%	44 24%	41 23%	42 31%	28 21%	27 24%	16 16%	17 32%	12 22%	86 28%l	56 19%	44 26%	29 18%	201 22%p	133 15%	22 17%	11 9%	50 17%	41 13%	14 11%	15 9%	30 18%	23 14%	169 24%z	101 15%
NET: Likely		64 38%	89 52%a	55 30%	49 27%	27 20%	24 18%	17 15%	16 15%	7 14%	3 5%	52 17%	43 15%	24 12%	19 12%	282 32%	308 35%	60 46%	74 60%q	98 34%	118 38%	49 37%	78 47%	55 33%	60 35%	237 33%	253 37%
NET: Unlikely		104 62%b	83 48%	130 70%	131 73%	109 80%	108 82%	97 85%	87 85%	44 86%	55 95%	250 83%	250 85%	141 85%	142 88%	612 68%	580 65%	69 53%	50 40%	193 66%	191 62%	85 63%	88 53%	112 67%	110 65%	475 67%	428 63%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-	-	*	*	-	-	
Mean		2.33	2.58a	2.08	2.09	1.93	2.00	1.95	2.01	1.87	1.84	1.93	1.97	1.93	1.95	2.17	2.28o	2.47	2.71	2.27	2.33	2.38	2.46	2.24	2.31	2.18	2.33y
Standard deviation		0.96	0.87	0.78	0.80	0.79	0.69	0.71	0.61	0.80	0.49	0.76	0.63	0.74	0.57	0.86	0.82	0.98	0.88	0.86	0.80	0.83	0.78	0.85	0.83	0.89	0.85
Standard error		0.07	0.06	0.06	0.06	0.07	0.06	0.07	0.06	0.14	0.08	0.05	0.04	0.06	0.05	0.03	0.03	0.08	0.07	0.05	0.04	0.07	0.06	0.07	0.06	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 184

**Q3b. Likeliness to come across harms - Facebook**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	671	630	298	412	974	949	714	699	467	470	1055	1043	433	422	267	232	248	246	125	110	120	106	183	172
Weighted base	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58
Effective base	541	539	211	304	748	760	540	541	341	339	816	842	305	301	181	143	171	153	74	53	93	64	151	116
Very likely (4)	44 6%	40 6%	34 13%	60 17%	83 9%	95 10%	73 12%	78 13%	49 14%	59 16%	91 9%	100 10%	55 17%	54 16%	29 19%	33 24%	23 17%	27 21%	13 23%	14 38%	10 24%	5 17%	16 23%	12 21%
Somewhat likely (3)	144 21%	142 21%	86 32%	141 40%	238 25%	268 30%	177 29%	209 34%	111 32%	151 41% <sup>i</sup>	254 25%	282 28%	103 31%	134 40% <sup>m</sup>	50 32%	51 37%	46 34%	54 41%	25 43%	16 44%	13 29%	10 32%	22 32%	24 42%
Somewhat unlikely (2)	344 50%	376 56% <sup>a</sup>	96 36%	114 33%	408 44%	420 46%	248 40%	257 42%	118 34%	120 32%	460 45%	490 48%	123 37%	124 37%	51 33%	36 27%	46 34%	42 32%	14 25%	5 13%	14 33%	10 33%	23 34%	16 27%
Very unlikely (1)	162 23% <sup>b</sup>	112 17%	52 19% <sup>d</sup>	34 10%	204 22% <sup>f</sup>	122 14%	120 19% <sup>h</sup>	74 12%	72 21% <sup>j</sup>	42 11%	227 22% <sup>l</sup>	146 14%	51 15% <sup>n</sup>	24 7%	24 15%	17 12%	19 14% <sup>r</sup>	10 7%	5 9%	2 5%	5 13%	6 18%	7 10%	6 11%
NET: Likely	188 27%	182 27%	120 45%	201 58% <sup>c</sup>	321 34%	362 40% <sup>e</sup>	251 40%	286 46% <sup>g</sup>	159 46%	210 56% <sup>i</sup>	344 33%	383 38%	158 48%	188 56% <sup>m</sup>	79 51%	84 61%	68 51%	81 61%	38 66%	30 82%	23 54%	15 49%	37 55%	36 63%
NET: Unlikely	507 73%	488 73%	148 55% <sup>d</sup>	148 42%	612 66% <sup>f</sup>	542 60%	369 60%	331 54%	189 54% <sup>j</sup>	162 44%	688 67%	637 62%	174 52% <sup>n</sup>	149 44%	75 49%	53 39%	65 49%	52 39%	19 33%	7 18%	20 46%	15 51%	30 45%	22 37%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	2.10	2.16	2.38	2.65 <sup>c</sup>	2.21	2.37 <sup>e</sup>	2.33	2.47 <sup>g</sup>	2.39	2.61 <sup>i</sup>	2.20	2.33 <sup>k</sup>	2.49	2.65 <sup>m</sup>	2.55	2.73	2.54	2.74 <sup>q</sup>	2.81	3.16 <sup>s</sup>	2.66	2.48	2.68	2.72
Standard deviation	0.83	0.77	0.94	0.88	0.89	0.84	0.92	0.86	0.97	0.88	0.88	0.84	0.94	0.83	0.97	0.97	0.94	0.87	0.90	0.84	1.00	1.00	0.95	0.92
Standard error	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.05	0.04	0.06	0.06	0.06	0.06	0.08	0.08	0.09	0.10	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 185

**Q3b. Likeliness to come across harms - Facebook**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	295	333	749	695	478	499	577	544
Weighted base	225	263	800	742	409	426	623	593
Effective base	206	237	608	593	358	371	463	472
Very likely	(4) 60 27%	73 28%	30 4%	27 4%	50 12%	69 16%	41 7%	31 5%
Somewhat likely	(3) 93 41%	132 50%	159 20%	147 20%	129 32%	149 35%	124 20%	133 22%
Somewhat unlikely	(2) 52 23%	50 19%	403 50%	433 58% <sup>c</sup>	153 37%	156 37%	308 49%	335 56% <sup>g</sup>
Very unlikely	(1) 19 8% <sup>b</sup>	8 3%	208 26% <sup>d</sup>	135 18%	77 19% <sup>f</sup>	52 12%	151 24% <sup>h</sup>	94 16%
NET: Likely	154 68%	205 78% <sup>a</sup>	189 24%	174 23%	180 44%	218 51% <sup>e</sup>	165 26%	164 28%
NET: Unlikely	71 32% <sup>b</sup>	58 22%	611 76%	568 77%	229 56% <sup>f</sup>	208 49%	458 74%	429 72%
Don't know	*	-	-	-	*	-	-	-
Mean	2.87	3.02	2.01	2.09	2.37	2.55 <sup>e</sup>	2.09	2.17
Standard deviation	0.91	0.77	0.78	0.72	0.93	0.90	0.83	0.75
Standard error	0.05	0.04	0.03	0.03	0.04	0.04	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 186  
**Q3b. Likeliness to come across harms - Snapchat**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Snapchat**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	471	449	282	233	189	212	148	150	141	138	91	81	86	76	289	288	177	157	84	71	387	378	117	85	112	122	
Weighted base	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86	
Effective base	336	323	191	155	151	169	101	106	105	99	65	58	61	58	206	204	127	116	65	67	271	259	88	65	75	82	
Very likely	(4)	26 7%	41 11%	16 9%	19 12%	10 5%	20 10%	8 7%	15 13%	10 9%	11 10%	4 5%	6 9%	5 7%	8 12%	18 8%	26 12%	8 6%	14 10%	5 8%	11 18%	21 7%	30 10%	3 3%	13 15%w	10 12%	7 8%
Somewhat likely	(3)	81 22%	83 23%	41 23%	40 26%	40 22%	43 22%	31 30%	26 23%	23 20%	25 23%	15 20%	12 18%	12 17%	18 26%	54 25%	50 23%	27 19%	30 22%	22 34%	18 29%	59 20%	66 22%	14 15%	19 22%	23 28%	20 23%
Somewhat unlikely	(2)	157 43%	164 45%	71 39%	69 44%	86 47%	91 46%	43 41%	50 45%	58 52%	47 43%	35 41%	35 51%	25 36%	32 46%	101 47%	97 44%	55 38%	67 49%	24 36%	23 37%	133 45%	141 47%	53 55%	39 44%	29 36%	41 47%
Very unlikely	(1)	100 28%b	72 20%	52 29%cd	27 17%	49 26%	45 23%	23 22%	20 18%	21 19%	25 24%	14 34%	25 21%	14 40%en	28 17%	12 20%	44 21%	53 37%r	26 19%	15 22%	10 17%	86 29%v	61 21%	26 27%	17 19%	20 24%	19 22%
NET: Likely		107 29%	124 35%	57 32%	60 38%	50 27%	63 32%	39 37%	41 37%	33 29%	36 33%	19 28%	19 28%	16 24%	26 37%	72 33%	76 35%	35 25%	45 33%	27 41%	29 46%	80 27%	96 32%	17 18%	32 36%w	33 40%	27 31%
NET: Unlikely		258 71%	236 65%	122 68%	95 62%	135 73%	137 68%	66 63%	70 63%	79 71%	72 67%	55 75%	49 72%	52 76%	44 63%	145 67%	142 65%	108 75%	93 67%	39 59%	33 54%	219 73%	203 68%	79 82%x	56 64%	49 60%	60 69%
Don't know		*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	
Mean	2.09	2.26a	2.12	2.34c	2.06	2.19	2.23	2.32	2.19	2.20	1.96	2.16	1.90	2.31m	2.21	2.26	1.93	2.24q	2.26	2.47	2.05	2.22u	1.94	2.32w	2.27	2.17	
Standard deviation	0.88	0.91	0.93	0.91	0.83	0.90	0.87	0.92	0.85	0.92	0.87	0.87	0.92	0.89	0.86	0.92	0.89	0.88	0.90	0.98	0.87	0.89	0.74	0.95	0.97	0.87	
Standard error	0.04	0.04	0.06	0.06	0.06	0.06	0.07	0.08	0.07	0.08	0.09	0.10	0.10	0.10	0.05	0.05	0.07	0.07	0.10	0.12	0.04	0.05	0.07	0.10	0.09	0.08	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 187  
**Q3b. Likeliness to come across harms - Snapchat**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (g)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	83	95	53	52	15	17	22	24	336	320	130	126	119	118	68	71	59	59	326	312	
Weighted base	59	62	42*	39*	15**	16**	21**	24**	278	278	83	81	92	95	57	64	44*	45*	254	252	
Effective base	59	63	33	33	12	15	17	19	248	242	85	80	85	83	51	53	40	37	232	229	
Very likely	(4)	5 8%	7 11%	1 2%	4 9%	2 15%	-	2 10%	17 6%	28 10%	9 11%	12 15%	8 8%	12 13%	2 4%	9 15%	5 11%	5 12%	17 7%	26 10%	
Somewhat likely	(3)	17 29%	17 27%	5 13%	6 15%	-	4 22%	*	5 2%	61 22%	64 23%	19 22%	19 24%	19 20%	22 22%	14 22%	9 22%	12 27%	59 23%	56 22%	
Somewhat unlikely	(2)	22 37%	30 50%	20 48%	19 47%	7 47%	7 46%	10 46%	12 51%	125 45%	129 46%	32 39%	35 43%	38 41%	40 43%	25 43%	27 42%	12 28%	19 43%	110 43%	117 47%
Very unlikely	(1)	15 26%	8 13%	16 37%	11 28%	6 38%	5 33%	9 42%	7 29%	76 27%	57 21%	23 27%	14 18%	28 30%	20 21%	17 31%	13 21%	17 40% <sub>x</sub>	8 18%	68 27%	52 21%
NET: Likely		22 37%	23 38%	6 15%	9 24%	2 15%	4 22%	3 12%	5 20%	77 28%	91 33%	28 34%	31 39%	26 28%	35 36%	15 26%	23 37%	14 32%	18 39%	76 30%	83 33%
NET: Unlikely		37 63%	38 62%	35 85%	30 76%	12 85%	13 78%	19 88%	19 80%	201 72%	186 67%	55 66%	49 61%	66 71%	60 64%	42 74%	40 63%	29 67%	28 61%	178 70%	169 67%
Don't know		-	-	-	-	-	-	-	-	-	*	*	*	*	-	-	*	*	-	-	
Mean	2.20	2.36	1.79	2.05	1.92	1.89	1.80	1.91	2.06	2.22 <sub>o</sub>	2.18	2.36	2.06	2.28	1.99	2.30	2.03	2.32	2.10	2.23	
Standard deviation	0.92	0.84	0.75	0.90	1.02	0.75	0.92	0.71	0.85	0.89	0.97	0.95	0.92	0.94	0.84	0.97	1.03	0.92	0.87	0.89	
Standard error	0.10	0.09	0.10	0.13	0.26	0.18	0.20	0.14	0.05	0.05	0.09	0.08	0.08	0.09	0.10	0.12	0.14	0.12	0.05	0.05	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 188

**Q3b. Likeliness to come across harms - Snapchat**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	202	179	183	269	459	431	437	408	360	354	433	422	471	449	228	190	192	191	124	102	105	89	153	134
Weighted base	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Effective base	148	139	123	186	326	309	308	292	251	243	305	301	336	323	152	111	122	110	73	49	81	59	128	86
Very likely (4)	10 6%	16 10%	11 8%	25 13%	26 7%	41 12%e	23 7%	39 12%g	25 10%	37 15%	24 7%	40 12%	26 7%	41 11%	16 14%	22 21%	13 15%	18 20%	8 14%	8 25%	6 16%	2 11%	7 13%	4 10%
Somewhat likely (3)	23 13%	33 20%	36 28%	50 26%	80 23%	79 23%	79 24%	77 24%	70 28%	65 25%	76 23%	78 23%	81 22%	83 23%	35 29%	32 31%	26 28%	30 33%	19 34%	14 42%	11 31%	8 43%	16 31%	15 38%
Somewhat unlikely (2)	84 49%	81 49%	49 38%	83 43%	149 42%	154 45%	139 42%	135 43%	93 37%	100 39%	141 42%	155 46%	157 43%	164 45%	45 38%	33 32%	37 40%	31 35%	20 35%	8 26%	13 38%	7 34%	21 40%	14 37%
Very unlikely (1)	54 31%	37 22%	31 25%	35 18%	98 28%f	66 19%	87 26%	65 21%	60 24%	54 21%	54 28%l	92 19%	64 28%n	100 20%	72 19%	23 16%	16 17%	11 12%	9 16%	2 7%	5 14%	2 12%	8 16%	6 16%
NET: Likely	33 19%	49 29%a	47 37%	75 39%	106 30%	120 35%	102 31%	115 37%	95 38%	103 40%	100 30%	117 35%	107 29%	124 35%	51 43%	54 52%	40 43%	48 53%	27 48%	22 68%o	16 48%	10 54%	23 44%	18 48%
NET: Unlikely	138 81%b	118 71%	80 63%	118 61%	247 70%	221 65%	225 69%	200 63%	153 62%	154 60%	233 70%	219 65%	258 71%	236 65%	68 57%	50 48%	52 57%	43 47%	29 52%t	10 32%	18 52%	9 46%	29 56%	20 52%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	1.94	2.17a	2.21	2.34	2.10	2.28e	2.12	2.28g	2.24	2.34	2.10	2.27k	2.09	2.26m	2.38	2.58	2.41	2.60	2.46	2.86s	2.50	2.52	2.41	2.42
Standard deviation	0.83	0.88	0.91	0.92	0.89	0.91	0.88	0.93	0.94	0.97	0.89	0.91	0.88	0.91	0.95	1.00	0.94	0.94	0.93	0.89	0.94	0.87	0.92	0.88
Standard error	0.06	0.07	0.07	0.06	0.04	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.06	0.07	0.07	0.07	0.08	0.09	0.09	0.09	0.07	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 189

**Q3b. Likeliness to come across harms - Snapchat**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	213	230	247	214	276	281	195	168
Weighted base	137	163	220	193	197	201	168	159
Effective base	149	152	185	168	192	191	145	134
Very likely	(4) 19 14%	37 23% <sup>a</sup>	7 3%	4 2%	23 12%	30 15%	3 2%	11 7% <sup>g</sup>
Somewhat likely	(3) 52 38%	52 32%	27 12%	31 16%	49 25%	54 27%	32 19%	29 18%
Somewhat unlikely	(2) 44 33%	52 32%	107 49%	108 56%	70 36%	75 37%	87 52%	89 56%
Very unlikely	(1) 21 15%	22 13%	78 36%	50 26%	55 28%	41 21%	46 27%	31 19%
NET: Likely	71 52%	89 55%	35 16%	35 18%	72 37%	85 42%	35 21%	40 25%
NET: Unlikely	66 48%	73 45%	186 84%	158 82%	125 63%	116 58%	133 79%	120 75%
Don't know	* *	- -	- -	- -	* *	- -	- -	- -
Mean	2.50	2.64	1.84	1.94	2.21	2.37	1.95	2.12
Standard deviation	0.91	0.98	0.77	0.70	0.98	0.97	0.73	0.79
Standard error	0.06	0.06	0.05	0.05	0.06	0.06	0.05	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 190  
**Q3b. Likeliness to come across harms - Twitch**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Twitch**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	297	255	226	177	71	76	107	93	84	76	52	48	52	36	191	169	104	84	46	39	251	216	58	41	90	76		
Weighted base	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*		
Effective base	208	163	158	111	52	51	77	61	61	46	34	30	36	25	138	106	70	55	31	37	178	126	43	25	63	47		
Very likely	(4)	15 8%	21 13%	13 11%	12 11%	2 3%	9 17%e	4 7%	11 19%g	7 14%	5 11%	1 3%	3 8%	2 6%	12 11%	16 16%	3 5%	5 8%	2 6%	5 14%	13 9%	16 13%	3 9%	7 23%	6 12%	6 14%		
Somewhat likely	(3)	34 19%	42 26%	25 20%	26 24%	9 17%	16 31%	12 21%	15 25%	7 14%	10 30%i	10 28%	4 37%	3 14%	19 18%	29 27%	14 22%	14 25%	6 20%	14 37%	27 19%	29 23%	4 11%	12 37%	13 24%	6 16%		
Somewhat unlikely	(2)	76 43%	68 42%	49 39%	48 44%	27 53%	19 36%	24 40%	23 39%	24 47%	18 38%	17 51%	12 43%	9 29%	15 55%	48 44%	40 38%	26 41%	27 49%	17 51%	13 36%	59 41%	55 44%	13 40%	9 27%	21 40%	21 51%	
Very unlikely	(1)	52 29%b	30 19%	38 31%	22 20%	13 26%	8 16%	18 31%	10 17%	13 25%	10 21%	6 18%	3 9%	14 48%	7 27%	31 28%	20 19%	21 32%	10 18%	7 22%	4 12%	44 31%v	26 21%	13 40%	4 13%	13 24%	8 19%	
NET: Likely		48 28%	63 39%a	38 30%	38 35%	10 20%	25 48%e	17 28%	14 44%	19 28%	11 41%	13 48%	7 22%	5 18%	31 28%	45 43%o	17 27%	18 33%	9 26%	19 52%s	40 28%	44 36%	6 20%	20 60%	19 35%	12 30%		
NET: Unlikely		128 72%b	98 61%	87 70%	70 65%	40 80%f	27 52%	42 72%	32 56%	37 72%	27 59%	27 69%	24 52%	15 77%	23 82%	22 72%p	79 57%	60 73%	47 67%	37 74%t	24 48%	18 72%	103 64%	80 64%	25 80%	13 40%	34 64%	28 70%
Don't know		*	-	*	-	-	-	-	-	-	-	-	-	1%	-	-	-	*	-	-	*	-	-	-	*	-		
Mean	2.07	2.34a	2.10	2.27	1.97	2.49e	2.05	2.46g	2.18	2.32	2.15	2.49	1.82	1.97	2.11	2.40o	2.00	2.24	2.10	2.54s	2.06	2.28u	1.88	2.70	2.23	2.26		
Standard deviation	0.91	0.93	0.96	0.91	0.76	0.96	0.91	0.99	0.97	0.94	0.75	0.82	0.97	0.81	0.94	0.97	0.87	0.85	0.83	0.89	0.93	0.93	0.93	0.98	0.96	0.93		
Standard error	0.05	0.06	0.06	0.07	0.09	0.11	0.09	0.10	0.11	0.11	0.10	0.12	0.14	0.14	0.07	0.07	0.09	0.09	0.12	0.14	0.06	0.06	0.12	0.15	0.10	0.11		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 191

**Q3b. Likeliness to come across harms - Twitch**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)
Unweighted base	65	63	33	32	206	173	89	80	72	66	38	39	38	34	213	175
Weighted base	40*	32*	16**	16**	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
Effective base	47	38	23	18	147	117	63	45	49	40	27	26	23	18	151	117
Very likely (4)	3 8%	1 3%	1 5%	1 9%	10 8%	17 14%	5 12%	4 10%	6 15%	4 10%	2 8%	4 12%	4 18%	2 9%	8 7%	15 13%
Somewhat likely (3)	10 25%	7 21%	1 4%	3 21%	23 17%	27 23%	10 26%	15 39%	5 11%	12 29% <sup>s</sup>	4 15%	8 27%	1 6%	6 36%	27 21%	27 24%
Somewhat unlikely (2)	14 36%	19 60% <sup>a</sup>	10 62%	3 21%	60 45%	55 46%	14 34%	12 30%	20 49%	15 38%	11 45%	13 43%	11 48%	5 30%	53 41%	51 45%
Very unlikely (1)	13 32%	5 15%	5 30%	8 50%	40 30% <sup>p</sup>	21 17%	11 28%	8 21%	10 25%	9 23%	8 32%	5 18%	6 28%	5 25%	41 32% <sup>z</sup>	20 18%
NET: Likely	13 33%	8 24%	1 9%	5 29%	33 25%	44 37% <sup>o</sup>	15 37%	19 49%	11 26%	16 39%	5 23%	11 39%	5 24%	8 45%	35 27%	42 37%
NET: Unlikely	27 67%	24 76%	15 91%	11 71%	101 75% <sup>p</sup>	76 63%	25 62%	20 51%	31 73%	25 61%	18 77%	18 61%	17 75%	10 55%	94 73%	71 63%
Don't know	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-
Mean	2.08	2.12	1.84	1.88	2.02	2.34 <sup>o</sup>	2.21	2.37	2.17	2.25	1.99	2.34	2.14	2.28	2.02	2.32 <sup>y</sup>
Standard deviation	0.94	0.71	0.73	1.05	0.88	0.93	0.99	0.94	0.98	0.94	0.90	0.92	1.04	0.97	0.89	0.92
Standard error	0.12	0.09	0.13	0.19	0.06	0.07	0.11	0.10	0.12	0.12	0.15	0.15	0.17	0.17	0.06	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 192

**Q3b. Likeliness to come across harms - Twitch**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	135	90	115	164	295	250	268	226	229	207	267	232	228	190	297	255	174	163	114	99	102	85	136	115
Weighted base	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
Effective base	103	62	77	103	206	160	186	140	156	125	181	143	152	111	208	163	118	88	66	46	78	60	115	72
Very likely (4)	8 9%	9 13%	5 9%	12 13%	14 8%	21 13%	12 8%	19 14%	12 11%	18 16%	14 9%	19 14%	13 11%	19 19%	15 8%	21 13%	9 12%	15 19%	7 14%	8 27%	6 17%	3 17%	5 12%	3 9%
Somewhat likely (3)	12 13%	13 18%	15 28%	30 32%	34 19%	42 26%	30 20%	37 27%	26 23%	38 33%	30 19%	37 27%	27 23%	31 30%	34 19%	42 26%	17 22%	30 40%q	14 28%	10 33%	11 32%	6 35%	15 34%	9 29%
Somewhat unlikely (2)	38 42%	30 44%	21 39%	37 41%	76 43%	66 42%	62 42%	53 40%	51 44%	40 34%	70 45%	51 38%	51 42%	39 37%	76 43%	68 42%	31 42%r	21 28%	21 43%	9 30%	13 40%	7 41%	14 33%	12 41%
Very unlikely (1)	32 36%	17 24%	12 23%	13 14%	52 30%f	30 19%	45 30%h	25 19%	26 23%	20 17%	40 26%	29 21%	29 24%n	14 14%	52 29%p	30 19%	18 24%	10 13%	7 14%	3 11%	4 11%	1 8%	9 20%	6 21%
NET: Likely	20 22%	22 32%	20 37%	42 45%	47 27%	63 39%e	42 28%	56 41%g	39 33%	57 49%i	43 28%	56 41%k	40 33%	51 49%m	48 28%	63 39%o	25 34%	44 59%q	20 42%	18 60%	16 49%	9 51%	21 47%	12 39%
NET: Unlikely	70 78%	47 68%	33 62%	51 55%	127 73%f	96 61%	107 72%h	79 59%	77 66%j	60 51%	110 72%l	81 59%	79 66%n	53 51%	128 72%p	98 61%	49 66%r	31 41%	28 57%	12 40%	17 50%	8 49%	23 53%	18 61%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	1.95	2.20	2.23	2.44	2.05	2.34e	2.06	2.37g	2.21	2.47i	2.11	2.34k	2.20	2.54m	2.07	2.34o	2.22	2.65q	2.42	2.76	2.55	2.60	2.39	2.28
Standard deviation	0.92	0.96	0.92	0.89	0.90	0.93	0.91	0.95	0.92	0.96	0.90	0.97	0.93	0.95	0.91	0.93	0.95	0.94	0.91	0.98	0.91	0.88	0.95	0.91
Standard error	0.08	0.10	0.09	0.07	0.05	0.06	0.06	0.06	0.06	0.07	0.06	0.06	0.06	0.07	0.05	0.06	0.07	0.07	0.09	0.10	0.09	0.10	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 193

**Q3b. Likeliness to come across harms - Twitch**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	144	154	148	98	196	186	101	69
Weighted base	72	87	103	73	111	105	65	56
Effective base	98	91	110	70	134	113	74	51
Very likely	(4) 12 17%	17 19%	3 3%	3 4%	12 11%	18 17%	2 4%	3 6%
Somewhat likely	(3) 18 25%	32 37%	14 14%	10 14%	24 21%	23 22%	10 15%	19 34%g
Somewhat unlikely	(2) 29 40%	28 32%	46 45%	40 55%	48 43%	47 45%	28 43%	21 37%
Very unlikely	(1) 12 17%	10 12%	39 38%	19 27%	27 24%	17 16%	25 38%	13 24%
NET: Likely	31 43%	49 56%	17 17%	13 18%	36 32%	41 39%	12 19%	22 40%g
NET: Unlikely	41 57%	38 44%	86 83%	60 82%	75 67%	64 61%	53 81%h	34 60%
Don't know	* *	- -	- -	- -	* *	- -	- -	- -
Mean	2.43	2.64	1.81	1.95	2.19	2.40	1.85	2.22g
Standard deviation	0.97	0.93	0.77	0.76	0.94	0.95	0.82	0.88
Standard error	0.08	0.07	0.06	0.08	0.07	0.07	0.08	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 194  
**Q3b. Likeliness to come across harms - Bitchute**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Bitchute**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB	SEG C1		SEG C2		SEG ABC1		SEG C2DE		Age - 18+		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)	
Unweighted base	131	119	99	76	32	42	41	45	40	24	28	86	75	45	44	131	119	47	
Weighted base	51	37	35	23*	16**	15**	15*	19*	13**	10**	10**	33	21*	17*	16**	51	37	19*	
Effective base	96	74	72	46	25	28	30	30	25	20	18	60	47	36	28	96	74	36	
Very likely	(4)	3 7%	2 5%	3 9%	2 7%	* 2%	* 3%	1 8%	1 8%	1 4%	* 9%	3 8%	1 5%	1 4%	1 6%	3 7%	2 5%	2 8%	
Somewhat likely	(3)	17 33%	10 28%	12 34%	7 31%	5 32%	3 23%	7 48%	3 16%	3 26%	2 27%	10 30%	7 32%	7 40%	4 22%	17 33%	10 28%	6 31%	
Somewhat unlikely	(2)	20 40%	16 42%	14 41%	10 43%	6 39%	6 40%	5 35%	9 50%	6 45%	5 49%	4 37%	14 43%	8 40%	6 34%	7 45%	20 40%	16 42%	7 40%
Very unlikely	(1)	10 19%	9 25%	5 16%	4 19%	4 27%	5 34%	1 9%	5 26%	3 25%	2 23%	4 36%	6 19%	5 23%	3 20%	5 19%	10 19%	9 25%	4 20%
NET: Likely		20 40%	12 33%	15 43%	9 38%	5 34%	4 25%	8 56%	4 24%	4 30%	3 28%	3 27%	13 38%	8 37%	8 44%	5 28%	20 40%	12 33%	7 39%
NET: Unlikely		30 60%	25 67%	20 56%	14 62%	11 66%	11 75%	7 44%	14 76%	9 70%	7 72%	7 73%	21 62%	13 63%	9 54%	12 72%	30 60%	25 67%	11 60%
Don't know		* -	- -	* 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1% -	- -	* -	- -	- -	1% -
Mean	2.28	2.14	2.37	2.26	2.08	1.94	2.55	2.05	2.09	2.07	2.00	2.27	2.19	2.29	2.06	2.28	2.14	2.28	
Standard deviation	0.86	0.86	0.86	0.87	0.83	0.85	0.80	0.88	0.85	0.79	1.00	0.87	0.87	0.86	0.88	0.86	0.86	0.90	
Standard error	0.08	0.08	0.09	0.10	0.15	0.13	0.13	0.13	0.14	0.16	0.19	0.09	0.10	0.13	0.13	0.08	0.08	0.13	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 195

**Q3b. Likeliness to come across harms - Bitchute**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

		Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		No Impacting/limiting condition	
		Wave 1 (a)	Wave 2 (b)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (y)	Wave 2 (z)
Unweighted base		37	76	70	53	48	93	76	
Weighted base		16**	30	26*	19*	11*	38	26*	
Effective base		24	54	46	40	30	67	48	
Very likely	(4)	1 4%	2 5%	1 4%	2 9%	1 8%	1 4%	2 7%	
Somewhat likely	(3)	8 48%	8 27%	5 19%	9 47%	5 45%	13 33%	7 26%	
Somewhat unlikely	(2)	6 36%	15 50%	11 44%	5 25%	4 37%	16 41%	11 43%	
Very unlikely	(1)	2 12%	6 18%	8 32%	3 18%	1 9%	8 22%	6 24%	
NET: Likely		8 52%	10 32%	6 24%	11 55%	6 53%	14 37%	9 33%	
NET: Unlikely		8 48%	21 68%	20 76%	8 43%	5 47%	24 63%	17 67%	
Don't know		-	-	-	* 1%	-	-	-	
Mean		2.44	2.19	1.96	2.47	2.52	2.19	2.16	
Standard deviation		0.78	0.81	0.84	0.91	0.81	0.83	0.89	
Standard error		0.13	0.09	0.10	0.13	0.12	0.09	0.10	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 196

**Q3b. Likeliness to come across harms - Bitchute**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	53	47	77	71	130	117	117	103	102	90	120	106	105	89	102	85	102	86	89	73	131	119	87	75
Weighted base	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
Effective base	40	36	57	47	95	73	90	63	82	59	93	64	81	59	78	60	87	55	69	69	96	74	78	69
Very likely	(4) 1 5%	1 4%	2 9%	1 8%	3 7%	2 6%	3 8%	2 7%	3 10%	1 7%	3 8%	2 7%	3 10%	1 7%	3 10%	1 8%	3 9%	1 7%	2 9%	1 12%	3 7%	2 5%	2 11%	1 9%
Somewhat likely	(3) 6 23%	4 16%	11 42%	7 46%	17 33%	10 28%	15 36%	9 33%	12 36%	8 38%	15 35%	10 32%	13 38%	8 40%	13 38%	8 45%	12 37%	9 45%	12 45%	7 55%	17 33%	10 28%	9 39%	7 58%w
Somewhat unlikely	(2) 11 44%	12 52%	10 37%	4 26%	20 40%	15 42%	13 36%	13 46%	8 39%	16 39%	12 38%	12 39%	7 36%	13 36%	6 38%	11 37%	7 36%	9 34%	3 27%	20 40%	16 42%	8 36%	3 27%	
Very unlikely	(1) 7 28%	6 28%	3 12%	3 20%	10 19%	9 25%	8 20%	4 15%	3 15%	3 19%	8 22%	7 16%	5 16%	3 13%	4 10%	2 17%	5 13%	2 12%	3 6%	1 19%	10 25%	9 13%	3 13%	1 6%
NET: Likely	7 28%	4 20%	13 51%	8 54%	20 40%	12 33%	18 44%	11 40%	15 46%	9 45%	18 43%	12 38%	16 48%	9 47%	16 48%	9 54%	14 46%	10 53%	15 54%	8 67%	20 40%	12 33%	11 50%	8 67%w
NET: Unlikely	17 72%	18 80%	13 49%	7 46%	30 60%	25 67%	23 56%	17 60%	11 53%	17 55%	24 57%	19 62%	18 51%	10 53%	17 51%	8 46%	17 53%	9 47%	12 45%	4 33%	30 60%	25 67%	11 49% x	4 33%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	2.05	1.95	2.48	2.41	2.27	2.14	2.32	2.32	2.42	2.37	2.32	2.23	2.43	2.39	2.46	2.52	2.38	2.47	2.52	2.73	2.28	2.14	2.47	2.71
Standard deviation	0.85	0.79	0.82	0.92	0.86	0.87	0.89	0.82	0.88	0.85	0.88	0.89	0.88	0.86	0.86	0.80	0.89	0.83	0.83	0.77	0.86	0.86	0.87	0.74
Standard error	0.12	0.12	0.09	0.11	0.08	0.08	0.08	0.08	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.08	0.09	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 197

**Q3b. Likeliness to come across harms - Bitchute**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	73	69	54	49	95	93	36	26
Weighted base	23	15*	27*	22*	35	26	16**	11**
Effective base	60	47	40	35	72	58	25	18
Very likely	(4)	3 12%	2 13%	* 2%	- 8%	2 8%	1 4%	- -
Somewhat likely	(3)	11 47%	6 41%	6 22%	4 19%	7 39%	3 28%	3 26%
Somewhat unlikely	(2)	7 29%	5 32%	13 49%	11 48%	12 34%	10 38%	9 55%
Very unlikely	(1)	2 11%	2 14%	7 27%	7 33%	6 27%	7 21%	3 23%
NET: Likely		14 60%	8 54%	6 24%	4 19%	17 47%	9 36%	4 24%
NET: Unlikely		9 40%	7 46%	20 76%	18 81%	18 52%	17 76%	8 74%
Don't know		* 1%	- -	- -	- -	* 1%	- -	- -
Mean	2.62	2.54	1.98	1.85	2.37	2.18	2.07	2.02
Standard deviation	0.86	0.92	0.77	0.72	0.89	0.92	0.77	0.73
Standard error	0.10	0.11	0.10	0.10	0.09	0.10	0.13	0.14

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 198  
**Q3b. Likeliness to come across harms - OnlyFans**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**OnlyFans**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	198	179	173	139	63	59	59	56	33	32	42	32	122	115	75	64	198	179	40	67	61	
Weighted base	76	62	67	53	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	76	62	13*	25	20*	
Effective base	162	122	142	98	48	39	48	37	29	22	37	24	96	76	66	46	162	122	34	58	41	
Very likely	(4)	7 9%	8 13%	6 9%	7 14%	1 6%	2 10%	3 14%	3 16%	1 12%	1 13%	1 11%	5 10%	5 13%	3 9%	3 12%	7 9%	8 13%	2 13%	3 10%	2 11%	
Somewhat likely	(3)	19 25%	15 24%	15 23%	11 21%	6 26%	6 28%	3 24%	3 19%	4 25%	4 23%	1 8%	12 25%	9 24%	7 24%	5 24%	19 25%	15 24%	3 23%	7 27%	6 29%	
Somewhat unlikely	(2)	33 44%	26 42%	31 46%	22 42%	10 45%	8 36%	11 49%	10 52%	6 48%	2 23%	5 32%	22 47%	17 44%	11 39%	9 38%	33 44%	26 42%	5 35%	11 44%	8 41%	
Very unlikely	(1)	17 22%	14 22%	14 21%	12 22%	5 23%	5 25%	3 14%	2 13%	2 15%	2 22%	6 38%	4 29%	8 18%	8 20%	6 28%	17 22%	14 22%	4 29%	5 18%	4 19%	
NET: Likely		26 34%	23 37%	22 33%	19 35%	8 33%	8 39%	6 37%	5 35%	6 55%	5 29%	2 19%	16 35%	15 37%	9 32%	8 36%	26 34%	23 37%	5 36%	9 37%	8 40%	
NET: Unlikely		50 66%	40 63%	45 67%	34 65%	16 67%	13 61%	15 63%	12 65%	8 63%	5 45%	12 70%	10 81%	30 65%	25 63%	19 64%	15 64%	50 66%	40 63%	9 64%	16 62%	12 60%
Don't know		* *	- -	* -	- -	- -	- -	- -	- -	- -	1% -	- -	- -	- -	1% -	- -	* -	- -	- -	1% -	- -	
Mean	2.22	2.27	2.21	2.27	2.16	2.23	2.37	2.38	2.34	2.47	1.97	2.01	2.27	2.30	2.13	2.22	2.22	2.27	2.21	2.29	2.31	
Standard deviation	0.90	0.95	0.89	0.97	0.86	0.97	0.91	0.93	0.91	1.03	0.96	0.95	0.88	0.94	0.94	0.99	0.90	0.95	1.04	0.90	0.92	
Standard error	0.06	0.07	0.07	0.08	0.11	0.13	0.12	0.12	0.16	0.18	0.15	0.17	0.08	0.09	0.11	0.12	0.06	0.07	0.16	0.11	0.12	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 199  
**Q3b. Likeliness to come across harms - OnlyFans**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted base	47	52	36	131	124	65	54	53	50	23	33	132	119	
Weighted base	19*	19*	14**	54	50	21	13*	21*	15*	10**	12**	51	44	
Effective base	40	39	28	109	90	52	34	42	35	19	26	110	81	
Very likely	(4) 1 7%	4 20%	2 11%	3 6%	7 14%	4 18%	1 8%	3 13%	2 12%	-	2 19%	4 8%	5 12%	
Somewhat likely	(3) 6 30%	4 21%	3 19%	13 24%	10 21%	6 28%	4 35%	5 25%	4 25%	2 22%	3 27%	12 24%	10 23%	
Somewhat unlikely	(2) 7 40%	7 39%	7 48%	25 47%	21 42%	7 34%	5 40%	7 35%	5 36%	5 46%	4 31%	23 46%	19 43%	
Very unlikely	(1) 4 23%	4 20%	3 21%	12 23%	11 23%	4 20%	2 17%	5 26%	4 27%	3 33%	3 22%	11 22%	9 21%	
NET: Likely	7 37%	8 41%	4 31%	16 30%	17 35%	10 46%	5 43%	8 38%	6 37%	2 22%	6 45%	16 32%	16 35%	
NET: Unlikely	12 63%	11 59%	10 69%	38 70%	32 65%	11 53%	7 57%	13 61%	10 63%	8 78%	7 53%	34 68%	29 65%	
Don't know	-	-	-	-	-	1%	-	1%	-	-	2%	-	-	
Mean	2.20	2.41	2.20	2.13	2.25	2.44	2.34	2.26	2.22	1.89	2.43	2.18	2.26	
Standard deviation	0.90	1.06	0.94	0.84	0.98	1.03	0.89	1.01	1.01	0.77	1.08	0.87	0.94	
Standard error	0.13	0.15	0.16	0.07	0.09	0.13	0.12	0.14	0.14	0.16	0.19	0.08	0.09	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 200

**Q3b. Likeliness to come across harms - OnlyFans**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	102	82	95	96	195	176	183	165	157	148	183	172	153	134	136	115	129	118	90	81	87	75	198	179	
Weighted base	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62	
Effective base	87	66	75	59	160	120	156	111	132	97	151	116	128	86	115	72	108	84	80	69	78	69	162	122	
Very likely (4)	2 4%	4 11%	6 18%	4 15%	7 10%	8 13%	6 8%	8 15%	6 10%	7 16%	6 9%	8 14%	6 11%	6 17%	5 13%	5 15%	5 12%	5 17%	4 16%	4 14%	2 16%	4 16%	2 9%	7 13%	
Somewhat likely (3)	8 19%	6 15%	10 32%	9 37%	18 25%	15 24%	18 27%	14 26%	16 30%	12 27%	18 26%	14 24%	16 30%	13 33%	15 35%	10 34%	13 31%	10 37%	9 36%	7 46%	9 38%	6 47%	19 25%	15 24%	
Somewhat unlikely (2)	22 51%	19 51%	11 34%	6 26%	33 44%	25 41%	28 42%	21 38%	20 37%	17 37%	30 44%	23 40%	21 39%	12 31%	13 31%	11 37%	16 40%	9 32%	4 35%	4 31%	7 32%	3 29%	33 44%	26 42%	
Very unlikely (1)	12 27%	8 22%	5 15%	5 22%	16 22%	14 22%	15 22%	12 22%	12 23%	10 21%	14 20%	13 22%	10 20%	8 19%	9 22%	4 13%	6 15%	4 14%	3 12%	1 9%	1 13%	3 9%	1 9%	17 22%	14 22%
NET: Likely	10 23%	10 27%	16 50%	13 52%	26 34%	23 37%	23 35%	22 40%	22 40%	20 42%	24 35%	22 38%	21 41%	19 49%	21 47%	15 49%	18 44%	15 54%	13 52%	9 60%	13 54%	8 63%	26 34%	23 37%	
NET: Unlikely	34 77%	28 73%	16 50%	12 48%	49 65%	39 63%	43 64%	33 60%	32 59%	27 58%	44 65%	36 62%	31 59%	20 51%	23 52%	15 51%	23 56%	13 46%	12 48%	6 40%	10 45%	5 37%	50 66%	40 63%	
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	1%	-	*	-	
Mean	1.99	2.16	2.53	2.45	2.23	2.28	2.22	2.33	2.28	2.37	2.24	2.29	2.32	2.46	2.39	2.51	2.41	2.58	2.55	2.65	2.58	2.70	2.22	2.27	
Standard deviation	0.79	0.91	0.97	1.01	0.90	0.96	0.89	0.98	0.94	0.99	0.88	0.97	0.92	1.00	0.97	0.92	0.91	0.95	0.92	0.86	0.94	0.88	0.90	0.95	
Standard error	0.08	0.10	0.10	0.10	0.06	0.07	0.07	0.08	0.08	0.08	0.07	0.07	0.07	0.09	0.08	0.09	0.08	0.09	0.10	0.10	0.10	0.10	0.06	0.07	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 201

**Q3b. Likeliness to come across harms - OnlyFans**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	105	106	88	73	127	130	71	49
Weighted base	37	31	37	32	44	40	32	22*
Effective base	83	68	76	55	107	87	58	37
Very likely	(4) 6 15%	7 22%	2 5%	1 4%	5 12%	7 18%	2 6%	1 3%
Somewhat likely	(3) 15 40%	8 27%	3 9%	7 21%	13 30%	10 26%	5 17%	5 21%
Somewhat unlikely	(2) 12 31%	11 35%	21 56%	15 48%	18 41%	14 36%	15 47%	11 52%
Very unlikely	(1) 5 14%	5 17%	11 30%	8 27%	7 16%	8 20%	9 30%	6 25%
NET: Likely	21 55%	15 48%	5 14%	8 25%	19 42%	18 44%	7 23%	5 23%
NET: Unlikely	17 44%	16 52%	32 86%	24 75%	25 58%	23 56%	24 77%	17 77%
Don't know	* 1%	-	-	-	* -	-	-	-
Mean	2.57	2.53	1.88	2.02	2.38	2.42	1.99	2.01
Standard deviation	0.92	1.03	0.76	0.81	0.91	1.02	0.85	0.77
Standard error	0.09	0.10	0.08	0.09	0.08	0.09	0.10	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 202  
**Q3b. Likeliness to come across harms - Vimeo**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Vimeo**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	268	263	203	177	65	84	109	109	75	80	44	47	40	26	184	189	84	73	30	37	238	226	46	33	70	67		
Weighted base	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*		
Effective base	179	166	141	110	44	55	73	73	48	49	32	29	26	14	121	122	58	44	22	34	157	132	31	17	46	38		
Very likely	(4)	10 7%	12 8%	8 8%	7 3%	5 9%	3 4%	6 9%	5 11%	4 8%	*	1 6%	3 12%	-	7 7%	9 8%	3 6%	1 4%	1 3%	5 14%	9 7%	7 6%	*	2 12%	6 16%	2 8%		
Somewhat likely	(3)	33 22%	41 27%	22 22%	24 24%	10 22%	17 33%	16 25%	14 22%	17 35% <sup>i</sup>	8 34%	7 29%	2 9%	2 24%	23 22%	31 27%	10 22%	10 27%	7 40%	11 33%	26 19%	30 26%	7 26%	8 43%	6 17%	7 23%		
Somewhat unlikely	(2)	73 48%	72 49%	50 48%	50 51%	23 49%	21 42%	34 54%	39 60%	18 50%	8 37%	12 32%	10 48%	4 35%	55 52%	57 50%	17 38%	15 44%	5 31%	16 49%	67 50%	56 48%	12 46%	6 32%	15 41%	15 50%		
Very unlikely	(1)	36 23%	24 16%	23 22%	16 17%	12 26%	8 16%	11 17%	6 9%	10 23%	10 20%	8 33%	4 17%	7 34%	4 41%	21 19%	16 14%	15 33%	9 25%	5 26%	1 4%	31 23%	23 20%	7 27%	2 13%	10 26%	6 19%	
NET: Likely		43 28%	53 35%	31 30%	31 32%	12 25%	21 42%	19 29%	20 30%	11 27%	21 43%	8 35%	9 35%	2 24%	30 28%	40 36%	13 28%	11 31%	8 44%	16 47%	35 26%	37 32%	7 27%	10 55%	12 33%	9 31%		
NET: Unlikely		108 72%	97 65%	73 70%	66 68%	36 75%	29 58%	45 71%	45 70%	31 73%	28 57%	15 65%	16 65%	17 78%	8 76%	73 64%	32 72%	24 69%	10 56%	18 53%	98 74%	79 68%	19 73%	9 45%	25 67%	20 69%		
Don't know		* -	* -	* -	- -	- -	- -	- -	- -	- -	- -	- -	- 1%	- -	- -	- -	* -	- -	- -	- -	* -	- -	- -	- -	- -	- 1%	- -	
Mean	2.11	2.27	2.15	2.23	2.03	2.35	2.16	2.30	2.15	2.30	2.03	2.23	1.99	1.82	2.16	2.30	2.01	2.11	2.21	2.57	2.10	2.18	2.02	2.55	2.22	2.20		
Standard deviation	0.84	0.83	0.86	0.82	0.79	0.86	0.75	0.76	0.90	0.88	0.86	0.82	0.98	0.83	0.81	0.81	0.91	0.83	0.89	0.80	0.84	0.82	0.78	0.89	1.02	0.85		
Standard error	0.05	0.05	0.06	0.06	0.10	0.09	0.07	0.07	0.10	0.10	0.13	0.12	0.16	0.16	0.06	0.06	0.10	0.10	0.16	0.13	0.05	0.05	0.12	0.15	0.12	0.10		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 203  
**Q3b. Likeliness to come across harms - Vimeo**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64	Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	56	63	47	40	15	19	23	179	177	87	85	58	77	30	43	30	44	194	174
Weighted base	29*	29*	26*	20**	12**	14**	19**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98
Effective base	38	35	32	24	9	12	19	123	117	55	50	37	49	20	28	15	26	131	114
Very likely (4)	3 10%	1 4%	* 1%	1 6%	- -	- -	- -	4 4%	9 8%	5 13%	3 7%	3 10%	4 9%	1 7%	2 9%	2 12%	3 12%	6 5%	8 8%
Somewhat likely (3)	8 26%	9 31%	4 15%	3 15%	- -	1 7%	3 15%	22 20%	27 24%	10 25%	14 36%	6 21%	10 24%	4 24%	4 16%	4 29%	7 29%	22 20%	27 27%
Somewhat unlikely (2)	14 48%	14 48%	17 63%	10 52%	8 68%	9 66%	11 60%	56 52%	54 49%	16 38%	18 49%	15 50%	18 42%	8 45%	13 47%	6 48%	10 41%	56 49%	50 51%
Very unlikely (1)	5 16%	5 17%	6 21%	5 27%	4 32%	4 27%	5 25%	26 24%	20 18%	10 23% <sup>ef</sup>	3 8%	6 19%	11 25%	4 23%	8 28%	1 10%	4 17%	30 26% <sup>z</sup>	14 14%
NET: Likely	11 36%	10 36%	4 16%	4 21%	- -	1 7%	3 15%	26 24%	36 33%	16 38%	16 43%	9 30%	14 33%	6 32%	7 25%	6 41%	10 41%	28 25%	35 36%
NET: Unlikely	19 64%	18 64%	22 84%	16 79%	12 100%	13 93%	16 85%	82 76%	74 67%	26 61%	21 57%	20 69%	29 67%	12 68%	21 75%	8 58%	14 59%	85 75%	63 64%
Don't know	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	1%	-	-	-
Mean	2.29	2.23	1.96	2.00	1.68	1.80	1.90	2.04	2.22	2.28	2.43	2.21	2.17	2.16	2.05	2.43	2.36	2.04	2.30 <sub>y</sub>
Standard deviation	0.87	0.79	0.64	0.84	0.49	0.56	0.64	0.78	0.85	0.98	0.76	0.88	0.92	0.89	0.91	0.86	0.93	0.82	0.81
Standard error	0.12	0.10	0.09	0.13	0.13	0.13	0.13	0.06	0.06	0.11	0.08	0.12	0.10	0.16	0.14	0.16	0.14	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 204

**Q3b. Likeliness to come across harms - Vimeo**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	123	99	114	163	265	259	240	239	209	211	248	246	192	191	174	163	268	263	116	105	102	86	129	118
Weighted base	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
Effective base	91	68	66	98	176	164	155	148	139	125	171	153	122	110	118	88	179	166	61	51	87	55	108	84
Very likely (4)	4 5%	4 5%	5 10%	8 10%	9 6%	12 8%	9 7%	12 9%	9 9%	10 9%	10 7%	12 9%	9 10%	11 13%	9 12%	10 14%	10 7%	12 8%	7 13%	6 19%	6 18%	2 11%	6 16%	3 10%
Somewhat likely (3)	9 12%	16 25%a	16 30%	24 29%	33 22%	41 27%	30 24%	34 26%	28 27%	32 30%	32 24%	39 29%	26 29%	27 30%	21 28%	25 34%	33 22%	41 27%	18 36%	14 42%	9 28%	8 40%	12 30%	10 37%
Somewhat unlikely (2)	44 56%	31 47%	23 42%	42 50%	72 48%	72 48%	58 45%	63 49%	41 39%	48 46%	60 45%	60 45%	34 37%	42 47%	25 34%	29 38%	73 48%	72 49%	19 38%	11 32%	11 35%	6 29%	17 42%	11 38%
Very unlikely (1)	21 27%	15 23%	10 18%	9 11%	36 24%	24 16%	31 24%	20 16%	26 25%	16 15%	31 23%	23 17%	21 23% <sup>n</sup>	10 11%	19 26% <sup>p</sup>	11 14%	36 23%	24 16%	6 12%	3 8%	6 19%	4 19%	5 11%	4 15%
NET: Likely	13 17%	20 30%a	22 40%	33 39%	42 28%	52 35%	39 30%	45 35%	37 36%	41 39%	42 31%	50 38%	36 39%	38 42%	30 40%	36 47%	43 28%	53 35%	25 49%	20 61%	14 45%	10 52%	19 46%	13 47%
NET: Unlikely	65 83% <sup>b</sup>	46 70%	33 60%	51 61%	107 72%	96 65%	89 69%	84 65%	66 64%	65 61%	92 69%	82 62%	56 61%	52 58%	45 60%	40 53%	108 72%	97 65%	25 50%	13 39%	17 54%	9 48%	22 54%	15 53%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	1.94	2.13	2.32	2.38	2.10	2.27	2.13	2.28	2.20	2.33	2.15	2.30	2.26	2.44	2.26	2.47	2.11	2.27	2.51	2.72	2.44	2.44	2.50	2.41
Standard deviation	0.76	0.83	0.89	0.82	0.83	0.83	0.86	0.84	0.92	0.85	0.87	0.86	0.93	0.85	0.98	0.91	0.84	0.83	0.88	0.87	1.01	0.95	0.90	0.87
Standard error	0.07	0.08	0.08	0.06	0.05	0.05	0.06	0.05	0.06	0.06	0.06	0.05	0.07	0.06	0.07	0.07	0.05	0.05	0.08	0.08	0.10	0.10	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 205

**Q3b. Likeliness to come across harms - Vimeo**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	128	143	135	119	169	178	99	85
Weighted base	61	67	89	82	85	86	67	63
Effective base	80	83	97	84	119	105	66	63
Very likely	(4) 9 14%	12 18%	1 2%	-	7 8%	9 11%	3 5%	3 4%
Somewhat likely	(3) 18 29%	23 34%	14 16%	17 21%	23 27%	25 29%	10 15%	16 25%
Somewhat unlikely	(2) 26 42%	26 38%	46 52%	47 57%	36 43%	36 42%	36 55%	36 57%
Very unlikely	(1) 9 14%	7 10%	27 30%	18 22%	18 21%	16 19%	17 26%	8 13%
NET: Likely	27 43%	35 52%	16 17%	17 21%	30 35%	34 39%	13 19%	18 29%
NET: Unlikely	34 56%	32 48%	73 83%	64 79%	55 64%	52 61%	54 81%	44 71%
Don't know	*	-	-	-	*	-	-	-
Mean	2.43	2.60	1.89	2.00	2.22	2.32	1.98	2.20
Standard deviation	0.91	0.90	0.72	0.66	0.88	0.90	0.77	0.72
Standard error	0.08	0.08	0.06	0.06	0.07	0.07	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 206  
**Q3b. Likeliness to come across harms - Fruitlab**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Fruitlab**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2	SEG ABC1		SEG C2DE	Age - 13-17		Age - 18+		Age - 18-24	Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)	
Unweighted base	130	111	97	73	33	37	48	39	38	39	23	86	78	44	18	13	112	98	26	40	
Weighted base	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	46*	29*	18**	13**	13**	50	25*	29*	12**	17**
Effective base	71	54	58	36	20	18	28	22	18	17	15	45	38	30	13	12	58	47	15	24	
Very likely	(4) 7 11%	5 13%	6 16%	5 20%	1 3%	* 3%	3 10%	2 15%	2 11%	2 15%	1 8%	5 11%	4 15%	2 11%	1 7%	1 10%	6 12%	4 15%	1 7%	4 26%	
Somewhat likely	(3) 19 29%	13 34%	11 29%	6 28%	7 29%	6 44%	9 36%	6 46%	4 20%	4 24%	4 36%	13 28%	10 35%	6 31%	4 32%	5 43%	14 29%	7 29%	2 16%	4 22%	
Somewhat unlikely	(2) 26 40%	15 40%	12 31%	9 39%	14 55%	6 40%	10 39%	4 30%	10 50%	7 43%	4 38%	20 44%	11 37%	5 30%	7 52%	6 47%	19 37%	9 36%	4 33%	6 35%	
Very unlikely	(1) 12 19%	5 13%	9 23%	3 13%	3 12%	2 13%	4 15%	1 9%	4 19%	3 17%	2 18%	8 17%	4 14%	4 24%	1 9%	- -	11 21%	5 19%	5 44%	2 14%	
NET: Likely	25 40%	18 47%	17 45%	11 48%	8 32%	7 47%	11 46%	8 61%	6 31%	6 40%	4 44%	18 39%	14 50%	8 43%	5 39%	7 53%	20 40%	11 44%	3 23%	8 48%	
NET: Unlikely	38 59%	20 53%	21 54%	12 52%	17 68%	8 53%	14 54%	5 39%	14 69%	9 60%	6 56%	28 61%	15 50%	10 55%	8 61%	6 47%	30 59%	14 56%	9 77%	8 49%	
Don't know	* 1%	- -	* 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3% -	- -	- -	1% -	- -	- -	3% -	
Mean	2.32	2.48	2.39	2.55	2.23	2.36	2.41	2.67	2.24	2.37	2.35	2.33	2.51	2.31	2.38	2.63	2.31	2.40	1.87	2.61	
Standard deviation	0.91	0.89	1.02	0.97	0.72	0.77	0.88	0.87	0.91	0.97	0.91	0.89	0.92	1.00	0.78	0.68	0.95	0.98	0.98	1.06	
Standard error	0.08	0.08	0.11	0.11	0.12	0.13	0.13	0.14	0.15	0.16	0.19	0.10	0.10	0.15	0.18	0.19	0.09	0.10	0.19	0.17	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 207

**Q3b. Likeliness to come across harms - Fruitlab**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		No Impacting/limiting condition	
	Wave 1	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	
	(a)	(o)	(p)	(g)	(r)	(s)	(t)	(y)	(z)	
Unweighted base	32	71	61	58	48	26	29	93	73	
Weighted base	15**	39*	24**	23*	13**	12**	11**	47	24*	
Effective base	20	37	30	38	25	12	13	52	36	
Very likely	(4) *	4	2	3	3	1	2	5	3	
	2%	11%	9%	12%	22%	9%	18%	11%	12%	
Somewhat likely	(3) 8	9	7	9	5	4	4	13	8	
	52%	24%	31%	37%	40%	31%	35%	28%	32%	
Somewhat unlikely	(2) 5	19	11	6	4	5	4	19	11	
	30%	49%	47%	28%	30%	43%	34%	40%	44%	
Very unlikely	(1) 2	7	3	5	1	2	1	10	3	
	16%	17%	13%	22%	9%	15%	13%	21%	11%	
NET: Likely	8	14	9	11	8	5	6	18	11	
	53%	34%	40%	48%	62%	40%	53%	39%	45%	
NET: Unlikely	7	26	14	12	5	7	5	28	14	
	47%	66%	60%	50%	38%	58%	47%	60%	55%	
Don't know	-	-	-	*	-	*	-	*	-	
	-	-	-	2%	-	2%	-	1%	-	
Mean	2.39	2.28	2.36	2.39	2.75	2.34	2.57	2.29	2.45	
Standard deviation	0.80	0.88	0.84	0.99	0.93	0.89	0.97	0.93	0.86	
Standard error	0.14	0.10	0.11	0.13	0.13	0.18	0.18	0.10	0.10	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 208  
**Q3b. Likeliness to come across harms - Fruitlab**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	35	76	87	128	110	124	109	116	99	125	110	124	102	114	99	116	105	130	111	89	73	90	81	
Weighted base	17**	33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14	
Effective base	19	39	42	69	53	66	54	68	46	74	53	73	49	66	46	61	51	71	54	69	69	80	69	
Very likely	(4)	3 16%	3 10%	5 16%	6 14%	5 10%	4 10%	6 12%	4 12%	6 11%	5 14%	6 11%	4 11%	6 13%	4 12%	7 14%	4 11%	7 13%	5 11%	5 13%	2 18%	4 17%	2 15%	
Somewhat likely	(3)	2 9%	13 39%	12 40%	19 30%	13 34%	18 31%	13 36%	16 31%	12 40%	19 32%	13 34%	18 32%	12 37%	15 31%	11 35%	14 28%	13 38%	19 29%	13 34%	11 39%	6 46%	8 32%	6 42%
Somewhat unlikely	(2)	7 40%	12 35%	11 37%	26 41%	14 39%	25 42%	15 43%	21 42%	12 40%	20 35%	15 41%	19 35%	13 42%	13 33%	13 43%	22 43%	15 44%	26 40%	15 40%	8 29%	3 28%	9 34%	5 31%
Very unlikely	(1)	6 34%	5 15%	2 7%	12 19%	5 13%	10 17%	4 10%	7 14%	2 8%	12 20%	4 11%	3 21%	3 9%	10 22%	3 10%	7 14%	2 7%	12 19%	5 13%	4 13%	1 8%	4 15%	2 12%
NET: Likely		4 25%	16 49%	16 56%	24 39%	18 48%	23 40%	16 47%	22 43%	16 52%	25 43%	18 48%	24 43%	16 49%	22 44%	15 47%	21 42%	16 49%	25 40%	18 47%	16 57%	8 64%	13 49%	8 57%
NET: Unlikely		13 74%	16 50%	13 44%	38 60%	19 52%	35 60%	19 53%	28 56%	14 48%	32 56%	19 52%	31 51%	16 55%	16 53%	29 57%	17 51%	38 59%	20 53%	11 42%	4 36%	13 49%	6 43%	
Don't know		* 1%	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 1%	-	* 2%	-	* 2%	-
Mean		2.07	2.44	2.64	2.29	2.48	2.32	2.47	2.41	2.56	2.35	2.50	2.34	2.51	2.36	2.49	2.42	2.53	2.32	2.48	2.63	2.74	2.52	2.61
Standard deviation		1.07	0.88	0.84	0.89	0.90	0.87	0.83	0.88	0.82	0.94	0.88	0.95	0.83	0.98	0.84	0.91	0.79	0.91	0.89	0.94	0.88	0.97	0.91
Standard error		0.18	0.10	0.09	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.09	0.08	0.08	0.08	0.08	0.08	0.10	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 209

**Q3b. Likeliness to come across harms - Fruitlab**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	safety measures
	(a)	(b)	(c)	(d)	(e)	(f)	Wave 1 (g)
Unweighted base	80	76	46	34	100	89	30
Weighted base	34*	26*	29**	11**	46	30*	18**
Effective base	47	36	26	18	63	42	13
Very likely (4)	6 19%	5 18%	* 2%	* 2%	5 10%	5 16%	2 14%
Somewhat likely (3)	12 35%	10 37%	6 22%	3 28%	13 29%	11 35%	5 28%
Somewhat unlikely (2)	11 32%	10 40%	14 49%	4 38%	16 36%	11 36%	9 52%
Very unlikely (1)	4 12%	1 5%	8 27%	4 32%	11 24%	4 12%	1 6%
NET: Likely	18 55%	14 55%	7 24%	3 30%	18 39%	16 52%	8 42%
NET: Unlikely	15 44%	12 45%	22 76%	8 70%	27 60%	15 48%	10 58%
Don't know	* 1%	-	-	-	* 1%	-	-
Mean	2.63	2.69	1.98	2.00	2.25	2.56	2.50
Standard deviation	0.95	0.84	0.76	0.86	0.95	0.92	0.82
Standard error	0.11	0.10	0.11	0.15	0.10	0.10	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 210

**Q3b. Likeliness to come across harms - NET: Any VSP**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Very likely	(4) 141 11%	179 14%a	95 15%	103 17%	47 7%	75 12%e	56 16%	58 17%	43 11%	52 14%	16 6%	37 15%k	26 9%	27 10%	99 14%	111 16%	42 8%	65 12%q	17 19%	24 28%	125 11%	155 13%	30 21%	39 28%	34 16%	43 20%
Somewhat likely	(3) 352 28%	367 30%	166 27%	162 27%	185 29%	205 32%	78 23%	92 27%	114 33%	114 31%	81 31%	77 30%	68 24%	80 29%	201 28%	206 29%	149 28%	158 30%	39 44%	34 39%	313 27%	333 29%	54 38%	54 38%	79 37%	86 41%
Somewhat unlikely	(2) 508 40%	518 42%	228 37%	259 43%c	280 44%	256 40%	138 40%	135 40%	138 37%	149 41%	110 42%	104 40%	122 44%	128 47%	275 39%	284 40%	232 43%	232 44%	17 19%	23 26%	491 42%	495 43%	46 32%	37 26%	65 30%	66 31%
Very unlikely	(1) 258 20%b	178 14%	130 21%d	82 14%	128 20%	96 15%	70 20%	51 15%	68 18%	50 14%	54 21%	38 15%	63 23%n	39 14%	138 19%p	101 14%	117 22%r	77 15%	16 18%t	6 7%	242 21%v	172 15%	13 9%	12 8%	37 17%z	17 8%
NET: Likely	493 39%	547 44%a	261 42%	265 44%	232 36%	279 44%e	134 39%	151 45%	165 45%	166 45%	97 37%	115 45%	94 34%	108 39%	300 42%	317 45%	191 35%	222 42%	56 63%	58 67%	437 37%	488 42%u	84 59%	93 65%	113 52%	130 61%
NET: Unlikely	766 61%b	696 56%	358 58%	341 56%	408 64%f	352 56%	208 61%	186 55%	206 55%	199 55%	163 63%	142 55%	185 66%	167 61%	413 58%	385 55%	348 65%	309 58%	33 37%	29 33%	733 63%v	667 58%	59 41%	49 35%	102 47%	83 39%
Don't know	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-
Mean	2.30	2.44a	2.36	2.47	2.24	2.41e	2.35	2.47	2.38	2.46	2.23	2.44k	2.21	2.35	2.37	2.47	2.22	2.39q	2.64	2.88	2.27	2.41u	2.71	2.84	2.51	2.73y
Standard deviation	0.92	0.91	0.98	0.93	0.85	0.89	0.98	0.95	0.91	0.90	0.84	0.92	0.90	0.84	0.95	0.92	0.87	0.88	0.99	0.90	0.91	0.90	0.90	0.93	0.96	0.88
Standard error	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.03	0.03	0.04	0.04	0.09	0.09	0.03	0.03	0.07	0.08	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 211  
**Q3b. Likeliness to come across harms - NET: Any VSP**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)		
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828		
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836		
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674		
Very likely	(4)	34 17%	46 23%	10 5%	16 7%	8 5%	7 4%	4 3%	2 1%	3 4%	1 1%	16 4%	10 3%	8 4%	3 1%	104 10%	137 13%o	36 23%	40 26%	49 14%	46 13%	24 15%	29 15%	26 12%	25 13%	87 10%	125 15%y	
Somewhat likely	(3)	57 28%	74 37%	62 28%	61 28%	32 18%	30 18%	22 16%	23 16%	9 12%	6 8%	62 16%	59 15%	30 14%	28 14%	301 28%	305 28%	47 30%	60 39%	85 24%	120 33%e	44 27%	81 42%u	45 21%	58 29%	258 30%	238 29%	
Somewhat unlikely	(2)	76 37%	64 32%	103 46%	98 45%	84 48%	92 53%	77 56%	91 67%	40 55%	47 65%	201 52%	230 60%k	117 56%	138 66%	458 42%	480 44%	46 29%	35 23%	157 45%	146 40%	146 47%v	77 31%	60 47%	99 42%	84 39%	334 39%	356 43%
Very unlikely	(1)	38 18%b	17 9%	47 21%	43 20%	51 29%	43 25%	36 26%	21 16%	21 28%	19 26%	108 28%	82 22%	56 27%	40 19%	221 20%p	157 15%	29 18%	17 11%	61 17%	54 15%	17 11%	22 11%	39 19%	33 16%	187 22%z	116 14%	
NET: Likely		91 44%	120 60%a	72 32%	77 35%	40 23%	38 22%	26 19%	24 18%	12 16%	6 9%	78 20%	69 18%	38 18%	31 15%	406 37%	442 41%	83 53%	100 66%q	134 38%	166 45%	68 42%	110 58%u	70 34%	83 42%	345 40%	364 44%	
NET: Unlikely		113 56%b	81 40%	149 68%	141 65%	135 77%	135 78%	113 81%	113 82%	61 84%	65 91%	309 80%	313 82%	174 82%	178 85%	679 63%	638 59%	74 47%r	52 34%	218 62%	200 55%	94 58%v	81 42%	138 66%	117 58%	521 60%	472 56%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	*	*	-	-	*	*	-	-	-	
Mean	2.43	2.74a	2.16	2.23	1.98	2.02	1.96	2.04	1.92	1.84	1.96	1.99	1.95	1.97	2.27	2.39o	2.57	2.81q	2.35	2.43	2.46	2.61	2.27	2.38	2.28	2.45y		
Standard deviation	0.98	0.91	0.81	0.85	0.81	0.77	0.74	0.61	0.76	0.59	0.78	0.69	0.74	0.61	0.89	0.89	1.03	0.96	0.92	0.89	0.87	0.88	0.91	0.90	0.92	0.91		
Standard error	0.07	0.06	0.06	0.06	0.06	0.06	0.07	0.05	0.12	0.08	0.04	0.04	0.06	0.05	0.03	0.03	0.07	0.07	0.05	0.05	0.07	0.06	0.06	0.06	0.03	0.03		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 212  
**Q3b. Likeliness to come across harms - NET: Any VSP**  
**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Very likely	(4) 74 9%	82 10%	51 17%	97 24% <sup>c</sup>	133 11%	170 15% <sup>e</sup>	110 16%	144 21% <sup>g</sup>	81 21%	121 29% <sup>i</sup>	126 12%	156 15%	84 23%	96 27%	52 30%	64 39%	43 29%	48 32%	25 40%	20 53%	19 37%	9 25%	25 33%	23 36%
Somewhat likely	(3) 201 23%	199 24%	111 37%	169 41%	336 29%	350 31%	248 36%	257 38%	161 41%	178 42%	309 30%	326 32%	140 38%	150 42%	59 34%	58 36%	50 33%	62 41%	22 35%	13 35%	14 27%	13 34%	23 31%	24 38%
Somewhat unlikely	(2) 397 46%	406 49%	93 31%	112 27%	456 39%	446 40%	224 32%	215 31%	93 24%	91 22%	404 39%	418 41%	99 27%	95 26%	43 24%	28 17%	39 26%	32 22%	12 19%	3 9%	12 24%	10 27%	21 27%	13 21%
Very unlikely	(1) 194 22% <sup>b</sup>	148 18%	47 16% <sup>d</sup>	30 7%	233 20% <sup>f</sup>	152 14%	110 16% <sup>h</sup>	68 10%	55 14% <sup>j</sup>	31 7%	194 19% <sup>l</sup>	120 12%	42 12% <sup>n</sup>	19 5%	21 12%	12 7%	19 12% <sup>r</sup>	7 5%	3 5%	1 3%	6 11%	5 14%	7 9%	3 4%
NET: Likely	275 32%	281 34%	161 53%	266 65% <sup>c</sup>	468 40%	520 47% <sup>e</sup>	358 52%	400 59% <sup>g</sup>	242 62%	300 71% <sup>i</sup>	435 42%	481 47% <sup>k</sup>	223 61%	246 68%	111 63%	122 75% <sup>o</sup>	93 62%	110 74% <sup>q</sup>	48 75%	33 88%	33 65%	22 59%	48 64%	46 74%
NET: Unlikely	592 68%	554 66%	140 47% <sup>d</sup>	142 35%	690 60% <sup>f</sup>	598 53%	334 48% <sup>h</sup>	283 41%	148 38% <sup>j</sup>	122 29%	598 58% <sup>l</sup>	538 53%	141 39%	114 32%	65 37% <sup>p</sup>	40 25%	58 38% <sup>r</sup>	40 26%	16 25%	4 12%	18 35%	15 41%	27 36%	16 26%
Don't know	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-
Mean	2.18	2.26	2.55	2.82 <sup>c</sup>	2.32	2.48 <sup>e</sup>	2.52	2.70 <sup>g</sup>	2.69	2.92 <sup>i</sup>	2.36	2.51 <sup>k</sup>	2.73	2.90 <sup>m</sup>	2.81	3.08 <sup>o</sup>	2.78	3.01 <sup>q</sup>	3.10	3.38	2.91	2.71	2.88	3.06
Standard deviation	0.88	0.86	0.95	0.88	0.92	0.91	0.94	0.91	0.96	0.89	0.92	0.89	0.94	0.86	1.00	0.92	1.00	0.86	0.90	0.79	1.04	1.01	0.98	0.87
Standard error	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.06	0.06	0.05	0.08	0.08	0.09	0.09	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 213

**Q3b. Likelihood to come across harms - NET: Any VSP**

**Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Very likely	(4) 99 40%	135 46%	43 4%	43 5%	79 17%	119 24% <sup>e</sup>	62 8%	61 8%
Somewhat likely	(3) 122 49%	135 46%	227 23%	228 24%	165 36%	176 35%	187 23%	191 26%
Somewhat unlikely	(2) 21 9%	23 8%	478 48%	487 52%	138 30%	149 30%	370 46%	369 50%
Very unlikely	(1) 7 3% <sup>b</sup>	1 *	247 25% <sup>d</sup>	175 19%	78 17% <sup>f</sup>	56 11%	180 23% <sup>h</sup>	122 16%
NET: Likely	220 89%	269 92%	269 27%	271 29%	244 53%	295 59%	249 31%	252 34%
NET: Unlikely	28 11%	24 8%	725 73%	662 71%	216 47%	205 41%	550 69%	491 66%
Don't know	* *	- -	- -	- -	* *	- -	- -	- -
Mean	3.26	3.37	2.06	2.15 <sup>c</sup>	2.53	2.72 <sup>e</sup>	2.16	2.26
Standard deviation	0.73	0.64	0.80	0.77	0.97	0.95	0.86	0.83
Standard error	0.04	0.03	0.03	0.03	0.04	0.04	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 214

**Q4. Protected/unprotected- NET: Protected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Protected summary**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	500	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
YouTube	366 29%	373 30%	202 33%	205 34%	164 26%	163 26%	101 30%	108 32%	102 27%	107 29%	74 28%	63 24%	87 31%	93 34%	203 28%	215 31%	161 30%	155 29%	37 42%	34 39%	329 28%	339 29%	48 33%	44 31%	60 28%	70 33%		
Facebook	271 22%	273 22%	130 21%	130 22%	141 22%	139 22%	82 24%	83 25%	74 20%	62 17%	54 21%	53 21%	60 21%	71 26%	157 22%	145 21%	114 21%	125 23%	23 26%	21 24%	249 21%	252 22%	37 26%	30 21%	37 17%	39 18%		
Instagram	238 19%	213 17%	106 17%	93 15%	132 21%	118 19%	66 19%	61 18%	79 21%	59 16%	46 18%	49 19%	47 17%	42 15%	144 20%	120 17%	93 17%	91 17%	26 30%	24 27%	211 18%	189 16%	45 31% <sup>x</sup>	22 16%	47 22%	42 20%		
Snapchat	113 9%	102 8%	56 9%	49 8%	56 9%	53 8%	29 8%	33 10%	29 9%	22 8%	23 8%	24 9%	16 9%	63 6%	63 9%	46 9%	38 7%	24 7%	23 26%	88 8%	79 7%	31 22%	18 12%	18 11%	24 11%	24 11%		
TikTok	94 7%	99 8%	49 8%	44 7%	45 7%	54 8%	31 9%	31 9%	26 7%	25 7%	18 7%	22 9%	17 6%	21 8%	57 8%	55 8%	35 6%	43 8%	20 22%	19 21%	74 6%	81 7%	19 13%	18 12%	19 9%	19 9%		
Twitch	62 5%	61 5%	45 7%	44 7%	17 3%	16 3%	21 6%	20 6%	15 4%	23 6%	11 4%	5 2%	14 5%	13 5%	36 6%	43 5%	26 5%	18 3%	12 13%	11 13%	50 4%	49 4%	13 9%	16 11%	13 6%	16 8%		
Vimeo	52 4%	46 4%	32 5%	29 5%	20 3%	16 2%	18 5%	16 5%	19 5%	19 5%	8 3%	7 3%	7 2%	4 1%	37 5%	35 5%	15 3%	11 2%	8 9%	10 12%	44 4%	35 3%	11 8%	6 4%	11 5%	10 5%		
OnlyFans	25 2%	19 2%	21 3%	17 3%	4 1%	2 *	9 3%	7 2%	6 2%	3 1%	4 2%	3 1%	5 2%	5 2%	16 2%	10 1%	9 2%	8 2%	- -	- -	25 2%	19 2%	6 4%	3 2%	7 3%	4 2%		
Bitchute	19 1%	17 1%	12 2%	10 2%	6 1%	7 1%	5 1%	3 1%	8 2%	6 2%	4 2%	6 3%	2 1%	13 2%	9 1%	6 1%	8 2%	- -	- -	19 2%	17 1%	3 2%	2 1%	3 1%	2 1%			
Fruitleab	23 2%	12 1%	18 3% <sup>d</sup>	7 1%	6 1%	5 1%	11 3%	3 1%	6 1%	5 1%	3 1%	3 1%	3 1%	1 *	16 2%	9 1%	7 1%	3 1%	5 6%	5 6%	18 2% <sup>v</sup>	6 1%	5 4%	1 1%	4 2%	3 1%		
None of the above	731 58%	693 56%	338 55%	319 53%	393 61%	375 59%	199 58%	188 56%	215 58%	210 58%	155 59%	149 58%	159 57%	140 51%	414 58%	398 57%	314 58%	289 54%	38 43%	38 44%	693 59%	655 57%	66 46%	71 50%	121 56%	111 52%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 215

**Q4. Protected/unprotected- NET: Protected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Protected summary**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
YouTube	69 34%	56 28%	66 30%	60 27%	43 24%	53 31%	28 20%	38 28%	15 21%	19 27%	86 22%	110 29%	43 20%	57 27%	308 28%	323 30%	50 32%	47 31%	93 26%	108 30%	44 27%	66 34%	50 24%	59 30%	256 30%	253 30%	
Facebook	43 21%	45 22%	50 22%	60 27%	39 22%	31 18%	25 18%	29 21%	17 23%	19 26%	81 21%	79 21%	42 20%	48 23%	239 22%	235 22%	30 19%	38 25%	64 18%	82 22%	25 15%	44 23%	33 16%	45 23%	201 23%	187 22%	
Instagram	54 26%	37 18%	38 17%	51 23%	18 10%	20 12%	6 4%	10 7%	3 5%	7 10%	27 7%	37 10%	9 4%	17 8%	195 18%	179 17%	38 24%	33 22%	61 17%	56 15%	30 19%	36 19%	32 15%	31 15%	168 19%	150 18%	
Snapchat	19 10%	18 9%	11 5%	14 6%	3 2%	6 3%	-	-	-	-	3 1%	6 2%	-	-	85 8%	80 7%	26 17%	22 14%	26 7%	22 6%	20 12%	15 8%	8 4%	9 5%	80 9%	77 9%	
TikTok	17 8%	10 5%	16 7%	27 12%	3 2%	6 4%	1 1%	1 1%	-	-	4 1%	7 2%	1 *	1 *	74 7%	81 8%	17 11%	18 12%	15 4%	28 8%	9 6%	21 11%	5 2%	14 7%w	74 9%	67 8%	
Twitch	18 9%	8 4%	6 3%	8 4%	-	2 1%	-	-	-	-	-	2 1%	-	-	47 4%	44 4%	15 10%	16 10%	14 4%	19 5%	11 7%	12 6%	6 3%	10 5%	47 5%	41 5%	
Vimeo	10 5%	8 4%	9 4%	6 3%	3 2%	2 1%	1 1%	3 3%	-	-	3 1%	6 2%	1 *	3 2%	33 3%	34 3%	18 11%	11 7%	12 3%	16 4%	7 5%	12 6%	4 2%	5 2%	39 5%	30 4%	
OnlyFans	6 3%	6 3%	5 2%	3 1%	* *	2 1%	-	-	-	1 1%	-	* 1%	3 1%	-	* 1%	16 1%	14 1%	9 6%	5 3%	6 2%	5 1%	5 3%	3 1%	2 2%	3 2%	17 2%	13 2%
Bitchute	8 4%	4 2%	2 1%	6 3%	2 1%	2 1%	1 *	2 1%	-	-	3 1%	4 1%	1 *	2 1%	13 1%	13 1%	5 3%	4 2%	2 *	3 1%	* 1%	2 1%	2 *	1 *	16 2%	14 2%	
Fruittlab	8 4%	1 1%	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	11 1%	9 1%	11 7%r	3 2%	3 1%	3 1%	2 1%	3 1%	2 1%	2 1%	18 2%	9 2%	
None of the above	109 53%	119 59%	135 61%	114 52%	114 65%	104 60%	101 73%	90 66%	48 66%	46 65%	263 68%	240 63%	149 71%	136 65%	631 58%	614 57%	92 58%	73 48%	217 62%	213 58%	96 59%	101 53%	140 67%	120 60%	493 57%	453 54%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 216

**Q4. Protected/unprotected- NET: Protected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Protected summary**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
YouTube	235 27%	259 31%	93 31%	115 28%	366 32%	373 33%	227 33%	197 29%	138 35%	134 32%	305 29%	292 29%	121 33%	111 31%	79 45%	64 40%	68 45%	56 38%	28 43%	17 46%	28 54%	18 48%	34 44%	23 37%
Facebook	177 20%	186 22%	70 23%	87 21%	246 21%	246 22%	159 23%	159 23%	96 25%	101 24%	271 26%	273 27%	86 24%	84 23%	46 26%	42 26%	49 32%	40 27%	22 34%	15 41%	17 34%	12 32%	24 31%	19 30%
Instagram	136 16%	125 15%	74 25%	89 22%	229 20%	202 18%	238 34%	213 31%	119 31%	122 29%	209 20%	190 19%	113 31%	102 28%	61 35%	49 30%	54 35%	48 32%	30 47%	15 39%	19 37%	14 36%	24 32%	22 35%
Snapchat	45 5%	45 5%	44 15%	57 14%	108 9%	97 9%	103 15%	87 13%	81 21%	76 18%	104 10%	91 9%	113 31%	102 28%	44 25%	35 21%	36 24%	27 18%	25 39%	14 36%	14 27%	7 19%	19 24%	9 15%
TikTok	40 5%	51 6%	34 11%	48 12%	90 8%	95 9%	85 12%	80 12%	94 24%	99 24%	87 8%	88 9%	67 18%	58 16%	37 21%	28 17%	33 22%	23 15%	19 30%	10 27%	13 25%	6 15%	17 22%	14 22%
Twitch	31 4%	29 4%	20 7%	31 8%	61 5%	59 5%	54 8%	52 8%	42 11%	43 10%	52 5%	57 6%	39 11%	41 11%	62 35%	61 38%	27 18%	26 18%	18 29%	14 39%	10 19%	6 17%	18 24%	12 19%
Vimeo	24 3%	23 3%	19 6%	23 6%	50 4%	45 4%	46 7%	40 6%	41 10%	32 8%	49 5%	41 4%	38 10%	29 8%	32 18%	23 14%	52 34%	46 31%	24 38%	12 31%	14 29%	7 18%	16 22%	9 15%
OnlyFans	12 1%	11 1%	13 4%	8 2%	25 2%	19 2%	21 3%	18 3%	19 5%	14 3%	22 2%	17 2%	17 5%	11 3%	17 9%	9 6%	15 10%	7 5%	11 17%	5 12%	9 19%	5 12%	25 33%	19 30%
Bitchute	10 1%	12 1%	9 3%	5 1%	19 2%	17 2%	13 2%	11 2%	12 3%	9 2%	13 1%	12 1%	12 3%	8 2%	11 6%	6 4%	11 7%	8 5%	10 17%	5 13%	19 37%	17 46%	9 12%	5 8%
Fruitlab	5 1%	2 *	13 4%	10 2%	22 2%	11 1%	21 3%	12 2%	21 5%	9 2%	23 2%	12 1%	23 6%	10 3%	20 11%	10 6%	19 13%	12 8%	23 37%	12 31%	23 22%	11 11%	4 12%	9 7%
None of the above	534 62%	475 57%	158 52%	219 54%	661 57%	605 54%	347 50%	356 52%	187 48%	202 48%	582 56%	571 56%	173 47%	172 48%	66 38%	61 38%	58 38%	62 42%	23 37%	8 21%	15 30%	9 24%	29 38%	23 38%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 217

**Q4. Protected/unprotected- NET: Protected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Protected summary**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
YouTube	68 27%	83 28%	296 30%	291 31%	177 39%	183 37%	189 24%	190 26%
Facebook	49 20%	56 19%	220 22%	213 23%	131 28%	146 29%	140 18%	128 17%
Instagram	57 23%	68 23%	180 18%	146 16%	131 29%	118 24%	106 13%	95 13%
Snapchat	38 15%	42 14%	73 7%	59 6%	72 16%	72 14%	41 5%	30 4%
TikTok	25 10%	38 13%	69 7%	61 7%	58 13%	65 13%	36 4%	34 5%
Twitch	22 9%	31 11%	40 4%	30 3%	42 9%	45 9%	20 3%	16 2%
Vimeo	24 10%	21 7%	28 3%	25 3%	35 8%	34 7%	17 2%	12 2%
OnlyFans	13 5%	10 3%	12 1%	9 1%	15 3%	13 3%	10 1%	6 1%
Bitchute	7 3%	7 2%	12 1%	10 1%	12 3%	13 3%	7 1%	4 1%
Fruitleab	13 5%	7 2%	10 1%	5 *	19 4%	10 2%	4 *	2 *
None of the above	130 52%	149 51%	587 59%	532 57%	206 45%	218 44%	525 66%	476 64%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 218

**Q4. Protected/unprotected- NET: Unprotected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Unprotected summary**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Facebook	137 11%	133 11%	76 12%	62 10%	61 10%	71 11%	45 13%	33 10%	42 11%	41 11%	21 8%	35 14%	29 10%	24 9%	87 12%	74 11%	50 9%	59 11%	7 8%	8 9%	130 11%	125 11%	14 10%	19 14%	27 12%	38 18%		
YouTube	109 9%	94 8%	61 10% <sup>d</sup>	39 7%	48 8%	55 9%	34 10%	27 8%	34 9%	26 7%	28 11%	25 10%	14 5%	15 5%	68 9%	53 8%	42 8%	40 7%	8 9%	7 8%	102 9%	87 8%	14 10%	14 10%	15 7%	16 8%		
TikTok	52 4%	77 6% <sup>a</sup>	25 4%	28 5%	27 4%	49 8% <sup>e</sup>	13 4%	23 7%	20 5%	27 7%	9 3%	16 6%	10 3%	11 4%	33 5%	50 7%	18 3%	27 5%	8 9%	14 16%	44 4%	63 5%	15 10%	13 9%	14 7%	23 11%		
Instagram	59 5%	54 4%	28 5%	22 4%	31 5%	33 5%	27 8%	16 5%	22 6%	17 5%	4 1%	13 5% <sup>k</sup>	6 2%	8 3%	49 7%	33 5%	10 2%	21 4%	6 6%	8 9%	54 5%	47 4%	9 6%	9 6%	15 7%	12 6%		
Snapchat	46 4%	46 4%	23 4%	15 3%	24 4%	29 5%	15 4%	11 3%	20 6%	17 5%	6 2%	7 3%	4 2%	11 4%	35 5%	28 4%	11 2%	18 3%	9 10%	8 9%	38 3%	38 3%	13 9%	9 7%	13 6%	12 6%		
Vimeo	12 1%	13 1%	10 2%	7 1%	1 *	6 1%	5 1%	8 2%	2 1%	4 1%	2 1%	1 *	3 1%	-	7 1%	12 2%	5 1%	1 *	-	4 4% <sup>s</sup>	12 1%	9 1%	1 1%	* 1%	7 3%	2 1%		
Twitch	10 1%	13 1%	9 1%	6 1%	* *	7 1% <sup>e</sup>	4 1%	6 2%	3 1%	2 1%	1 *	2 1%	1 1%	2 1%	7 1%	8 1%	2 *	5 1%	2 2%	4 4%	8 1%	9 1%	1 1%	2 1%	4 2%	3 1%		
OnlyFans	8 1%	12 1%	8 1%	10 2%	1 *	2 *	1 *	7 2%	3 1%	3 1%	2 1%	2 1%	2 1%	* *	4 1%	10 1%	4 1%	2 *	-	-	8 1%	12 1%	1 1%	* *	3 1%	3 1%		
Fruittab	5 *	3 *	1 *	2 *	4 1%	1 *	1 *	2 1%	4 1%	* 1%	1 *	1 *	* *	-	4 1%	2 *	1 *	1 *	-	-	5 *	3 *	* *	1 *	4 2%	1 *		
Bitchute	3 *	3 *	3 *	1 *	-	2 *	2 *	2 *	-	1 *	* *	-	1 *	1 *	2 *	2 *	1 *	1 *	-	-	3 *	3 *	-	1 1%	2 1%	1 1%		
None of the above	1027 82%	1016 82%	497 80%	507 84%	530 83%	505 80%	276 81%	272 81%	288 78%	301 82%	217 83%	202 79%	239 86%	233 85%	564 79%	573 82%	456 85%	435 82%	68 76%	67 77%	959 82%	949 82%	110 77%	110 78%	168 78% <sup>z</sup>	147 69%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 219

**Q4. Protected/unprotected- NET: Unprotected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Unprotected summary**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Facebook	24 12%	26 13%	27 12%	19 9%	14 8%	11 6%	13 9%	8 6%	11 15%	4 5%	38 10%	23 6%	24 11%	12 6%	118 11%	113 11%	19 12%	19 12%	54 15%	45 12%	25 15%	28 15%	32 16%	22 11%	82 10%	81 10%
YouTube	14 7%	21 11%	27 12%	15 7%	8 4%	14 8%	12 9%	7 5%	12 17% <sup>j</sup>	1 1%	32 8%	21 6%	24 11% <sup>n</sup>	7 3%	96 9%	76 7%	13 8%	16 10%	38 11%	38 10%	17 11%	25 13%	24 11%	15 7%	69 8%	54 6%
TikTok	6 3%	16 8% <sup>a</sup>	5 2%	4 2%	3 1%	5 3%	2 1%	2 2%	-	-	4 1%	7 2%	2 1%	2 1%	44 4%	61 6%	7 5%	16 10%	17 5%	19 5%	13 8%	16 9%	7 4%	4 2%	33 4%	54 7% <sup>y</sup>
Instagram	12 6%	12 6%	10 5%	8 4%	4 2%	5 3%	2 1%	1 1%	2 3%	-	7 2%	6 2%	4 2%	1 1%	47 4%	47 4%	12 8%	6 4%	20 6%	20 5%	12 8%	13 7%	10 5%	8 4%	37 4%	31 4%
Snapchat	6 3%	10 5%	2 1%	4 2%	2 1%	2 1%	-	-	2 3%	-	4 1%	2 1%	2 1%	-	36 3%	35 3%	10 6%	11 7%	16 4%	14 4%	6 4%	11 6%	12 6%	3 2%	29 3%	31 4%
Vimeo	1 1%	3 1%	1 *	3 1%	1 *	1 1%	-	1 *	-	-	1 *	1 *	-	1 *	10 1%	9 1%	2 1%	4 3%	3 1%	2 1%	2 1%	1 *	2 1%	1 *	8 1%	10 1%
Twitch	3 1%	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	8 1%	9 1%	2 1%	4 2%	5 1%	5 1%	3 2%	5 3%	2 1%	-	4 *	7 1%
OnlyFans	2 1%	4 2%	2 1%	1 1%	-	4 2%	-	-	-	-	-	4 1%	-	-	6 1%	9 1%	2 1%	3 2%	4 1%	2 1%	1 *	1 *	4 2%	1 *	4 *	9 1%
Fruittlab	* *	1 1%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	1 *	2 1%	1 1%	3 1%	- -	- -	- -	3 2%	- -	1 *	1 *
Bitchute	* *	* *	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 *	2 *	1 *	1 1%	2 1%	* 1%	1 1%	* 1%	1 *	* *	1 *	2 *
None of the above	166 81%	154 76%	182 82%	192 88%	154 88%	154 89%	122 88%	124 91%	56 77%	68 95% <sup>i</sup>	332 86%	346 91%	178 84%	192 92% <sup>m</sup>	886 82%	892 83%	125 79%	115 76%	264 75%	295 81%	118 73%	143 74%	155 74%	172 86% <sup>w</sup>	726 84%	688 82%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 220

**Q4. Protected/unprotected- NET: Unprotected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Unprotected summary**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179	
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62	
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122	
Facebook	98 11%	85 10%	32 11%	48 12%	122 11%	125 11%	86 12%	97 14%	42 11%	67 16% <sup>i</sup>	137 13%	133 13%	45 12%	54 15%	20 11%	20 12%	17 11%	21 14%	5 8%	4 10%	3 6%	3 7%	8 11%	9 15%	
YouTube	74 9%	64 8%	28 9%	30 7%	109 9%	94 8%	57 8%	63 9%	29 7%	40 10%	93 9%	72 7%	31 9%	32 9%	9 5%	16 10%	11 7%	14 9%	4 6%	2 5%	3 6%	1 4%	7 9%	3 6%	
TikTok	31 4%	39 5%	13 4%	38 9% <sup>c</sup>	50 4%	77 7% <sup>e</sup>	46 7%	66 10%	52 13%	77 18%	44 4%	69 7% <sup>k</sup>	33 9%	45 12%	13 7%	20 12%	10 6%	16 11%	2 4%	1 4%	1 2%	1 4%	6 7%	5 9%	
Instagram	39 4%	29 3%	15 5%	26 6%	53 5%	49 4%	59 9%	54 8%	25 6%	37 9%	52 5%	47 5%	28 8%	28 8%	12 7%	16 10%	10 7%	18 12%	5 8%	4 10%	1 2%	* 1%	5 7%	5 8%	
Snapchat	32 4%	20 2%	6 2%	25 6% <sup>c</sup>	44 4%	44 4%	39 6%	38 6%	31 8%	36 9%	41 4%	41 4%	46 13%	46 13%	18 10%	10 6%	10 6%	12 8%	7 10%	1 4%	1 2%	1 2%	6 9%	4 6%	
Vimeo	9 1%	5 1%	3 1%	7 2%	12 1%	13 1%	8 1%	13 2%	8 2%	9 2%	11 1%	9 1%	6 2%	6 2%	5 3%	6 3%	12 8%	13 8%	2 2%	1 2%	2 5%	* *	3 4%	1 2%	
Twitch	6 1%	5 1%	2 1%	8 2%	9 1%	13 1%	7 1%	10 1%	6 2%	9 2%	9 1%	8 1%	7 2%	8 2%	10 5%	13 8%	2 2%	5 3%	1 1%	1 2%	2 3%	- -	3 5%	2 2%	
OnlyFans	6 1%	8 1%	3 1%	4 1%	8 1%	12 1%	6 1%	10 2%	4 1%	9 2%	6 1%	12 1%	5 2%	8 2%	4 3%	8 5%	2 2%	5 4%	1 2%	2 5%	1 2%	* 1%	8 11%	12 19%	
Fruitlab	3 *	2 *	1 *	1 *	5 *	3 *	3 *	3 *	3 1%	1 *	5 *	2 *	5 1%	2 *	5 3%	1 1%	3 2%	1 1%	5 8%	3 7%	2 3%	* 1%	1 2%	1 2%	
Bitchute	1 *	2 *	1 *	1 *	3 *	3 *	1 *	3 *	1 *	2 *	3 *	3 *	1 *	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	1 2%	1 5%	3 9%	3 1%	1 1%	1 2%
None of the above	711 82%	696 83%	247 82%	320 78%	941 81%	902 81%	538 78%	516 76%	293 75%	292 69%	828 80%	824 81%	271 74%	262 73%	134 76%	116 72%	114 75%	109 73%	49 77%	30 80%	43 84%	30 81%	56 74%	44 70%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 221

**Q4. Protected/unprotected- NET: Unprotected summary**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from offensive, violent or inappropriate videos or behaviour, such as unwelcome messages, violent videos, or scams, when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Unprotected summary**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Facebook	56 23%	66 23%	81 8%	66 7%	48 10%	46 9%	89 11%	87 12%
YouTube	37 15%	44 15%	71 7%	48 5%	38 8%	27 5%	72 9%	67 9%
TikTok	31 13%	49 17%	20 2%	28 3%	22 5%	24 5%	29 4%	53 7%
Instagram	26 10%	32 11%	34 3%	23 2%	24 5%	17 3%	35 4%	38 5%
Snapchat	23 9%	31 11%	23 2%	14 2%	20 4%	15 3%	26 3%	30 4%
Vimeo	6 2%	8 3%	6 1%	5 1%	7 2%	2 *	5 1%	10 1%
Twitch	7 3%	9 3%	3 *	2 *	7 1%	8 2%	3 *	4 1%
OnlyFans	5 2%	6 2%	3 *	6 1%	5 1%	6 1%	4 *	6 1%
Fruitleab	3 1%	2 1%	2 *	1 *	4 1%	2 *	1 *	1 *
Bitchute	2 1%	2 1%	1 *	1 *	1 *	2 *	2 *	1 *
None of the above	150 60%	173 59%	862 87%	829 89%	375 82%	413 83%	651 81%	603 81%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 222

**Q4. Protected/unprotected- YouTube**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1175	1141	678	628	497	508	341	334	353	347	224	224	251	227	694	681	475	451	117	97	1058	1044	150	114	225	231	
Weighted base	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201	
Effective base	907	928	511	501	403	427	258	268	281	285	170	185	197	185	539	552	365	369	93	90	821	842	117	90	170	178	
Completely protected	(10)	86 7%	88 8%	42 7%	53 9%	44 8%	34 6%	22 7%	28 9%	27 8%	20 6%	14 6%	19 8%	23 9%	20 8%	49 7%	48 8%	37 8%	39 8%	14 16%t	3 3%	72 7%	85 8%	7 5%	13 10%	17 8%	15 8%
9	(9)	86 7%	83 7%	49 8%	51 9%	38 7%	31 6%	27 8%	27 9%	23 7%	23 7%	21 9%	16 7%	16 6%	18 7%	50 7%	50 8%	37 8%	34 7%	4 4%	12 14% <sup>s</sup>	83 8%	72 7%	11 9%	7 5%	19 9%	15 7%
8	(8)	193 17%	202 18%	111 19%	101 18%	82 15%	98 18%	52 16%	53 17%	52 15%	64 19%	39 16%	27 12%	48 19%	55 23%	104 16%	117 18%	87 18%	82 18%	19 22%	19 23%	174 16%	183 18%	29 22%	24 18%	24 12%	40 20%
7	(7)	217 19%	224 20%	108 18%	120 21%	109 19%	104 19%	61 19%	66 21%	60 17%	64 20%	45 19%	53 23%	51 21%	41 17%	121 18%	130 20%	96 20%	94 20%	16 19%	11 13%	201 19%	213 21%	18 14%	26 20%	36 18%	38 19%
6	(6)	154 13%	146 13%	76 13%	62 11%	77 14%	83 15%	47 15%	37 12%	39 11%	46 14%	36 15%	27 12%	29 12%	35 15%	86 13%	83 13%	65 13%	62 13%	13 15%	12 14%	140 13%	134 13%	14 11%	17 13%	41 20%	28 14%
5	(5)	249 21%	224 20%	120 20%	118 21%	128 23%	107 20%	53 17%	55 18%	93 27% <sup>j</sup>	65 20%	43 18%	49 21%	58 23%	50 21%	146 22%	121 19%	101 21%	99 21%	10 12%	16 19%	238 22%	208 20%	27 20%	27 20%	40 20%	33 16%
4	(4)	63 5%	56 5%	29 5%	25 4%	35 6%	32 6%	23 7%	16 5%	15 4%	20 6%	15 6%	12 5%	10 4%	9 4%	38 6%	36 6%	25 5%	21 4%	3 4%	4 5%	60 6%	52 5%	11 8%	5 4%	11 6%	17 8%
3	(3)	49 4%	37 3%	25 4%	14 2%	24 4%	23 4%	18 6%	14 5%	17 5%	12 4%	11 5%	8 4%	4 1%	3 1%	34 5%	26 4%	15 3%	11 2%	4 5%	1 1%	45 4%	36 4%	9 7%	8 6%	6 3%	10 5%
2	(2)	28 2%	25 2%	17 3%	13 2%	11 2%	13 2%	10 3%	9 3%	8 2%	6 2%	7 3%	6 2%	4 2%	5 2%	18 3%	15 2%	11 2%	10 2%	3 3%	-	26 2%	25 2%	2 2%	-	3 1%	1 1%
1	(1)	9 1%	16 1%	3 1%	5 1%	5 1%	11 2%	1 *	-	3 1%	6 2%	4 2%	7 3%	1 *	3 1%	4 1%	6 1%	5 1%	10 2%	1 1%	3 3%	8 1%	13 1%	-	2 2%	3 2%	4 2%
Completely unprotected	(0)	24 2%	16 1%	16 3%	7 1%	8 1%	9 2%	6 2%	4 1%	6 2%	2 1%	7 3%	4 2%	5 2%	5 2%	12 2%	6 1%	12 2%	9 2%	-	4 4% <sup>s</sup>	24 2%	12 1%	3 2%	3 2%	3 1%	1 1%
NET: 8-10		366 32%	373 33%	202 34%	205 36%	164 29%	163 30%	101 32%	108 35%	102 30%	107 33%	74 31%	63 27%	87 35%	93 38%	203 31%	215 34%	161 33%	155 33%	37 42%	34 40%	329 31%	339 33%	48 36%	44 33%	60 30%	70 35%
NET: 4-7		683 59%	651 58%	334 56%	324 57%	349 62%	326 60%	184 58%	175 56%	207 60%	196 59%	139 58%	140 62%	148 60%	135 56%	392 59%	370 58%	287 59%	275 59%	43 49%	43 51%	640 60%	608 59%	71 53%	75 56%	128 63%	116 57%
NET: 0-3		109 9%	94 8%	61 10%	39 7%	48 9%	55 10%	34 11%	27 9%	34 10%	26 8%	28 12%	25 11%	14 5%	15 6%	68 10%	53 8%	42 9%	40 8%	8 9%	7 8%	102 10%	87 8%	14 11%	14 10%	15 7%	16 8%
Mean		6.33	6.45	6.36	6.63 <sup>c</sup>	6.31	6.25	6.33	6.57	6.24	6.41	6.21	6.24	6.59	6.61	6.28	6.48	6.40	6.43	6.89	6.41	6.29	6.46	6.27	6.42	6.41	6.47
Standard deviation		2.18	2.14	2.24	2.12	2.11	2.15	2.18	2.14	2.17	2.04	2.28	2.28	2.08	2.10	2.17	2.09	2.19	2.20	2.15	2.36	2.17	2.12	2.20	2.24	2.12	2.08
Standard error		0.06	0.06	0.09	0.08	0.09	0.10	0.12	0.12	0.12	0.11	0.15	0.15	0.13	0.14	0.08	0.08	0.10	0.10	0.20	0.24	0.07	0.07	0.18	0.21	0.14	0.14

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 223

**Q4. Protected/unprotected- YouTube**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	204	221	201	193	140	136	104	109	34	40	278	285	138	149	960	943	199	187	330	341	162	180	187	183	800	762	
Weighted base	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752	
Effective base	157	172	157	159	114	121	88	99	30	33	227	250	114	130	759	787	137	132	257	284	129	153	145	148	616	616	
Completely protected	(10)	7 4%	14 7%	18 9%	10 5%	12 8%	15 10%	7 6%	7 7%	4 20%	11 7%	23 10%	11 6%	18 10%	72 7%	75 8%	12 8%	10 7%	24 7%	21 6%	9 6%	13 7%	11 6%	13 7%	61 8%	62 8%	
9	(9)	18 9%	12 6%	20 9%	15 8%	7 4%	14 10%	9 7%	6 6%	- -	2 4%	15 5%	23 7%	9 5%	9 7%	74 8%	72 8%	9 6%	11 7%	24 7%	27 8%	11 7%	15 8%	11 6%	15 9%	60 8%	52 7%
8	(8)	44 22%	30 16%	29 14%	34 18%	24 16%	24 11%	13 21%	24 18%	11 11%	6 15%	48 17%	55 14%	24 18%	30 16%	162 18%	176 18%	29 18%	27 14%	46 18%	60 15%	24 15%	38 21%	28 15%	31 18%	135 17%	138 18%
7	(7)	30 15%	43 23%	49 24%	42 22%	30 20%	28 19%	27 23%	23 20%	10 17%	12 23%	67 21%	64 20%	37 21%	36 21%	188 19%	188 19%	26 17%	33 23%	59 19%	51 15%	29 18%	20 11%	32 17%	30 17%	152 19%	168 22%
6	(6)	30 15%	25 13%	18 8%	24 12%	17 12%	13 8%	14 12%	21 18%	5 8%	7 13%	37 11%	41 13%	20 11%	28 16%	129 13%	127 13%	23 15%	18 12%	38 12%	48 15%	22 14%	25 14%	20 11%	24 14%	109 14%	93 12%
5	(5)	44 22%	33 18%	37 17%	48 25%	45 30%	28 19%	31 27%	26 22%	15 25%	13 25%	91 28%	67 21%	46 26%	39 23%	211 21%	203 21%	35 22%	21 15%	67 21%	65 20%	29 19%	34 19%	45 25%	35 20%	175 22%	149 20%
4	(4)	11 6%	10 5%	12 6%	5 3%	8 6%	13 8%	3 2%	2 2%	3 5%	1 4%	14 5%	16 5%	5 3%	3 2%	54 6%	46 5%	9 6%	10 7%	24 7%	21 6%	13 9%	12 6%	14 7%	13 7%	39 5%	35 5%
3	(3)	9 4%	6 3%	10 5%	7 4%	2 1%	4 2%	7 6%	1 1%	2 4%	- -	11 3%	5 1%	9 5%	1 3%	46 5%	29 3%	3 2%	8 6%	11 3%	13 4%	6 4%	9 5%	5 2%	6 4%	37 5%	22 3%
2	(2)	5 2%	9 5%	11 5%	4 2%	1 5%	7 5%	1 3%	4 3%	3 5%	1 1%	5 2%	12 4%	4 2%	5 3%	27 3%	22 2%	2 1%	2 2%	10 3%	13 4%	6 4%	9 5%	5 5%	5 3%	18 2%	13 2%
1	(1)	- -	4 2%	1 *	1 1%	2 2%	- 1%	1 1%	1 1%	- -	- -	4 1%	1 *	1 1%	1 1%	7 1%	13 1%	1 1%	2 1%	3 1%	2 1%	- -	2 1%	2 1%	- -	5 1%	14 2%
Completely unprotected	(0)	1 *	3 1%	5 2%	2 1%	3 2%	3 3%	3 3%	- 11%	7 -	- -	12 4%	3 1%	10 5%	- 2%	16 2%	13 1%	8 5%	3 2%	14 4%	10 3%	5 3%	5 3%	8 5%	4 2%	9 1%	6 1%
NET: 8-10		69 35%	56 30%	66 32%	60 31%	43 28%	53 36%	28 25%	38 32%	15 25%	19 36%	86 26%	110 35%	43 25%	57 33%	308 31%	323 34%	50 32%	47 33%	93 29%	108 33%	44 29%	66 36%	50 27%	59 34%	256 32%	253 34%
NET: 4-7		115 58%	111 59%	116 55%	119 62%	101 67%	82 55%	75 65%	73 62%	34 55%	33 63%	209 64%	188 59%	108 62%	106 62%	582 59%	564 59%	93 59%	82 57%	188 59%	185 56%	93 60%	91 50%	110 60%	102 58%	476 59%	445 59%
NET: 0-3		14 7%	21 11%	27 13%	15 8%	8 5%	14 10%	12 10%	7 6%	12 20% <sup>j</sup>	1 1%	32 10%	21 7%	24 14% <sup>n</sup>	7 4%	96 10%	76 8%	13 9%	16 11%	38 12%	38 11%	17 11%	25 14%	24 13%	15 8%	69 9%	54 7%
Mean		6.42	6.28	6.33	6.43	6.32	6.44	6.18	6.53	5.48	7.07i	6.11	6.58k	5.93	6.70m	6.33	6.46	6.26	6.37	6.09	6.21	6.11	6.17	5.90	6.39	6.41	6.55
Standard deviation		1.90	2.24	2.36	1.97	2.04	2.34	2.14	1.87	2.72	1.93	2.23	2.12	2.37	1.90	2.16	2.12	2.32	2.22	2.41	2.30	2.27	2.41	2.40	2.16	2.08	2.07
Standard error		0.13	0.15	0.17	0.14	0.17	0.20	0.21	0.18	0.47	0.31	0.13	0.13	0.20	0.16	0.07	0.07	0.16	0.16	0.13	0.12	0.18	0.18	0.18	0.16	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 224

**Q4. Protected/unprotected- YouTube**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	747	694	308	446	1175	1141	763	719	505	512	974	949	459	431	295	250	265	259	128	110	130	117	195	176
Weighted base	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
Effective base	601	591	218	338	907	928	579	558	372	376	748	760	326	309	206	160	176	164	69	53	95	73	160	120
Completely protected	(10)	50 6%	60 8%	22 7%	28 7%	86 7%	88 8%	52 8%	45 7%	31 8%	30 7%	68 7%	70 8%	24 7%	27 8%	15 9%	17 11%	12 8%	11 7%	7 11%	4 11%	6 13%	6 15%	3 9%
9	(9)	61 8%	59 8%	22 8%	24 6%	86 7%	83 7%	53 8%	41 6%	35 9%	28 7%	73 8%	59 7%	26 7%	23 7%	18 10%	16 10%	18 12%	15 10%	7 11%	4 11%	8 16%	4 11%	7 13%
8	(8)	124 16%	139 19%	49 18%	63 17%	193 17%	202 18%	122 19%	111 18%	72 19%	77 19%	163 18%	163 18%	71 20%	61 18%	46 26%	30 19%	38 26%	31 21%	14 23%	9 24%	13 26%	8 23%	18 23%
7	(7)	151 19%	134 18%	49 18%	91 24%	217 19%	224 20%	124 19%	130 21%	71 19%	82 20%	176 19%	176 20%	63 18%	67 20%	39 22%	27 17%	24 16%	27 18%	14 22%	7 18%	9 17%	4 10%	13 17%
6	(6)	104 13%	91 12%	36 13%	54 14%	154 13%	146 13%	89 13%	83 13%	51 14%	58 14%	119 14%	124 14%	45 13%	47 14%	21 12%	18 11%	19 13%	16 11%	9 15%	5 13%	5 9%	4 12%	7 9%
5	(5)	191 24%	151 20%	47 17%	73 19%	249 21%	224 20%	117 18%	123 19%	63 17%	74 18%	188 20%	190 21%	68 19%	64 19%	19 11%	25 16%	14 9%	25 17%q	6 10%	5 13%	5 9%	8 22%u	9 14%
4	(4)	36 5%	39 5%	24 9%	18 5%	63 5%	56 5%	45 7%	36 6%	27 7%	24 6%	53 6%	50 6%	26 7%	20 6%	7 4%	9 6%	12 8%	11 7%	2 3%	1 4%	2 4%	1 3%	4 5%
3	(3)	30 4%	25 3%	15 5%	12 3%	49 4%	37 3%	28 4%	26 4%	18 5%	17 4%	41 4%	34 4%	13 4%	14 4%	4 2%	4 3%	4 3%	4 3%	2 3%	2 4%	2 4%	1 3%	3 4%
2	(2)	19 2%	21 3%	6 2%	4 1%	28 2%	25 2%	16 2%	15 2%	5 1%	7 2%	23 2%	22 2%	7 2%	7 2%	2 1%	5 3%	4 2%	2 2%	-	-	1 1%	-	3 3%
1	(1)	7 1%	9 1%	1 *	7 2%	9 1%	16 1%	3 *	14 2%g	2 1%	9 2%	9 1%	10 1%	5 1%	6 2%	3 1%	1 *	-	4 3%q	2 3%	-	-	-	1 1%
Completely unprotected	(0)	19 2%	10 1%	5 2%	6 2%	24 2%	16 1%	10 1%	8 1%	3 1%	8 2%	20 2%l	6 1%	7 2%	5 1%	1 4%o	6 2%	4 2%	3 2%	-	-	1 1%	-	1 2%
NET: 8-10		235 30%	259 35%a	93 33%	115 30%	366 32%	373 33%	227 34%	197 31%	138 36%	134 33%	305 33%	292 32%	121 34%	111 33%	79 45%	64 40%	68 46%	56 38%	28 44%	17 46%	28 49%	18 49%	34 45%
NET: 4-7		481 61%	414 56%	157 57%	237 62%	683 59%	651 58%	374 57%	372 59%	211 56%	237 58%	536 57%	540 60%	201 57%	198 58%	87 49%	80 50%	70 47%	79 53%	31 50%	18 49%	20 39%	18 47%	34 46%
NET: 0-3		74 9%	64 9%	28 10%	30 8%	109 9%	94 8%	57 9%	63 10%	29 8%	40 10%	93 10%	72 8%	31 9%	32 9%	9 5%	16 10%	11 7%	14 9%	4 6%	2 5%	3 6%	1 4%	7 9%
Mean		6.26	6.46	6.36	6.43	6.33	6.45	6.47	6.32	6.59	6.36	6.34	6.43	6.36	6.38	6.99	6.57	6.78	6.47	7.05	7.08	7.27	7.07	6.81
Standard deviation		2.16	2.17	2.21	2.09	2.18	2.14	2.14	2.07	2.20	2.21	2.06	2.18	2.17	1.96	2.43	2.21	2.29	1.98	1.92	2.10	2.08	2.15	1.98
Standard error		0.08	0.08	0.13	0.10	0.06	0.06	0.08	0.08	0.09	0.10	0.07	0.07	0.10	0.10	0.11	0.15	0.14	0.14	0.18	0.18	0.18	0.19	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 225

**Q4. Protected/unprotected- YouTube**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	312	354	847	774	510	541	665	600
Weighted base	243	284	900	822	434	466	725	653
Effective base	219	256	681	662	384	411	531	519
Completely protected	(10) 10 4%	20 7%	76 8%	67 8%	43 10%	46 10%	43 6%	42 6%
9	(9) 18 7%	12 4%	69 8%	72 9%	49 11%	44 9%	37 5%	40 6%
8	(8) 39 16%	51 18%	151 17%	151 18%	85 20%	94 20%	108 15%	108 17%
7	(7) 38 16%	56 20%	178 20%	166 20%	76 18%	90 19%	141 19%	134 21%
6	(6) 29 12%	36 13%	121 13%	109 13%	49 11%	67 14%	104 14%	79 12%
5	(5) 47 19%	50 18%	197 22%	168 20%	67 16%	84 18%	181 25%	140 22%
4	(4) 24 10%	16 6%	38 4%	40 5%	25 6%	15 3%	38 5%	42 6%
3	(3) 19 8%	20 7%	30 3%	17 2%	18 4%	9 2%	31 4%	28 4%
2	(2) 9 4%	7 2%	18 2%	17 2%	6 1%	7 1%	22 3%	19 3%
1	(1) 2 1%	4 2%	6 1%	11 1%	4 1%	4 1%	4 1%	12 2%
Completely unprotected	(0) 6 3%	12 4%	17 2% <sup>d</sup>	2 *	9 2%	7 1%	14 2%	9 1%
NET: 8-10	68 28%	83 29%	296 33%	291 35%	177 41%	183 39%	189 26%	190 29%
NET: 4-7	139 57%	158 55%	533 59%	484 59%	219 50%	255 55%	464 64%	396 61%
NET: 0-3	37 15%	44 15%	71 8%	48 6%	38 9%	27 6%	72 10%	67 10%
Mean	5.89	6.02	6.47	6.62	6.68	6.78	6.13	6.22
Standard deviation	2.29	2.41	2.14	2.00	2.27	2.07	2.10	2.16
Standard error	0.13	0.13	0.07	0.07	0.10	0.09	0.08	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 226

**Q4. Protected/unprotected- Instagram**  
**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**  
**Instagram**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	794	760	439	374	355	382	247	231	253	241	140	146	150	138	500	472	290	284	96	80	698	680	147	103	182	190	
Weighted base	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154	
Effective base	605	594	327	278	291	319	186	178	196	189	105	115	116	110	381	367	220	225	75	75	532	523	114	81	135	142	
Completely protected	(10)	49 7%	51 7%	19 6%	20 7%	30 8%	29 7%	8 4%	15 8%	17 6%	13 10%	11 8%	10 8%	11 8%	25 6%	28 7%	23 9%	22 8%	9 13%t	2 3%	39 6%	49 8%	6 5%	8 7%	9 6%	14 9%	
9	(9)	66 10%b	44 6%	28 9%	22 8%	39 10%f	22 6%	19 9%	14 7%	22 10%j	8 4%	14 11%	11 8%	12 9%	41 10%p	22 5%	25 10%	22 8%	4 5%	9 13%	63 10%v	35 6%	13 10%x	3 3%	15 10%	11 7%	
8	(8)	123 18%	119 17%	60 19%	51 18%	63 17%	67 17%	38 19%	32 16%	39 17%	38 18%	20 16%	27 20%	25 19%	78 18%	70 17%	45 17%	47 17%	13 18%	13 18%	109 18%	106 17%	26 20%	11 10%	22 15%	18 12%	
7	(7)	139 20%	160 23%	65 21%	70 24%	73 19%	87 22%	41 20%	41 21%	38 17%	54 26%i	33 26%	26 19%	25 19%	38 29%	79 18%	95 23%	59 23%	65 24%	16 22%	12 17%	122 20%	148 24%	21 16%	31 28%w	33 22%	38 25%
6	(6)	101 15%	88 13%	55 17%d	33 11%	46 12%	55 14%	29 14%	24 12%	35 15%	30 14%	20 15%	19 14%	17 13%	63 15%	53 13%	36 14%	35 13%	14 19%	9 13%	87 14%	80 13%	24 19%	17 15%	28 18%	22 14%	
5	(5)	112 16%	133 20%	44 14%	58 20%c	68 18%	76 19%	32 16%	45 23%	39 17%	38 18%	14 11%	25 20%	26 18%	71 16%	82 20%	40 16%	48 18%	8 10%	15 22%	105 17%	118 19%	21 16%	28 25%	20 13%	26 17%	
4	(4)	43 6%	34 5%	17 5%	11 4%	26 7%	22 6%	10 5%	10 5%	14 6%	12 6%	11 8%	7 5%	8 6%	5 4%	24 6%	22 5%	19 7%	12 4%	3 4%	2 2%	40 6%	32 5%	9 7%	5 4%	11 7%	14 9%
3	(3)	27 4%	26 4%	12 4%	8 3%	15 4%	19 5%	14 7%	6 3%	11 5%	7 3%	* 3%	8 6%k	2 4%	5 6%	25 3%	13 3%	2 1%	14 5%q	3 3%	3 5%	24 4%	23 4%	6 4%	6 5%	8 5%	5 3%
2	(2)	17 2%	14 2%	8 2%	7 2%	9 2%	7 2%	8 4%	5 2%	6 3%	6 3%	1 1%	3 2%	1 1%	1 3%	1 3%	14 3%	11 3%	2 1%	3 1%	- 4%	3 3%	17 2%	11 2%	1 1%	3 2%	5 3%
1	(1)	4 1%	7 1%	2 *	3 1%	3 1%	3 1%	* 1%	2 1%	2 1%	2 1%	2 1%	1 1%	1 1%	1 1%	2 1%	4 1%	2 1%	1 1%	1 2%	1 1%	4 1%	6 1%	- 1%	1 2%	3 1%	1 1%
Completely unprotected	(0)	11 2%	8 1%	7 2%	4 1%	4 1%	4 2%	4 2%	4 2%	3 1%	2 1%	1 1%	1 1%	3 2%	1 1%	7 2%	6 1%	4 2%	2 1%	2 3%	1 1%	9 1%	7 1%	2 1%	- 1%	1 1%	1 1%
NET: 8-10		238 34%	213 31%	106 34%	93 33%	132 35%	118 30%	66 32%	61 31%	79 35%	59 28%	46 36%	49 35%	47 36%	144 34%	120 30%	93 36%	91 33%	26 36%	24 35%	211 34%	189 31%	45 35%x	22 20%	47 31%	42 28%	
NET: 4-7		395 57%	415 61%	181 57%	172 60%	214 57%	241 62%	111 54%	120 61%	126 56%	132 63%	77 61%	77 55%	76 59%	83 62%	237 55%	252 62%o	154 60%	160 59%	41 56%	38 54%	354 57%	378 62%	74 58%	81 72%w	92 60%	99 65%
NET: 0-3		59 9%	54 8%	28 9%	22 8%	31 8%	33 8%	27 13%	16 8%	22 10%	17 8%	4 3%	13 9%	6 5%	8 6%	49 11%	33 8%	10 4%	21 8%	6 8%	8 11%	54 9%	47 8%	9 7%	9 8%	15 10%	12 8%
Mean		6.50	6.46	6.47	6.52	6.52	6.41	6.26	6.37	6.45	6.38	6.87	6.53	6.60	6.68	6.36	6.38	6.74	6.60	6.71	6.34	6.47	6.48	6.51	6.24	6.41	6.39
Standard deviation		2.13	2.05	2.12	2.07	2.14	2.03	2.20	2.15	2.18	2.00	1.97	2.09	2.10	1.95	2.19	2.07	2.03	2.02	2.24	2.16	2.12	2.04	1.98	1.84	2.09	2.10
Standard error		0.08	0.07	0.10	0.11	0.11	0.10	0.14	0.14	0.14	0.13	0.17	0.17	0.17	0.17	0.10	0.10	0.12	0.12	0.23	0.24	0.08	0.08	0.16	0.18	0.15	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 227

**Q4. Protected/unprotected- Instagram**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	151	161	108	128	67	61	37	28	9	110	98	43	37	616	585	169	166	206	210	107	127	105	109	554	524	
Weighted base	132	127	98	120	63	62	38*	27**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474	
Effective base	114	119	78	100	53	55	34	24	8	92	86	39	31	482	473	115	114	159	165	84	104	81	82	421	411	
Completely protected	(10)	11 9%	8 7%	7 7%	10 8%	3 5%	6 10%	3 7%	- 24%	3 6%	6 9%	3 6%	3 8%	39 7%	43 8%	9 7%	7 6%	7 4%	13 7%	4 4%	7 6%	3 4%	9 10%	41 8%	37 8%	
9	(9)	17 13%	8 6%	11 11%	11 9%	4 6%	1 2%	1 2%	1 3%	- 5%	6 2%	2 4%	2 2%	1 10%	54 7%	37 7%	12 6%	7 9%	15 7%	14 7%	11 12%	7 6%	5 6%	7 8%	50 10%z	28 6%
8	(8)	25 19%	21 16%	20 20%	30 25%	11 17%	13 20%	2 7%	9 32%	4 34%	16 15%	26 25%	5 11%	13 33% <sup>m</sup>	103 18%	99 18%	17 14%	19 15%	39 22%	29 16%	16 17%	21 18%	24 28% <sup>k</sup>	14 15%	77 97%	85 18%
7	(7)	20 15%	31 24%	17 17%	25 21%	20 32%	19 31%	12 15%	4 -	- 30%	32 23%	23 28%	13 10%	4 20%	113 22%	123 20%	24 26%	33 20%	35 20%	41 22%	18 20%	24 19%	17 20%	25 26%	97 20%	112 24%
6	(6)	17 13%	15 12%	3 3%	9 8%	10 15%	9 15%	6 11%	3 36%	5 15%	16 17%	17 15%	7 17%	8 19%	78 14%	69 13%	22 18%	19 16%	22 12%	20 11%	14 15%	15 12%	9 10%	9 9%	76 16%	68 14%
5	(5)	21 16%	26 21%	22 22%	22 18%	11 17%	7 12%	10 25%	9 31%	1 5%	20 19%	16 16%	10 21%	9 23%	91 16%	106 19%	20 16%	27 22%	23 13%	39 21%	12 13%	25 20%	13 15%	19 20%	83 17%	92 19%
4	(4)	8 6%	6 5%	8 9%	5 5%	1 1%	1 2%	3 9%	1 3%	- 4%	2 2%	3 7%	1 2%	1 6%	36 5%	29 5%	7 5%	5 4%	15 9%	11 6%	7 7%	11 9%	6 4%	4 4%	27 5%	21 5%
3	(3)	5 4%	6 5%	4 4%	4 3%	1 1%	2 3%	1 2%	- -	- 2%	2 2%	2 2%	1 2%	- -	21 4%	23 4%	6 5%	3 3%	8 4%	11 6%	5 5%	8 6%	4 5%	4 4%	19 4%	13 3%
2	(2)	7 6% <sup>b</sup>	1 1%	2 2%	2 1%	2 3%	2 3%	1 2%	1 3%	- -	3 2%	3 3%	1 2%	1 2%	14 3%	12 2%	2 2%	1 3%	6 3%	4 2%	2 2%	2 2%	3 3%	2 2%	9 2%	8 2%
1	(1)	- -	1 1%	- -	1 1%	- 2%	- -	1 2%	- -	- 1%	1 1%	- 1%	1 1%	- 1%	4 1%	5 1%	- -	1 1%	* 1%	1 1%	- -	1 1%	* -	* -	4 1%	5 1%
Completely unprotected	(0)	- -	4 3%	4 4%	1 1%	- 2%	1 2%	- -	- -	2 2%	1 1%	2 4%	- -	8 1%	6 1%	4 3%	1 1%	6 3%	3 2%	5 6%	3 2%	3 4%	2 3%	4 3%	4 1%	4 1%
NET: 8-10		54 41%	37 29%	38 39%	51 42%	18 29%	20 33%	6 15%	10 35%	7 59%	37 25%	9 37%	17 20%	27 43% <sup>m</sup>	195 35%	179 32%	38 31%	33 27%	61 35%	56 30%	30 32%	36 29%	32 37%	31 32%	168 34%	150 32%
NET: 4-7		66 50%	78 62%	50 51%	61 51%	41 65%	37 59%	30 80%	16 60%	5 41%	73 68%	58 57%	32 71%	22 54%	318 57%	327 59%	73 59%	84 68%	96 54%	112 60%	51 55%	74 60%	45 52%	57 59%	283 58%	294 62%
NET: 0-3		12 9%	12 9%	10 11%	8 7%	4 6%	5 8%	2 5%	1 5%	- -	7 7%	6 6%	4 8%	1 3%	47 8%	47 8%	12 10%	6 5%	20 11%	20 11%	12 13%	13 11%	10 12%	8 9%	37 8%	31 7%
Mean		6.65	6.31	6.33	6.78	6.64	6.71	6.19	6.30	7.61	6.41	6.71	6.08	6.71	6.51	6.47	6.38	6.50	6.27	6.30	6.19	6.17	6.27	6.54	6.59	6.53
Standard deviation		2.17	2.16	2.43	2.06	1.81	2.01	1.76	1.77	1.72	1.97	1.94	2.16	1.84	2.12	2.08	2.21	1.82	2.28	2.16	2.42	2.16	2.27	2.20	2.08	1.99
Standard error		0.18	0.17	0.23	0.18	0.22	0.26	0.29	0.34	0.57	0.19	0.20	0.33	0.30	0.09	0.09	0.17	0.14	0.16	0.15	0.23	0.19	0.22	0.21	0.09	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 228

**Q4. Protected/unprotected- Instagram**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	440	395	256	364	763	719	794	760	463	455	714	699	437	408	268	226	240	239	124	109	117	103	183	165	
Weighted base	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55	
Effective base	353	329	177	266	579	558	605	594	340	329	540	541	308	292	186	140	155	148	66	54	90	63	156	111	
Completely protected	(10)	26 6%	30 8%	13 6%	21 7%	48 7%	44 7%	49 7%	51 7%	25 8%	25 7%	43 7%	46 7%	22 7%	17 5%	11 9%	6 5%	6 5%	9 15%	2 5%	7 18%v	2 7%	5 7%	1 3%	
9	(9)	41 10%	27 7%	21 10%	17 6%	62 9%	44 7%	66 10%h	44 6%	34 10%	28 8%	56 9%	39 6%	28 8%	24 10%	13 10%	12 10%	12 9%	4 8%	4 12%	4 8%	3 12%	7 11%	10 18%	
8	(8)	69 17%	68 17%	40 19%	51 17%	119 18%	114 18%	123 18%	119 17%	60 18%	69 19%	110 18%	106 17%	63 19%	60 19%	35 23%	25 18%	35 27%	31 24%	16 28%	9 25%	8 18%	8 29%	12 19%	10 19%
7	(7)	76 19%	92 24%	46 22%	67 23%	126 19%	133 21%	139 20%	160 23%	69 21%	76 22%	129 21%	146 24%	68 21%	74 23%	32 21%	26 19%	22 20%	9 16%	7 20%	9 23%	7 25%	18 28%	15 27%	
6	(6)	63 15%	52 13%	24 12%	36 12%	99 15%	88 14%	101 15%	88 13%	51 15%	39 11%	90 15%	84 14%	45 12%	38 15%	15 11%	17 13%	15 12%	7 11%	2 5%	5 13%	3 10%	7 10%	3 5%	
5	(5)	72 18%	73 19%	33 16%	61 21%	107 16%	128 20%	112 16%	133 20%	47 14%	60 17%	102 16%	120 19%	53 16%	60 19%	18 12%	23 17%	17 13%	20 15%	6 10%	7 20%	6 14%	3 12%	9 13%	9 16%
4	(4)	22 5%	21 5%	17 8%	13 4%	43 7%	32 5%	43 6%	34 5%	22 7%	19 6%	36 6%	31 5%	20 6%	15 5%	4 3%	6 4%	5 4%	6 5%	2 3%	1 3%	3 3%	1 3%	3 5%	2 3%
3	(3)	17 4%	13 3%	8 4%	13 4%	25 4%	24 4%	27 4%	26 4%	15 4%	20 6%	22 4%	22 3%	12 4%	14 4%	5 4%	6 5%	6 5%	8 6%	3 4%	3 8%	1 2%	* 1%	4 6%	3 6%
2	(2)	12 3%	9 2%	4 2%	5 2%	15 2%	11 2%	17 2%	14 2%	5 2%	9 2%	16 3%	13 2%	8 2%	6 1%	2 3%	4 1%	3 2%	- 2%	1 -	- -	- -	1 1%	1 1%	
1	(1)	3 1%	3 1%	* 1%	4 1%	3 1%	7 1%	4 1%	7 1%	2 1%	4 1%	3 1%	6 1%	2 2%	5 1%	2 1%	1 1%	- -	3 2%	- -	- -	* 1%	* 1%	* 1%	- -
Completely unprotected	(0)	7 2%	4 1%	2 1%	4 1%	9 1%	8 1%	11 2%	8 1%	4 1%	4 1%	11 2%	7 1%	7 2%	3 1%	3 3%	4 3%	3 2%	4 3%	2 4%	- -	- -	- -	1 2%	
NET: 8-10		136 33%	125 32%	74 35%	89 30%	229 35%	202 32%	238 34%	213 31%	119 36%	122 34%	209 34%	190 31%	113 35%	102 32%	61 41%	49 37%	54 42%	48 37%	30 51%	15 41%	19 45%	14 48%	24 37%	22 40%
NET: 4-7		233 57%	237 61%	120 58%	178 61%	376 57%	381 60%	395 57%	415 61%	189 57%	195 55%	358 58%	381 62%	187 57%	186 59%	76 51%	70 52%	64 50%	63 49%	23 40%	17 48%	22 53%	14 50%	37 56%	28 52%
NET: 0-3		39 9%	29 7%	15 7%	26 9%	53 8%	49 8%	59 9%	54 8%	25 8%	37 10%	52 8%	47 8%	28 9%	12 8%	16 12%	10 8%	18 14%	5 8%	4 11%	1 3%	* 2%	5 8%	5 9%	
Mean		6.42	6.52	6.56	6.39	6.52	6.45	6.50	6.46	6.61	6.45	6.49	6.47	6.48	6.44	6.77	6.46	6.70	6.28	7.05	6.64	7.26	7.23	6.79	6.76
Standard deviation		2.16	2.03	2.05	2.08	2.11	2.05	2.13	2.05	2.07	2.16	2.13	2.03	2.14	2.04	2.13	2.35	2.06	2.37	2.34	2.04	1.92	1.62	1.96	2.06
Standard error		0.10	0.10	0.13	0.11	0.08	0.08	0.08	0.07	0.10	0.10	0.08	0.08	0.10	0.10	0.13	0.16	0.13	0.15	0.21	0.20	0.18	0.16	0.14	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 229

**Q4. Protected/unprotected- Instagram**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	275	303	508	450	401	415	393	345
Weighted base	194	227	490	450	318	327	374	356
Effective base	197	212	405	378	295	305	312	292
Completely protected (10)	8 4%	15 7%	41 8%	35 8%	32 10%	31 9%	16 4%	20 5%
9	10 5%	10 5%	56 12%	34 8%	35 11%	30 9%	31 8%h	14 4%
8	39 20%	42 18%	83 17%	77 17%	64 20%	58 18%	59 16%	61 17%
7	38 19%	46 20%	100 20%	112 25%	58 18%	69 21%	81 22%	91 26%
6	27 14%	29 13%	73 15%	59 13%	48 15%	46 14%	54 14%	43 12%
5	31 16%	36 16%	78 16%	93 21%	38 12%	63 19%e	74 20%	70 20%
4	16 8%	16 7%	26 5%	18 4%	19 6%	15 5%	24 6%	19 5%
3	12 6%	17 8%	15 3%	9 2%	11 3%	9 3%	16 4%	17 5%
2	8 4%	6 3%	8 2%	8 2%	7 2%	5 2%	9 2%	9 2%
1	2 1%	3 1%	2 *	3 1%	* *	* *	4 1%	6 2%
Completely unprotected (0)	3 2%	6 3%	8 2%	2 *	5 2%	2 1%	6 2%	6 2%
NET: 8-10	57 29%	68 30%	180 37%	146 32%	131 41%	118 36%	106 28%	95 27%
NET: 4-7	112 58%	127 56%	277 56%	282 63%	162 51%	193 59%	232 62%	223 63%
NET: 0-3	26 13%	32 14%	34 7%	23 5%	24 8%	17 5%	35 9%	38 11%
Mean	6.07	6.13	6.67	6.65	6.78	6.74	6.25	6.21
Standard deviation	2.17	2.29	2.10	1.90	2.16	1.95	2.08	2.10
Standard error	0.13	0.13	0.09	0.09	0.11	0.10	0.10	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 230

**Q4. Protected/unprotected- TikTok**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	516	522	312	280	204	238	174	166	144	158	94	103	101	91	318	324	195	194	91	79	425	443	101	73	111	136
Weighted base	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98
Effective base	379	383	220	194	167	190	124	120	111	118	68	75	75	69	235	237	144	144	74	74	307	311	76	53	79	93
Completely protected	(10) 5%	29 7%	12 6%	14 7%	9 4%	14 6%	3 3%	12 10%g	8 7%	7 6%	3 4%	5 6%	6 8%	5 6%	11 5%	19 8%	10 6%	10 6%	6 9%	2 3%	15 5%	26 7%	2 2%	9 12%w	6 8%	6 6%
9	(9) 7%	28 4%	13 6%	9 5%	16 8%	9 4%	10 8%	5 4%	4 4%	5 4%	8 10%	3 4%	6 7%	5 5%	14 6%	11 4%	14 9%	8 5%	6 9%	7 10%	23 7%v	11 3%	6 8%	3 4%	5 6%	1 1%
8	(8) 12%	45 12%	24 12%	22 11%	21 11%	31 14%	18 14%	13 11%	14 13%	12 10%	6 8%	14 16%	5 6%	11 14%	32 14%	26 10%	11 7%	25 15%q	8 12%	9 14%	37 11%	43 12%	11 14%	6 8%	8 11%	12 12%
7	(7) 17%	68 15%	33 17%	33 17%	35 18%	30 13%	22 18%	19 16%	15 14%	18 15%	12 15%	15 17%	18 23%n	9 11%	37 16%	37 15%	30 19%	24 14%	11 16%	10 15%	58 18%	53 15%	13 17%	7 9%	13 17%	14 14%
6	(6) 14%	53 15%	29 15%	40 21%	24 12%	25 11%	20 16%	20 16%	13 13%	22 18%	8 10%	14 16%	12 15%	9 10%	33 14%	42 17%	20 13%	23 13%	10 15%	11 15%	43 13%	54 15%	10 13%	9 13%	11 14%	17 17%
5	(5) 22%	86 20%	45 23%	35 18%	41 21%	47 21%	26 21%	20 17%	22 21%	19 16%	21 27%	15 17%	17 21%	26 31%	48 21%	40 16%	38 24%	42 24%	11 17%	12 17%	75 23%	71 20%	19 24%	22 30%	12 16%	14 14%
4	(4) 10%	37 8%	35 8%	15 7%	23 12%	19 9%	11 9%	9 7%	9 8%	13 10%	12 15%	5 5%	5 7%	9 10%	20 9%	22 9%	17 11%	13 8%	8 12%	4 6%	30 9%	31 9%	2 3%	5 7%	8 11%	11 12%
3	(3) 7%	27 7%	30 7%	11 5%	9 5%	16 8%	21 10%	4 4%	7 6%	10 10%	12 9%	6 7%	6 7%	5 6%	15 6%	19 8%	12 8%	11 6%	3 4%	4 5%	24 7%	27 8%	10 13%	7 9%	4 5%	12 12%
2	(2) 3%	12 5%	20 3%	6 4%	7 3%	13 6%	3 3%	4 3%	6 6%	7 6%	* 7%k	6 2%	3 3%	10 4%	11 4%	2 1%	9 5%	3 4%	3 5%	3 3%	9 5%	17 5%	2 3%	4 6%	4 5%	6 6%
1	(1) 2%	9 3%	12 3%	4 2%	6 3%	4 3%	6 3%	4 3%	4 3%	2 3%	4 1%	3 4%	2 2%	1 2%	6 3%	8 3%	2 2%	4 3%	1 1%	4 5%	8 2%	9 2%	2 2%	1 2%	5 6%z	* *
Completely unprotected	(0) 1%	5 3%a	14 2%	3 3%	1 1%	8 3%	1 1%	8 7%g	2 2%	4 3%	1 1%	1 1%	1 1%	3 1%	12 5%o	2 1%	2 1%	2 3%	3 4%	3 1%	11 1%	3 1%	1 1%	1 1%	1 1%	5 5%
NET: 8-10	94 24%	99 24%	49 25%	44 23%	45 23%	54 24%	31 25%	26 25%	25 24%	25 20%	18 22%	22 25%	17 22%	21 25%	57 25%	55 22%	35 22%	43 25%	20 29%	19 27%	74 23%	81 23%	19 24%	18 24%	19 25%	19 19%
NET: 4-7	244 63%	246 58%	122 62%	121 63%	122 63%	121 54%	79 64%	68 56%	59 56%	73 59%	52 66%	49 56%	52 66%	52 63%	139 61%	141 57%	105 66%	102 59%	39 59%	37 53%	205 63%	208 59%	44 57%	43 58%	44 57%	57 57%
NET: 0-3	52 13%	77 18%	25 13%	28 15%	27 14%	49 22%	13 10%	23 19%	20 19%	27 21%	9 11%	16 18%	10 12%	11 13%	33 15%	50 20%	18 12%	27 16%	8 11%	14 20%	44 14%	63 18%	15 19%	13 18%	14 18%	23 23%
Mean	5.92	5.68	5.97	5.86	5.87	5.52	6.00	5.71	5.71	5.49	5.83	5.81	6.10	5.76	5.86	5.60	5.97	5.79	6.13	5.69	5.87	5.68	5.83	5.77	5.75	5.38
Standard deviation	2.19	2.43	2.23	2.36	2.16	2.48	2.10	2.70	2.37	2.41	2.11	2.35	2.19	2.19	2.23	2.56	2.15	2.26	2.38	2.58	2.15	2.41	2.16	2.41	2.52	2.41
Standard error	0.10	0.11	0.13	0.14	0.15	0.16	0.16	0.21	0.20	0.19	0.22	0.23	0.22	0.23	0.13	0.14	0.15	0.16	0.25	0.29	0.10	0.11	0.22	0.28	0.24	0.21

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 231

**Q4. Protected/unprotected- TikTok**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74	Age - 55+		Age - 65+	Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	95	106	70	84	30	33	16	48	44	18	395	387	116	133	134	148	76	88	66	75	360	353
Weighted base	69	69	56*	73	25**	31**	16**	43*	39*	18**	318	336	68	85	96	119	60	81	45*	55*	280	286
Effective base	68	71	47	61	25	29	13	39	38	14	301	298	75	85	101	107	61	67	46	50	263	263
Completely protected	(10) 3 4%	2 3%	3 6%	6 8%	1 2%	3 10%	-	1 1%	4 10%	-	14 4%	25 7%	6 8%	4 4%	2 2%	12 10% <sub>s</sub>	2 4%	9 11%	*	6 11% <sub>w</sub>	18 7%	16 6%
9	(9) 3 4%	2 3%	6 11%	5 7%	2 8%	-	1 5%	3 7%	-	1 4%	26 8% <sub>p</sub>	13 4%	2 3%	5 6%	5 5%	4 3%	2 3%	2 3%	2 5%	3 5%	22 8%	13 5%
8	(8) 11 16%	5 8%	6 11%	16 22%	1 3%	3 11%	-	1 2%	3 9%	-	34 11%	43 13%	9 14%	9 11%	8 8%	13 11%	5 8%	9 11%	3 6%	5 9%	33 12%	38 13%
7	(7) 9 13%	10 15%	10 17%	14 19%	6 25%	6 20%	4 27%	13 30%	7 18%	7 37%	55 17%	50 15%	13 20%	13 15%	22 23%	16 14%	12 20%	9 11%	12 26%	9 16%	44 16%	46 16%
6	(6) 13 19%	13 19%	6 10%	6 9%	6 6%	6 19%	10 10%	3 8%	9 22%	2 9%	44 14%	53 16%	8 12%	12 15%	16 16%	16 16%	11 18%	11 14%	7 15%	11 20%	35 12%	41 14%
5	(5) 15 22%	13 19%	15 27%	15 21%	9 36%	5 17%	5 29%	14 32%	7 17%	5 25%	74 23%	62 18%	12 18%	20 24%	15 16%	22 19%	9 16%	12 15%	7 15%	10 19%	70 25%	57 20%
4	(4) 10 15%	7 10%	5 9%	6 8%	2 7%	2 7%	3 16%	4 10%	2 5%	3 14%	27 9%	29 9%	10 15%	5 6%	11 11%	14 12%	6 11%	12 14%	7 16%	6 11%	24 9%	21 7%
3	(3) 1 2%	3 4%	5 8%	1 1%	3 10%	3 9%	1 8%	4 9%	4 11%	1 7%	24 8%	26 8%	3 4%	4 5%	12 13% <sub>t</sub>	4 4%	9 15% <sub>v</sub>	3 4%	6 13%	2 3%	14 5%	23 8%
2	(2) 2 2%	5 7%	1 1%	1 2%	-	1 3%	1 4%	1 2%	1 2%	1 4%	10 3%	14 4%	2 3%	7 8%	2 2%	2 2%	1 1%	3 3%	1 1%	-	9 3%	18 6%
1	(1) 1 2%	6 9%	-	-	-	*	-	-	1 3%	-	8 2%	11 3%	1 1%	1 1%	2 2%	6 5%	2 3%	5 6%	1 2%	2 3%	7 2%	7 2%
Completely unprotected	(0) 1 2%	3 4%	-	2 3%	-	1 3%	-	-	1 3%	-	3 1%	10 3%	2 2%	4 5%	1 1%	7 6%	1 1%	6 7%	-	1 1%	3 1%	7 2%
NET: 8-10	17 24%	10 14%	16 28%	27 37%	3 14%	3 21%	1 5%	4 10%	7 18%	1 4%	74 23%	81 24%	17 25%	18 21%	15 16%	28 24%	9 15%	21 26%	5 11%	14 26%	74 27%	67 23%
NET: 4-7	47 68%	43 62%	35 63%	42 57%	19 76%	19 62%	13 83%	34 80%	25 63%	15 86%	199 63%	194 58%	44 64%	51 60%	64 67%	72 60%	38 63%	44 54%	33 72%	37 66%	172 62%	165 58%
NET: 0-3	6 8%	16 23% <sub>a</sub>	5 9%	4 6%	3 10%	5 17%	2 12%	4 10%	7 19%	2 10%	44 14%	61 18%	7 11%	16 19%	17 18%	19 16%	13 21%	16 20%	7 17%	4 8%	33 12%	54 19% <sub>y</sub>
Mean	5.87 <sub>b</sub>	5.10	6.22	6.53	5.83	5.85	5.39	5.74	5.75	5.61	5.88	5.72	5.97	5.55	5.64	5.67	5.48	5.47	5.52	6.21	6.01	5.69
Standard deviation	2.07	2.48	2.02	2.16	1.79	2.40	1.68	1.72	2.36	1.66	2.17	2.43	2.29	2.45	2.05	2.62	2.16	2.86	1.88	2.26	2.23	2.36
Standard error	0.21	0.24	0.24	0.24	0.33	0.42	0.42	0.25	0.36	0.39	0.11	0.12	0.21	0.21	0.18	0.22	0.25	0.31	0.23	0.26	0.12	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 232

**Q4. Protected/unprotected- TikTok**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	237	230	186	291	505	512	463	455	516	522	467	470	360	354	229	207	209	211	116	99	102	90	157	148
Weighted base	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47
Effective base	182	181	124	203	372	376	340	329	379	383	341	339	251	243	156	125	139	125	68	46	82	59	132	97
Completely protected (10)	7 3%	15 7%	8 6%	14 6%	20 5%	25 6%	20 6%	20 6%	21 5%	29 7%	19 5%	24 7%	16 6%	16 6%	9 8%	9 7%	8 8%	3 3%	6 11%	*	3 1%	1 4%	4 8%	2 4%
9	15 8%	8 4%	8 6%	10 5%	28 7%	18 4%	22 7%	16 4%	28 7%	18 4%	25 7%	15 4%	17 7%	12 5%	9 8%	7 6%	7 7%	6 5%	6 11%	3 11%	3 9%	2 11%	4 8%	4 9%
8	18 10%	28 13%	18 14%	24 11%	43 11%	52 13%	43 13%	45 13%	52 12%	43 12%	49 13%	35 14%	29 11%	19 16%	13 11%	17 17%	14 13%	8 16%	6 21%	6 19%	3 14%	8 15%	8 16%	
7	33 17%	28 13%	25 19%	35 16%	66 17%	63 15%	59 18%	55 16%	68 17%	63 15%	58 17%	60 16%	42 17%	43 17%	22 19%	20 17%	17 16%	16 15%	9 18%	7 22%	8 25%	3 16%	12 23%	8 18%
6	27 14%	33 16%	16 12%	32 15%	52 14%	64 16%	47 14%	54 15%	53 14%	65 15%	47 13%	57 15%	31 12%	34 13%	19 16%	17 15%	18 17%	23 22%	8 15%	6 20%	4 11%	6 30%u	9 17%	7 14%
5	49 26%	39 19%	26 20%	44 21%	84 22%	80 20%	65 19%	66 19%	86 22%	83 20%	78 22%	72 19%	50 20%	55 22%	16 14%	23 19%	18 17%	20 19%	6 13%	4 15%	4 14%	3 13%	7 13%	9 19%
4	12 6%	19 9%	17 13%	16 8%	35 9%	33 8%	33 10%	32 9%	37 10%	35 8%	35 10%	26 7%	25 10%	22 8%	10 8%	9 8%	9 8%	8 8%	6 12%	2 5%	3 8%	1 6%	3 6%	3 8%
3	16 8%	17 8%	8 6%	13 6%	27 7%	30 7%	24 7%	28 8%	27 7%	30 7%	24 7%	30 8%	16 7%	15 6%	9 8%	5 4%	4 3%	3 3%	*	1 3%	*	*	4 7%	3 6%
2	8 4%	8 4%	1 1%	12 6% <sup>c</sup>	11 3%	20 5%	10 3%	17 5%	12 3%	20 5%	8 2%	16 4%	6 2%	14 5%	1 7% <sup>o</sup>	8 4%	4 5%	6 5%	2 4%	*	1 2%	-	1 2%	*
1	5 2%	7 3%	3 3%	5 2%	9 2%	12 3%	9 3%	9 3%	12 3%	9 2%	12 3%	8 3%	11 3%	6 3%	7 3%	1 1%	3 2%	1 1%	3 3%	*	*	*	1 2%	1 1%
Completely unprotected (0)	3 1%	7 3%	-	8 4% <sup>c</sup>	5 1%	14 3% <sup>e</sup>	4 1%	12 3% <sup>g</sup>	5 1%	14 3% <sup>i</sup>	4 1%	12 3% <sup>k</sup>	5 2%	9 4%	2 2%	4 3%	1 1%	4 3%	-	-	-	1 4%	-	2 3% <sup>w</sup>
NET: 8-10	40 21%	51 25%	34 26%	48 23%	90 24%	95 23%	85 25%	80 23%	94 24%	99 24%	87 25%	88 24%	67 27%	58 22%	37 32%	28 24%	33 32%	23 21%	19 38%	10 34%	13 39%	6 29%	17 31%	14 29%
NET: 4-7	121 63%	118 57%	84 64%	127 60%	237 63%	240 58%	203 61%	207 59%	244 63%	246 58%	218 63%	215 58%	148 60%	155 60%	66 57%	69 59%	61 59%	68 64%	29 58%	18 62%	19 57%	13 64%	32 59%	27 59%
NET: 0-3	31 16%	39 19%	13 10%	38 18% <sup>c</sup>	50 13%	77 19%	46 14%	66 19%	52 13%	77 18%	44 12%	69 18% <sup>k</sup>	33 13%	45 17%	13 11%	20 17%	10 9%	16 15%	2 5%	1 5%	1 4%	1 7%	6 10%	5 12%
Mean	5.72	5.68	6.09	5.69	5.91	5.66	5.95	5.64	5.92	5.68	5.95	5.72	5.97	5.67	6.35 <sup>p</sup>	5.78	6.32 <sup>r</sup>	5.68	6.72	6.62	6.88	6.32	6.47	6.10
Standard deviation	2.18	2.45	2.10	2.42	2.19	2.42	2.23	2.40	2.19	2.43	2.17	2.41	2.29	2.42	2.19	2.47	2.16	2.27	2.12	1.72	1.99	2.17	2.08	2.26
Standard error	0.14	0.16	0.15	0.14	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.12	0.13	0.15	0.17	0.15	0.16	0.20	0.17	0.20	0.23	0.17	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 233

**Q4. Protected/unprotected- TikTok**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	228	261	281	256	300	300	216	222
Weighted base	151	192	235	225	207	212	182	210
Effective base	156	174	220	205	216	205	165	180
Completely protected (10)	5 3%	12 6%	16 7%	17 7%	13 6%	18 9%	8 4%	10 5%
9	6 4%	4 2%	22 10%	14 6%	14 7%	14 7%	15 8%h	4 2%
8	14 9%	22 11%	31 13%	31 14%	32 15%	33 16%	13 7%	19 9%
7	19 12%	27 14%	48 21%	34 15%	41 20%	36 17%	27 15%	27 13%
6	24 16%	22 12%	28 12%	43 19% <sup>c</sup>	30 14%	35 16%	23 13%	30 14%
5	33 22%	33 17%	52 22%	48 21%	42 20%	34 16%	44 24%	49 23%
4	20 13%	24 13%	17 7%	11 5%	14 7%	18 8%	24 13%	17 8%
3	14 9%	20 10%	13 5%	10 5%	12 6%	10 5%	15 8%	20 10%
2	8 6%	9 5%	3 1%	11 5% <sup>c</sup>	3 2%	7 3%	8 5%	13 6%
1	6 4%	7 4%	2 1%	6 2%	5 2%	5 2%	4 2%	8 4%
Completely unprotected (0)	3 2%	13 7% <sup>a</sup>	2 1%	1 1%	2 1%	2 1%	2 1%	12 6% <sup>g</sup>
NET: 8-10	25 16%	38 20%	69 29%	61 27%	58 28%	65 31%	36 20%	34 16%
NET: 4-7	95 63%	106 55%	146 62%	136 60%	126 61%	122 58%	118 65%	123 59%
NET: 0-3	31 21%	49 25%	20 8%	28 13%	22 11%	24 11%	29 16%	53 25% <sup>g</sup>
Mean	5.26	5.18	6.34	6.11	6.20	6.24	5.60	5.12
Standard deviation	2.23	2.61	2.08	2.21	2.15	2.27	2.21	2.46
Standard error	0.15	0.16	0.12	0.14	0.12	0.13	0.15	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 234

**Q4. Protected/unprotected- Facebook**  
**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**  
**Facebook**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1055	1043	566	547	489	491	300	303	309	308	204	217	237	207	609	611	441	424	83	73	972	970	141	109	204	219	
Weighted base	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185	
Effective base	816	842	422	427	402	415	226	238	248	251	156	178	184	170	474	488	340	348	65	69	754	777	109	85	150	167	
Completely protected	(10)	59 6%	69 7%	29 6%	35 7%	30 5%	34 6%	23 8%	25 9%	14 5%	18 6%	9 4%	10 5%	13 6%	15 7%	37 6%	44 8%	22 5%	25 6%	9 13%	4 6%	50 5%	65 7%	8 6%	11 9%	9 5%	10 6%
9	(9)	66 6%	52 5%	29 6%	29 6%	36 7%	21 4%	20 7%	21 8%	14 5%	7 2%	18 8%	14 6%	13 6%	10 5%	34 6%	28 5%	32 7%	24 5%	3 5%	5 8%	62 6%	47 5%	8 6%	1 1%	9 5%	9 5%
8	(8)	147 14%	153 15%	72 15%	65 14%	75 14%	85 16%	40 14%	37 13%	46 15%	37 13%	27 13%	29 13%	34 14%	46 21%	86 15%	73 13%	60 13%	75 17%	11 16%	12 19%	136 14%	140 15%	22 17%	18 14%	19 10%	19 10%
7	(7)	207 20%	211 21%	90 19%	103 21%	117 21%	106 20%	55 20%	44 16%	61 20%	78 27%	50 23%	41 19%	40 17%	47 21%	116 20%	122 21%	90 20%	89 20%	13 20%	9 14%	193 20%	202 21%	22 18%	23 18%	35 19%	35 19%
6	(6)	133 13%	136 13%	62 13%	61 13%	71 13%	74 14%	32 11%	52 19%g	35 12%	29 10%	30 14%	24 11%	37 16%	30 14%	67 12%	81 14%	66 15%	54 12%	9 13%	13 20%	124 13%	123 13%	16 13%	26 20%	39 21%z	20 11%
5	(5)	214 21%	209 21%	93 19%	99 21%	121 22%	110 21%	47 17%	53 19%	66 22%	62 22%	39 18%	51 23%	59 25%	39 17%	113 20%	116 20%	98 22%	90 20%	14 13%	8 13%	201 21%	201 21%	24 19%	23 18%	30 16%	36 19%
4	(4)	70 7%	56 6%	30 6%	28 6%	40 7%	28 5%	19 7%	14 5%	21 7%	16 6%	20 9%	15 7%	10 4%	11 5%	40 7%	30 5%	30 7%	26 6%	1 1%	4 7%	69 7%	52 5%	13 10%	6 4%	16 9%	17 9%
3	(3)	47 5%	54 5%	20 4%	22 4%	27 5%	33 6%	11 4%	14 5%	18 6%	15 5%	7 3%	16 8%	11 4%	9 4%	29 5%	29 5%	18 4%	26 6%	3 5%	1 2%	44 5%	53 6%	8 6%	12 9%	10 5%	16 9%
2	(2)	35 3%	38 4%	25 5%	19 4%	10 2%	19 4%	18 6%	11 4%	9 3%	12 4%	4 2%	6 3%	5 4%	9 5%	26 4%	23 4%	8 3%	15 3%	- -	1 2%	35 4%	36 4%	3 3%	4 3%	8 4%	14 8%
1	(1)	19 2%	23 2%	10 2%	12 2%	9 2%	11 2%	9 3%	3 1%	2 1%	9 3% <i>i</i>	2 1%	7 3%	7 3%	4 2%	11 2%	12 2%	8 3%	11 3%	3 5%	5 7%	16 2%	19 2%	1 1%	4 3%	5 2%	3 2%
Completely unprotected	(0)	36 3% <i>b</i>	18 2%	21 4%	10 2%	15 3%	8 1%	7 3%	5 2%	13 4%	5 2%	8 4%	5 2%	7 3%	2 1%	21 4%	11 2%	15 3%	7 2%	1 1%	1 1%	35 4% <i>v</i>	17 2%	1 1%	- -	5 2%	5 3%
NET: 8-10		271 26%	273 27%	130 27%	130 27%	141 26%	139 26%	82 29%	83 30%	74 25%	62 21%	54 25%	53 24%	60 26%	71 32%	157 27%	145 25%	114 25%	125 28%	23 34%	21 33%	249 26%	252 26%	37 30%	30 24%	37 20%	39 21%
NET: 4-7		624 60%	613 60%	274 57%	291 60%	350 63%	319 60%	153 55%	164 59%	183 61%	186 64%	138 65%	131 60%	146 62%	128 57%	336 58%	349 61%	284 63%	259 59%	37 55%	35 55%	587 61%	578 61%	75 59%	77 61%	120 65%	108 59%
NET: 0-3		137 13%	133 13%	76 16%	62 13%	61 11%	71 13%	45 16%	33 12%	42 14%	41 14%	21 10%	35 16%	29 12%	24 11%	87 15%	74 13%	50 11%	59 13%	7 11%	8 13%	130 13%	125 13%	14 11%	19 15%	27 15%	38 21%
Mean		5.99	6.09	5.90	6.10	6.06	6.05	6.03	6.25	5.88	5.93	6.08	5.83	5.98	6.33	5.95	6.08	6.03	6.08	6.53	6.14	5.95	6.08	6.16	6.01	5.81	5.59
Standard deviation		2.32	2.24	2.46	2.30	2.20	2.20	2.51	2.27	2.30	2.25	2.23	2.30	2.25	2.14	2.40	2.26	2.24	2.24	2.33	2.40	2.32	2.24	2.15	2.18	2.24	2.39
Standard error		0.07	0.07	0.10	0.10	0.10	0.10	0.14	0.13	0.13	0.13	0.16	0.16	0.15	0.15	0.10	0.09	0.11	0.11	0.26	0.28	0.07	0.07	0.18	0.21	0.16	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 235

**Q4. Protected/unprotected- Facebook**  
**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**  
**Base: All respondents who have used ... in the past 3 months**  
**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	178	202	178	180	134	122	106	95	31	43	271	260	137	138	876	868	168	167	298	319	138	166	171	179	722	690	
Weighted base	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681	
Effective base	134	155	138	147	112	110	91	87	28	36	225	229	115	120	698	721	110	115	232	264	109	139	132	144	559	554	
Completely protected	(10)	7 4%	10 6%	11 6%	11 6%	6 4%	8 6%	5 4%	7 6%	4 7%	8 14%	15 5%	22 8%	9 5%	15 9%	50 6%	63 7%	8 6%	6 5%	10 3%	19 6%	2 2%	11 7%	7 4%	12 7%	49 7%	49 7%
9	(9)	13 8%	6 3%	8 5%	14 8%	9 7%	8 6%	7 7%	8 8%	7 14%	- 8%	24 6%	16 9%	15 5%	8 7%	62 5%	47 3%	4 4%	4 4%	18 6%	20 7%	8 6%	7 4%	9 5%	12 7%	47 7%	31 5%
8	(8)	23 13%	29 17%	30 16%	35 19%	24 18%	15 11%	13 11%	15 14%	6 11%	10 18%	43 14%	40 14%	18 11%	25 16%	127 14%	124 14%	18 14%	28 22%	36 12%	42 14%	15 11%	26 16%	18 11%	22 13%	106 15%	106 16%
7	(7)	39 23%	36 21%	39 21%	36 20%	26 19%	38 28%	23 20%	19 19%	9 17%	15 26%	58 19%	72 24%	32 19%	34 21%	171 19%	189 21%	32 25%	20 16%	58 20%	56 18%	23 17%	25 15%	40 24%	38 22%	142 20%	149 22%
6	(6)	18 11%	24 14%	16 9%	21 11%	14 10%	13 10%	17 15%	4 12%	7 7%	35 12%	32 11%	21 13%	19 12%	113 13%	120 14%	18 14%	15 12%	36 12%	45 15%	23 17%	29 18%	14 8%	20 12%	94 13%	86 13%	
5	(5)	36 21%	30 17%	45 24%	40 22%	30 22%	31 23%	29 26%	27 26%	6 12%	14 24%	66 22%	72 25%	36 22%	41 25%	194 22%	179 20%	19 15%	29 23%	60 20%	64 21%	29 21%	27 16%	36 22%	38 22%	146 21%	138 20%
4	(4)	9 5%	10 6%	9 5%	4 2%	12 9%	8 6%	6 7%	7 7%	5 9%	- 8%	23 5%	16 5%	11 7%	7 4%	59 7%	51 6%	10 8%	4 3%	21 7%	16 5%	9 7%	12 7%	12 5%	8 5%	46 6%	39 6%
3	(3)	8 5%	9 5%	7 4%	7 4%	2 1%	3 2%	6 6%	4 4%	3 5%	2 3%	11 4%	9 3%	9 5%	6 4%	41 5%	49 6%	6 5%	5 4%	15 5%	18 6%	10 7%	10 6%	6 4%	11 6%	32 4%	35 5%
2	(2)	10 6%	6 3%	8 5%	2 2%	3 3%	7 5%	2 2%	2 2%	- 2%	1 2%	6 2%	11 4%	2 1%	4 2%	31 4%	29 3%	3 3%	7 6%	13 4%	15 5%	4 3%	8 5%	10 6%	6 3%	22 3%	19 3%
1	(1)	5 3%	4 2%	1 1%	6 3%	2 2%	- 1%	1 1%	1 1%	2 4%	- 2%	5 1%	1 2%	3 1%	19 2%	21 2%	* 2%	2 2%	8 1%	4 1%	3 2%	2 1%	8 5%	2 1%	11 2%	18 3%	
Completely unprotected	(0)	1 1%	7 4%	11 6%	3 2%	7 5%	1 1%	4 3%	- 13%	7 1%	17 6%	2 1%	10 6%	1 1%	26 3%	14 2%	9 7%	4 3%	17 6%	8 3%	8 6%	8 5%	9 5%	3 2%	18 3%	9 1%	
NET: 8-10		43 25%	45 26%	50 27%	60 33%	39 29%	31 23%	25 22%	29 29%	17 33%	19 32%	81 27%	79 27%	42 25%	48 30%	239 27%	235 26%	30 23%	38 30%	64 22%	82 27%	25 19%	44 27%	33 20%	45 27%	201 28%	187 27%
NET: 4-7		101 60%	101 59%	109 59%	101 56%	83 61%	91 68%	76 67%	65 64%	23 46%	35 61%	182 60%	191 65%	100 60%	101 63%	537 60%	540 61%	80 62%	67 54%	174 60%	181 59%	84 63%	93 56%	102 61%	103 61%	428 60%	413 61%
NET: 0-3		24 14%	26 15%	27 15%	19 11%	14 10%	11 8%	13 11%	8 8%	11 22%	4 7%	38 13%	23 8%	24 15%	12 7%	118 13%	113 13%	19 15%	19 15%	54 18%	45 15%	25 19%	28 17%	32 19%	22 13%	82 12%	81 12%
Mean		6.02	5.94	5.90	6.35	6.00	6.25	5.95	6.28	5.70	6.69	5.93	6.35k	5.88	6.43	5.99	6.11	5.87	5.96	5.59	5.99	5.47	5.84	5.52	6.15w	6.15	6.16
Standard deviation		2.23	2.38	2.44	2.23	2.35	2.00	2.14	2.02	3.11	2.03	2.42	2.01	2.48	2.03	2.31	2.24	2.47	2.33	2.48	2.31	2.35	2.45	2.52	2.22	2.26	2.21
Standard error		0.17	0.17	0.18	0.17	0.20	0.18	0.21	0.21	0.56	0.31	0.15	0.12	0.21	0.17	0.08	0.08	0.19	0.18	0.14	0.13	0.20	0.19	0.19	0.17	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 236

**Q4. Protected/unprotected- Facebook**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	671	630	298	412	974	949	714	699	467	470	1055	1043	433	422	267	232	248	246	125	110	120	106	183	172	
Weighted base	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58	
Effective base	541	539	211	304	748	760	540	541	341	339	816	842	305	301	181	143	171	153	74	53	93	64	151	116	
Completely protected	(10)	30 4%	45 7%	20 7%	24 7%	48 5%	59 6%	33 5%	40 6%	20 6%	25 7%	59 6%	69 7%	18 6%	19 6%	11 7%	12 8%	9 7%	6 4%	8 14%	2 5%	5 12%	2 8%	6 9%	3 6%
9	(9)	47 7%	39 6%	15 6%	12 4%	62 7%	49 5%	36 6%	25 4%	25 7%	16 4%	66 6%	52 5%	19 6%	13 4%	11 7%	8 6%	14 11%	10 7%	5 9%	3 8%	5 11%	3 9%	5 8%	5 9%
8	(8)	100 14%	101 15%	35 13%	51 15%	136 15%	138 15%	90 15%	94 15%	50 14%	60 16%	147 14%	153 15%	49 15%	53 16%	25 16%	23 17%	26 19%	24 18%	8 15%	10 28%	7 17%	22 22%	12 18%	11 18%
7	(7)	135 19%	133 20%	59 22%	79 23%	188 20%	172 19%	135 22%	128 21%	76 22%	71 19%	207 20%	211 21%	67 20%	77 23%	35 23%	23 17%	21 16%	25 19%	9 16%	9 25%	8 19%	3 11%	12 17%	8 14%
6	(6)	86 12%	83 12%	37 14%	53 15%	120 13%	130 14%	90 15%	88 14%	48 14%	52 14%	133 13%	136 13%	44 13%	49 15%	19 13%	24 17%	19 14%	20 15%	7 13%	4 12%	6 14%	4 13%	6 9%	9 16%
5	(5)	148 21%	148 22%	52 19%	62 18%	196 21%	181 20%	105 17%	109 18%	64 18%	59 16%	214 21%	209 21%	67 20%	56 17%	22 15%	21 15%	17 13%	17 16%	10 18%	3 9%	5 12%	7 23%	12 18%	10 18%
4	(4)	50 7%	36 5%	19 7%	20 6%	62 7%	51 6%	44 7%	36 6%	23 7%	21 6%	70 7%	56 6%	23 7%	17 5%	10 7%	7 5%	11 8%	6 5%	4 6%	1 3%	3 7%	2 5%	6 9%	2 4%
3	(3)	35 5%	37 5%	9 3%	18 5%	42 5%	53 6%	30 5%	39 6%	17 5%	24 6%	47 5%	54 5%	15 5%	18 5%	7 4%	5 4%	3 2%	3 3%	1 2%	1 3%	3 7%v	-	4 5%	4 7%
2	(2)	23 3%	26 4%	11 4%	12 3%	34 4%	33 4%	25 4%	25 4%	9 3%	19 5%	35 3%	38 4%	10 3%	16 5%	4 3%	4 3%	4 3%	6 4%	1 1%	1 3%	-	2 7%u	2 3%	3 5%
1	(1)	13 2%	14 2%	3 1%	10 3%	16 2%	22 2%	15 2%	18 3%	10 3%	11 3%	19 2%	23 2%	11 3%	12 4%	5 4%	5 4%	5 4%	4 3%	3 5%	*	-	*	2 3%	1 1%
Completely unprotected	(0)	27 4%b	9 1%	8 3%	9 3%	30 3%	17 2%	17 3%	14 2%	6 2%	14 4%	36 3%l	18 2%	9 3%	8 2%	4 2%	5 4%	5 3%	8 6%	*	1 4%	*	1 2%	1 2%	2 3%
NET: 8-10		177 26%	186 28%	70 26%	87 25%	246 26%	246 27%	159 26%	159 26%	96 27%	101 27%	271 26%	273 27%	86 26%	84 25%	46 30%	42 31%	49 37%	40 30%	22 38%	15 41%	17 39%	12 39%	24 35%	19 33%
NET: 4-7		419 60%	399 60%	167 62%	213 61%	566 61%	533 59%	374 60%	361 58%	212 61%	204 55%	624 60%	613 60%	202 61%	198 59%	87 57%	75 55%	68 51%	73 55%	30 53%	18 49%	22 52%	16 52%	36 53%	30 51%
NET: 0-3		98 14%	85 13%	32 12%	48 14%	122 13%	125 14%	86 14%	97 16%	42 12%	67 18%l	137 13%	133 13%	45 14%	54 16%	20 13%	20 14%	17 12%	21 16%	5 9%	4 10%	3 8%	3 9%	8 13%	9 16%
Mean		5.89	6.12	6.10	6.02	6.00	6.05	6.00	5.96	6.14	5.88	5.99	6.09	5.96	5.95	6.20	6.11	6.25	5.94	6.59	6.64	6.85	6.40	6.26	6.09
Standard deviation		2.33	2.22	2.30	2.30	2.29	2.27	2.30	2.33	2.23	2.48	2.32	2.24	2.32	2.33	2.37	2.49	2.51	2.53	2.43	2.25	2.10	2.34	2.39	2.40
Standard error		0.09	0.09	0.13	0.11	0.07	0.07	0.09	0.09	0.10	0.11	0.07	0.07	0.11	0.11	0.14	0.16	0.16	0.16	0.22	0.21	0.19	0.23	0.18	0.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 237

**Q4. Protected/unprotected- Facebook**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	295	333	749	695	478	499	577	544
Weighted base	225	263	800	742	409	426	623	593
Effective base	206	237	608	593	358	371	463	472
Completely protected (10)	5 2%	11 4%	54 7%	58 8%	36 9%	37 9%	23 4%	32 5%
9	14 6%	9 4%	51 6%	41 5%	32 8%	29 7%	33 5%	23 4%
8	30 13%	36 14%	114 14%	114 15%	63 15%	79 19%	84 13%	73 12%
7	39 17%	39 15%	168 21%	171 23%	87 21%	74 17%	120 19%	137 23%
6	22 10%	37 14%	110 14%	98 13%	60 15%	65 15%	73 12%	71 12%
5	37 17%	39 15%	175 22%	164 22%	62 15%	71 17%	152 24%	139 23%
4	21 9%	25 10%	48 6%	30 4%	21 5%	24 6%	49 8%	32 5%
3	21 9%	26 10%	26 3%	28 4%	18 4%	19 4%	29 5%	35 6%
2	15 7%	17 7%	20 2%	20 3%	12 3%	13 3%	22 4%	24 4%
1	10 4%	14 5%	10 1%	10 1%	9 2%	9 2%	11 2%	14 2%
Completely unprotected (0)	10 5%	9 3%	25 3% <sup>d</sup>	8 1%	9 2%	5 1%	27 4%	13 2%
NET: 8-10	49 22%	56 21%	220 27%	213 29%	131 32%	146 34%	140 23%	128 22%
NET: 4-7	119 53%	140 53%	500 63%	464 62%	231 56%	234 55%	394 63%	379 64%
NET: 0-3	56 25%	66 25%	81 10%	66 9%	48 12%	46 11%	89 14%	87 15%
Mean	5.32	5.33	6.17	6.36	6.36	6.38	5.74	5.87
Standard deviation	2.53	2.51	2.24	2.08	2.31	2.25	2.30	2.22
Standard error	0.15	0.14	0.08	0.08	0.11	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 238

**Q4. Protected/unprotected- Snapchat**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
Snapchat**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	471	449	282	233	189	212	148	150	141	138	91	81	86	76	289	288	177	157	84	71	387	378	117	85	112	122	
Weighted base	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86	
Effective base	336	323	191	155	151	169	101	106	105	99	65	58	61	58	206	204	127	116	65	67	271	259	88	65	75	82	
Completely protected	(10)	22 6%	20 5%	11 6%	10 6%	11 5%	10 2%	9 9%g	5 4%	4 4%	5 7%	4 6%	10 15%h	2 3%	6 3%	14 6%	15 11%	6 4%	8 12%	2 3%	14 5%	18 6%	4 4%	8 9%	5 6%	3 3%	
9	(9)	29 8%	33 9%	16 9%	20 13%	13 7%	12 6%	13 12%	11 10%	4 7%	7 7%	6 8%	7 10%	17 9%	19 9%	12 9%	13 10%	5 7%	6 10%	24 8%	26 9%	9 10%	7 8%	5 6%	7 9%		
8	(8)	62 17%	49 14%	29 16%	19 12%	32 17%	31 15%	14 14%	12 11%	26 23%	18 16%	11 15%	12 18%	8 12%	7 10%	40 19%	30 14%	19 13%	19 14%	12 18%	14 23%	50 17%	35 12%	17 18%k	3 4%	15 18%	
7	(7)	57 16%	72 20%	32 18%	34 22%	24 13%	37 18%	22 21%	26 23%	13 12%	25 23%l	12 18%	9 13%	8 11%	35 16%	50 23%	22 16%	20 15%	8 12%	11 18%	49 17%	61 20%	16 17%	20 23%	16 20%	14 16%	
6	(6)	43 12%	40 11%	22 12%	20 13%	22 12%	20 10%	13 12%	12 10%	16 14%	8 8%	10 15%	5 8%	10 15%	29 13%	20 9%	14 10%	20 15%	16 24%t	4 6%	27 9%	36 12%	11 12%	10 11%	5 6%	12 14%	
5	(5)	82 23%	81 23%	33 19%	31 20%	49 26%	48 24%	20 19%	25 23%	23 21%	24 22%	16 21%	21 14%	20 31%	43 20%	50 23%	37 26%	29 21%	6 9%	15 25%u	76 26%	66 22%	19 20%	22 25%	19 23%	20 23%	
4	(4)	24 6%	20 6%	13 7%	6 4%	11 6%	14 7%	7 7%	4 4%	4 4%	8 10%	6 9%	5 7%	6 8%	11 5%	9 4%	13 9%	12 8%	3 5%	2 3%	20 7%	19 6%	6 7%	8 10%	4 5%	5 5%	
3	(3)	19 5%	19 5%	11 6%	6 4%	8 4%	13 7%	7 7%	5 4%	8 7%	7 6%	2 2%	3 5%	2 3%	4 7%	15 5%	12 5%	4 2%	8 6%	3 5%	15 5%	16 5%	5 5%	4 5%	6 8%	8 9%	
2	(2)	11 3%	11 3%	2 1%	4 3%	9 5%	7 3%	4 3%	5 4%	5 4%	2 2%	1 1%	- 2%	1 2%	9 4%	9 4%	2 1%	2 1%	1 2%	3 5%	10 3%	8 3%	2 2%	1 2%	4 5%	3 3%	
1	(1)	6 2%	6 2%	3 1%	4 3%	3 2%	2 1%	2 2%	* *	3 3%	1 2%	2 3%	1 1%	1 2%	4 2%	3 2%	2 2%	3 2%	3 4%	1 1%	3 1%	6 2%	1 1%	3 3%	1 1%	- -	
Completely unprotected	(0)	11 3%	9 2%	7 4% <sup>d</sup>	1 1%	3 2%	6 3%	2 2%	2 2%	5 5%	2 2%	2 2%	1 2%	4 6%	8 3%	4 2%	3 2%	5 4%	1 2%	1 1%	10 3%	8 3%	5 6%	1 2%	1 1%	2 2%	
NET: 8-10		113 31%	102 28%	56 31%	49 32%	56 30%	53 26%	29 27%	33 30%	35 31%	29 27%	22 30%	23 34%	24 35%	16 22%	63 29%	63 29%	46 32%	38 28%	24 37%	23 37%	88 30%	79 26%	31 32%	18 20%	24 29%	
NET: 4-7		206 57%	213 59%	100 56%	91 59%	106 57%	119 59%	62 58%	67 60%	56 51%	62 57%	46 62%	38 56%	40 59%	44 63%	118 54%	128 59%	86 60%	81 59%	33 50%	31 51%	173 58%	182 61%	52 55%	60 69%	45 55%	
NET: 0-3		46 13%	46 13%	23 13%	15 10%	24 13%	29 14%	15 14%	11 10%	20 18%	17 15%	6 9%	7 10%	4 6%	11 15%	28 13%	11 8%	18 13%	9 13%	8 12%	38 13%	38 13%	13 13%	9 11%	13 16%	12 14%	
Mean		6.09	6.11	6.15	6.44	6.03	5.90	6.03	6.40	5.81	6.00	6.19	6.34	6.47n	5.57	5.91	6.20	6.32	5.95	6.42	6.31	6.01	6.06	6.07	5.98	6.03	6.02
Standard deviation		2.32	2.28	2.37	2.18	2.28	2.29	2.23	2.20	2.44	2.29	2.25	2.25	2.38	2.37	2.34	2.25	2.31	2.34	2.42	2.20	2.30	2.29	2.43	2.29	2.28	2.15
Standard error		0.11	0.11	0.14	0.14	0.17	0.16	0.18	0.18	0.21	0.19	0.24	0.25	0.26	0.27	0.14	0.13	0.17	0.19	0.26	0.26	0.12	0.12	0.22	0.25	0.22	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 239

**Q4. Protected/unprotected- Snapchat**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	83	95	53	52	15	17	22	24	336	320	130	126	119	118	68	71	59	59	326	312
Weighted base	59	62	42*	39*	15**	16**	21**	24**	278	278	83	81	92	95	57	64	44*	45*	254	252
Effective base	59	63	33	33	12	15	17	19	248	242	85	80	85	83	51	53	40	37	232	229
Completely protected	(10) 1 2%	2 4%	4 9%	2 4%	- -	3 19%	- -	3 13%	16 6%	18 6%	5 6%	2 2%	3 4%	3 4%	3 6%	2 3%	* 1%	2 4%	18 7%	16 6%
9	(9) 6 11%	7 11%	4 10%	5 14%	- -	- -	- -	- -	22 8%	23 8%	7 8%	10 12%	7 8%	8 9%	5 7%	5 7%	3 8%	3 7%	20 8%	22 9%
8	(8) 12 20%	8 14%	4 9%	7 17%	3 18%	3 17%	3 12%	3 12%	47 17%	40 14%	14 17%	10 12%	16 17%	10 11%	11 20%	9 14%	5 10%	4 9%	42 16%	39 16%
7	(7) 6 11%	11 18%	5 13%	10 27%	2 17%	3 18%	5 24%	5 23%	40 14%	56 20%	15 18%	15 19%	12 13%	17 18%	8 15%	9 14%	4 9%	9 20%	40 16%	53 21%
6	(6) 6 9%	9 14%	3 7%	6 15%	2 13%	- -	2 11%	- -	30 11%	28 10%	12 14%	11 14%	12 13%	10 10%	7 12%	6 9%	5 11%	7 15%	29 12%	29 12%
5	(5) 16 27%	13 22%	16 39% <sup>d</sup>	4 10%	5 31%	3 18%	6 29%	7 28%	67 24%	65 23%	15 19%	17 21%	17 19%	28 29%	11 20%	20 32%	10 23%	14 31%	62 24%	49 19%
4	(4) 5 8%	1 2%	3 8%	1 3%	1 9%	2 12%	1 6%	3 14%	19 7%	14 5%	4 5%	5 6%	9 10%	4 5%	4 7%	3 5%	5 11%	3 6%	14 5%	13 5%
3	(3) 1 2%	5 8%	2 5%	- -	- -	- -	- -	- -	16 6%	15 5%	3 3%	5 6%	7 8%	7 7%	3 6%	5 8%	6 14% <sup>x</sup>	1 1%	12 5%	12 5%
2	(2) 4 6%	1 1%	- -	2 4%	- -	1 9%	- -	1 6%	9 3%	9 3%	2 2%	2 3%	4 4%	3 3%	* 1%	2 3%	3 7%	1 1%	7 3%	7 3%
1	(1) 1 2%	1 2%	- -	1 4%	1 5%	- -	1 4%	- -	4 2%	4 1%	2 2%	2 3%	1 1%	- -	1 1%	- -	1 1%	- -	5 2%	6 2%
Completely unprotected	(0) 1 1%	3 5%	- -	1 3%	1 5%	1 6%	3 13%	1 4%	6 2%	7 3%	4 5%	2 2%	4 4%	4 4%	2 3%	3 5%	2 5%	2 5%	6 2%	5 2%
NET: 8-10	19 33%	18 28%	11 28%	14 35%	3 18%	6 37%	3 12%	6 25%	85 31%	80 29%	26 32%	22 27%	26 28%	22 23%	20 35%	15 23%	8 19%	9 21%	80 31%	77 30%
NET: 4-7	33 56%	34 56%	28 67%	21 54%	10 71%	8 48%	15 71%	15 64%	157 56%	163 59%	47 56%	48 60%	50 55%	59 62%	31 54%	38 60%	24 54%	33 72%	146 57%	144 57%
NET: 0-3	6 11%	10 16%	2 5%	4 10%	2 10%	2 15%	4 17%	2 10%	36 13%	35 12%	10 12%	11 14%	16 17%	14 15%	6 11%	11 17%	12 27% <sup>x</sup>	3 7%	29 11%	31 12%
Mean	6.03	5.99	6.27	6.53	5.46	6.15	5.11	5.95	6.05	6.14	6.15	6.00	5.77	5.83	6.27	5.63	5.08	5.97	6.18	6.23
Standard deviation	2.22	2.42	1.99	2.33	2.19	2.97	2.53	2.54	2.30	2.29	2.45	2.26	2.41	2.28	2.29	2.33	2.39	2.14	2.28	2.27
Standard error	0.24	0.25	0.27	0.32	0.57	0.72	0.54	0.52	0.13	0.13	0.22	0.20	0.22	0.21	0.28	0.28	0.31	0.28	0.13	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 240

**Q4. Protected/unprotected- Snapchat**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	202	179	183	269	459	431	437	408	360	354	433	422	471	449	228	190	192	191	124	102	105	89	153	134
Weighted base	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Effective base	148	139	123	186	326	309	308	292	251	243	305	301	336	323	152	111	122	110	73	49	81	59	128	86
Completely protected (10)	8 5%	9 6%	6 5%	10 5%	20 6%	20 6%	17 5%	17 5%	18 7%	17 7%	19 6%	19 6%	22 6%	20 5%	9 8%	5 5%	6 7%	3 3%	6 10%	1 3%	3 7%	1 5%	4 7%	1 3%
9	12 7%	19 11%	12 10%	13 7%	28 8%	31 9%	28 9%	25 8%	23 9%	18 7%	28 8%	27 8%	29 8%	33 9%	12 10%	12 11%	15 17%	11 12%	7 12%	4 12%	5 15%	3 15%	7 14%	3 7%
8	25 14%	17 10%	25 20%	33 17%	60 17%	47 14%	57 18%	46 15%	40 16%	41 16%	57 17%	45 13%	62 17%	49 14%	23 19%	18 17%	15 16%	14 15%	12 21%	9 27%	6 19%	3 17%	8 15%	5 14%
7	26 15%	34 20%	23 18%	38 20%	52 15%	64 19%	55 17%	69 22%	45 18%	43 17%	52 16%	69 21%	57 16%	72 20%	13 11%	21 20%	18 23%	21 23%	9 16%	8 26%	9 27%	3 15%	10 19%	8 20%
6	15 9%	16 9%	12 9%	24 12%	43 12%	39 11%	41 13%	37 12%	31 13%	27 11%	39 12%	38 11%	43 12%	40 11%	19 16%	15 15%	9 10%	12 13%	5 9%	4 13%	4 11%	3 17%	7 14%	5 12%
5	44 25%	39 24%	32 26%	42 22%	82 23%	77 23%	66 20%	64 20%	43 17%	58 23%	77 23%	78 23%	82 23%	81 23%	21 18%	17 16%	14 16%	12 13%	9 17%	4 12%	5 15%	3 17%	9 17%	9 22%
4	11 6%	13 8%	10 8%	7 4%	24 7%	20 6%	24 7%	20 6%	17 7%	17 7%	20 6%	19 6%	24 6%	20 6%	3 3%	7 7%	5 5%	6 6%	2 3%	1 2%	4 4%	1 11%	2 3%	4 11%w
3	11 6%	10 6%	4 3%	9 5%	17 5%	19 6%	16 5%	17 5%	14 6%	13 5%	16 5%	18 5%	19 5%	19 5%	7 6%	3 3%	4 4%	4 4%	3 5%	* 5%	* 3%	1 3%	3 5%	1 1%
2	9 5%	5 3%	* 3%	6 3%	11 3%	10 3%	9 3%	9 3%	6 2%	11 4%	11 3%	10 3%	11 3%	11 3%	5 4%	4 4%	3 3%	4 4%	3 6%	1 3%	- 1%	* 1%	1 3%	2 6%
1	2 1%	3 2%	2 1%	3 2%	6 2%	6 2%	5 2%	6 2%	5 2%	4 1%	5 2%	6 2%	6 2%	6 2%	3 2%	2 2%	2 2%	2 2%	* 1%	* 1%	* 1%	- -	2 3%	* 1%
Completely unprotected (0)	10 6%	2 1%	- -	6 3% <sup>c</sup>	11 3%	9 3%	9 3%	7 2%	6 3%	9 3%	8 2%	7 2%	11 3%	9 2%	3 3%	1 1%	2 2%	3 3%	* 2%	- 3%	* 1%	- -	1 2%	1 3%
NET: 8-10	45 26%	45 27%	44 35%	57 29%	108 31%	97 28%	103 31%	87 28%	81 33%	76 30%	104 31%	91 27%	113 31%	102 28%	44 37%	35 33%	36 39%	27 30%	25 44%	14 42%	14 41%	7 36%	19 35%	9 24%
NET: 4-7	95 56%	102 61%	77 61%	111 58%	201 57%	200 59%	186 57%	190 60%	136 55%	145 56%	188 57%	205 61%	206 57%	213 59%	57 48%	60 57%	46 50%	51 56%	25 45%	17 53%	19 57%	12 60%	27 52%	26 66%w
NET: 0-3	32 18%	20 12%	6 5%	25 13% <sup>c</sup>	44 13%	44 13%	39 12%	38 12%	31 12%	36 14%	41 12%	41 12%	46 13%	46 13%	18 15%	10 9%	10 11%	12 14%	7 12%	1 4%	1 3%	1 4%	6 12%	4 10%
Mean	5.65	6.11	6.49	6.11	6.05	6.09	6.14	6.13	6.25	6.01	6.13	6.11	6.09	6.11	6.25	6.40	6.57	6.19	6.69	6.96	7.02	6.60	6.45	5.90
Standard deviation	2.50	2.25	1.91	2.30	2.32	2.30	2.29	2.23	2.35	2.39	2.29	2.22	2.32	2.28	2.45	2.15	2.35	2.34	2.30	1.74	1.88	1.95	2.33	2.18
Standard error	0.18	0.17	0.14	0.14	0.11	0.11	0.11	0.11	0.12	0.13	0.11	0.11	0.11	0.11	0.16	0.16	0.17	0.17	0.21	0.17	0.18	0.21	0.19	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 241

**Q4. Protected/unprotected- Snapchat**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	213	230	247	214	276	281	195	168
Weighted base	137	163	220	193	197	201	168	159
Effective base	149	152	185	168	192	191	145	134
Completely protected (10)	8 6%	10 6%	13 6%	10 5%	15 8%	16 8%	7 4%	4 2%
9	9 7%	11 7%	20 9%	22 11%	20 10%	23 11%	9 5%	10 6%
8	21 15%	21 13%	40 18%	28 15%	37 19%	33 17%	25 15%	16 10%
7	19 14%	31 19%	37 17%	40 21%	31 16%	45 23%	26 15%	27 17%
6	19 14%	14 8%	24 11%	26 14%	24 12%	21 11%	19 11%	19 12%
5	30 22%	34 21%	50 22%	43 22%	39 20%	36 18%	44 26%	45 28%
4	8 6%	11 7%	14 6%	10 5%	11 6%	11 5%	12 7%	9 6%
3	12 9%	12 7%	7 3%	7 4%	8 4%	9 4%	10 6%	10 7%
2	5 3%	8 5%	6 3%	3 2%	5 3%	4 2%	5 3%	7 4%
1	5 3%	3 2%	1 1%	3 2%	2 1%	* *	4 3%	6 4%
Completely unprotected (0)	2 2%	8 5%	9 4% <sup>d</sup>	1 *	4 2%	2 1%	6 4%	7 4%
NET: 8-10	38 28%	42 26%	73 33%	59 31%	72 36%	72 36%	41 24%	30 19%
NET: 4-7	76 56%	89 55%	124 56%	119 62%	106 54%	113 56%	101 60%	100 63%
NET: 0-3	23 17%	31 19%	23 10%	14 7%	20 10%	15 8%	26 16%	30 19%
Mean	5.90	5.75	6.22	6.42	6.41	6.64	5.70	5.44
Standard deviation	2.34	2.53	2.33	2.01	2.27	2.09	2.34	2.33
Standard error	0.16	0.17	0.15	0.14	0.14	0.12	0.17	0.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 242

**Q4. Protected/unprotected- Twitch**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	297	255	226	177	71	76	107	93	84	76	52	48	52	36	191	169	104	84	46	39	251	216	58	41	90	76		
Weighted base	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*		
Effective base	208	163	158	111	52	51	77	61	61	46	34	30	36	25	138	106	70	55	31	37	178	126	43	25	63	47		
Completely protected	(10)	12 7%	18 11%	9 7%	13 12%	3 7%	5 9%	3 6%	5 9%	4 7%	6 13%	1 4%	2 7%	4 12%	5 17%	7 6%	11 11%	5 8%	7 12%	2 15%	7 5%	16 13%u	2 7%	3 10%	1 2%	6 15%y		
9	(9)	22 12%	17 10%	14 11%	14 13%	7 15%	3 6%	8 13%	9 15%	4 8%	3 8%	*	6 19%	5 17%	12 11%	12 12%	9 14%	5 9%	4 11%	2 4%	18 13%	15 12%	4 12%	5 15%	5 10%	6 15%		
8	(8)	29 16%	26 16%	23 18%	17 15%	6 12%	9 17%	10 17%	6 11%	7 14%	14 29%	3 10%	5 16%	4 13%	17 16%	20 19%	12 18%	6 12%	3 10%	8 22%	25 18%	18 15%	7 23%	7 22%	7 13%	4 9%		
7	(7)	43 24%b	23 14%	29 23%	16 15%	14 27%	7 13%	13 23%	10 17%	14 27%	6 13%	9 26%	4 13%	6 21%	28 25%	16 16%	15 24%	6 10%	5 14%	6 16%	38 27%v	17 13%	8 25%	2 7%	16 29%	7 18%		
6	(6)	27 16%	18 11%	20 16%	11 10%	7 14%	7 13%	11 18%	8 13%	10 20%	3 7%	5 13%	4 15%	2 5%	2 8%	21 19%	11 11%	6 9%	9 12%	2 5%	18 13%	16 13%	4 13%	5 17%	8 15%	4 10%		
5	(5)	31 17%	40 25%	19 15%	26 24%	12 24%	13 25%	9 16%	11 19%	8 16%	10 22%	7 20%	10 34%	5 17%	7 27%	18 16%	22 21%	12 18%	17 31%	6 18%	11 29%	25 17%	29 23%	4 14%	7 22%	10 20%	8 19%	
4	(4)	4 2%	8 5%	3 2%	6 5%	1 1%	2 5%	* 6%	4 6%	* 2%	1 2%	2 5%	3 12%	2 5%	* 1%	* 4%o	5 5%	3 7%	4 7%	- 8%	3 2%	4 4%	5 4%	1 2%	* 1%	2 4%	3 7%	
3	(3)	3 2%	5 3%	3 2%	2 2%	- -	3 6%	2 3%	4 6%	1 1%	1 1%	1 4%	1 1%	* 1%	- -	2 2%	4 4%	1 1%	1 2%	- 3%	1 2%	3 2%	4 3%	4 4%	1 3%	2 3%	1 2%	
2	(2)	4 2%	2 2%	3 3%	* 3%	* 1%	2 4%	1 2%	- 2%	1 4%	2 4%	* 1%	- 4%	1 3%	2 2%	2 2%	2 3%	1 1%	2 2%	1 2%	3 2%	2 1%	2 1%	* 1%	- -	- -	1 3%	
1	(1)	* *	2 1%	* *	2 2%	- -	- -	* *	2 3%	- -	- -	- -	- -	- -	- -	* 2%	2 -	- -	- -	2 5%	* -	- -	- -	- -	* -	- -	- -	
Completely unprotected	(0)	3 2%	3 2%	3 2%	1 1%	- 3%	2 2%	- 2%	2 4%	- -	- 4%	1 4%	- 6%	2 6%	3 3%	- -	- 5%	3 5%	1 3%	- -	2 1%	3 2%	- 5%	2 3%	2 3%	1 3%		
NET: 8-10		62 35%	61 38%	45 36%	44 40%	17 33%	16 31%	21 36%	20 34%	15 29%	23 50%i	11 33%	14 48%	13 47%	36 33%	43 41%	26 40%	18 32%	12 36%	11 31%	50 35%	49 40%	13 42%	16 48%	13 25%	16 39%		
NET: 4-7		104 59%	88 54%	71 57%	59 54%	33 66%	29 56%	34 58%	33 56%	33 64%	21 45%	22 64%	14 74%	12 48%	67 61%	54 51%	36 56%	32 59%	19 59%	22 58%	85 59%	66 53%	17 54%	15 47%	37 69%	22 53%		
NET: 0-3		10 5%	13 8%	9 7%	6 5%	* 1%	7 13%e	4 6%	6 10%	3 5%	2 7%	1 3%	2 5%	1 9%	2 6%	7 8%	8 4%	2 8%	5 11%	4 5%	8 11%	9 7%	1 5%	2 5%	4 7%	3 7%		
Mean		6.76	6.54	6.69	6.74	6.92	6.12	6.77	6.50	6.58	7.02	6.71	5.69	7.14	6.77	6.68	6.73	6.91	6.21	6.82	6.01	6.74	6.70	7.02	6.85	6.34	6.75	
Standard deviation		1.97	2.27	2.08	2.22	1.66	2.35	1.96	2.23	2.07	2.04	1.69	2.11	2.12	2.73	2.01	2.16	1.90	2.47	2.22	2.21	1.91	2.27	1.75	2.33	1.97	2.46	
Standard error		0.11	0.14	0.14	0.17	0.20	0.27	0.19	0.23	0.23	0.23	0.23	0.30	0.29	0.46	0.15	0.17	0.19	0.27	0.33	0.35	0.12	0.15	0.23	0.36	0.21	0.28	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 243

**Q4. Protected/unprotected- Twitch**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Unweighted base	65	63	33	32	206	173	89	80	72	66	38	39	38	34	213	175
Weighted base	40*	32*	16**	16**	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
Effective base	47	38	23	18	147	117	63	45	49	40	27	26	23	18	151	117
Completely protected (10)	1 3%	2 8%	3 16%	3 17%	7 5%	15 13%o	5 12%	2 6%	4 9%	5 13%	3 12%	4 13%	1 7%	3 17%	8 6%	11 10%
9	7 18%	2 5%	2 14%	2 11%	16 12%	11 9%	5 12%	2 15%	6 13%	6 15%	5 20%	3 12%	2 9%	3 17%	16 12%	10 9%
8	10 25%	3 11%	1 5%	4 22%	23 17%	18 15%	5 13%	8 20%	5 11%	7 18%	3 14%	5 16%	2 10%	4 22%	23 18%	19 17%
7	7 19%	6 19%	6 38%	1 7%	32 24%p	14 12%	9 23%	7 18%	9 22%	5 12%	3 11%	4 12%	5 11%	2 11%	31 24%	17 15%
6	4 11%	4 12%	1 7%	1 9%	21 15%	14 11%	7 16%	4 10%	3 7%	2 5%	2 9%	1 5%	1 5%	2 11%	24 19%	13 12%
5	6 16%	11 34%a	3 16%	3 17%	24 18%	33 28%	7 16%	6 16%	10 24%	7 18%	5 20%	5 19%	7 32%	3 19%	20 16%	29 26%y
4	* 1%	2 5%	* 3%	* 2%	2 2%	6 5%	1 3%	2 6%	1 2%	2 5%	* 2%	2 6%	1 3%	1 4%	3 2%	6 5%
3	* 1%	1 5%	- -	2 13%	3 2%	3 2%	- -	3 7%	1 3%	2 5%	1 3%	2 8%	1 3%	- -	1 1%	2 2%
2	3 7%	* 1%	- -	* 1%	3 2%	2 2%	1 3%	- -	2 5%	2 4%	* 2%	1 4%	2 7%	- -	2 1%	1 1%
1	- -	- -	- -	- -	* 1%	1 1%	- 3%	1 3%	- -	- -	- -	- -	- -	- -	* *	2 2%
Completely unprotected (0)	- -	- -	- -	- -	2 1%	3 2%	1 2%	- -	2 4%	2 4%	2 7%	2 5%	- -	- -	1 1%	1 1%
NET: 8-10	18 46%b	8 24%	6 36%	8 50%	47 35%	44 37%	15 37%	16 40%	14 33%	19 46%	11 46%	12 41%	6 26%	10 55%	47 37%	41 36%
NET: 4-7	18 46%	23 70%a	10 64%	6 35%	79 59%	67 56%	24 58%	20 50%	23 55%	17 41%	10 42%	12 42%	14 64%	8 45%	78 60%	65 58%
NET: 0-3	3 8%	2 6%	- -	2 15%	8 6%	9 7%	2 5%	4 9%	5 12%	5 13%	3 12%	5 17%	2 10%	- -	4 3%	7 6%
Mean	6.89	6.25	7.34	6.84	6.72	6.50	6.88	6.62	6.37	6.63	6.62	6.31	6.21	7.45	6.88	6.55
Standard deviation	2.00	1.88	1.77	2.45	1.94	2.33	2.12	2.15	2.49	2.64	2.81	2.80	2.13	1.89	1.78	2.15
Standard error	0.25	0.24	0.31	0.43	0.13	0.18	0.22	0.24	0.29	0.32	0.46	0.45	0.35	0.32	0.12	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 244

**Q4. Protected/unprotected- Twitch**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	135	90	115	164	295	250	268	226	229	207	267	232	228	190	297	255	174	163	114	99	102	85	136	115
Weighted base	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
Effective base	103	62	77	103	206	160	186	140	156	125	181	143	152	111	208	163	118	88	66	46	78	60	115	72
Completely protected (10)	3 4%	10 15%a	4 7%	7 8%	12 7%	18 11%	11 7%	15 11%	9 7%	11 10%	11 7%	18 13%	9 7%	8 8%	12 7%	18 11%	4 6%	6 7%	3 7%	2 7%	1 3%	3 16%u	3 8%	3 9%
9	13 15%	10 14%	5 9%	7 7%	20 12%	17 11%	19 13%	14 10%	15 13%	9 8%	16 11%	13 11%	11 11%	11 11%	22 12%	17 10%	10 13%	5 6%	5 10%	3 9%	3 10%	2 11%	5 11%	4 13%
8	14 16%	9 13%	11 21%	17 19%	29 16%	25 16%	24 16%	23 17%	18 16%	23 20%	24 16%	24 18%	17 14%	22 21%	29 16%	26 16%	13 17%	16 22%	10 21%	10 31%	5 16%	2 11%	10 23%	5 17%
7	25 28%	11 15%	13 25% <sup>d</sup>	12 13%	43 24% <sup>f</sup>	22 14%	33 22%	19 14%	27 23% <sup>j</sup>	15 13%	39 25% <sup>l</sup>	18 13%	22 19%	13 13%	43 24% <sup>p</sup>	23 14%	19 25%	14 18%	7 14%	5 16%	10 30%	5 29%	8 19%	6 21%
6	12 13%	10 15%	7 12%	7 8%	27 16%	18 11%	24 16%	17 13%	20 17%	12 10%	26 17%	14 11%	23 19%	12 11%	27 16%	18 11%	10 13%	7 10%	9 18%	2 7%	5 14%	1 7%	5 11%	4 12%
5	14 16%	12 17%	11 20%	28 30%	31 18%	40 25%	28 19%	31 23%	19 17%	30 25%	26 17%	32 23%	26 22%	31 23%	40 17%	40 25%	15 20%	17 22%	12 25%	6 20%	5 17%	3 17%	8 18%	5 16%
4	2 2%	2 3%	1 3%	6 7%	4 2%	8 5%	2 2%	7 5%	2 2%	8 7% <sup>i</sup>	2 2%	7 5%	2 2%	6 6%	4 2%	8 5%	3 3%	6 8%	2 3%	2 7%	2 5%	2 10%	1 3%	2 7%
3	3 3%	2 3%	* 1%	3 3%	3 2%	5 3%	2 2%	5 4%	2 2%	5 4%	3 2%	4 3%	2 2%	4 4%	3 2%	5 3%	* 1%	3 3%	* 1%	1 2%	1 3%	- -	2 4%	1 4%
2	2 2%	- -	1 2%	2 3%	3 2%	2 2%	4 2%	2 2%	2 2%	2 2%	4 2%	2 2%	3 2%	2 2%	4 2%	2 2%	1 1%	* *	* *	- -	* -	- -	2 4%	* 1%
1	- -	- -	* 2%	2 2%	* 1%	2 1%	* 1%	2 1%	* 2%	2 1%	* 1%	1 1%	* *	2 2%	* 1%	2 1%	* *	2 3%	* *	- -	* -	- -	1 1%	- -
Completely unprotected (0)	2 2%	3 4%	- -	- -	3 2%	3 2%	1 1%	- -	2 2%	- -	2 1%	- -	2 2%	- -	3 2%	3 2%	1 1%	- -	- -	- -	- -	- -	- -	- -
NET: 8-10	31 34%	29 43%	20 37%	31 34%	61 35%	59 37%	54 37%	52 38%	42 36%	43 37%	52 34%	57 42%	39 33%	41 40%	62 35%	61 38%	27 35%	26 35%	18 38%	14 47%	10 30%	6 37%	18 41%	12 40%
NET: 4-7	53 59%	34 50%	32 60%	53 58%	104 60%	87 55%	87 59%	73 54%	68 59%	64 55%	93 61%	72 52%	73 61%	55 53%	104 59%	88 54%	46 62%	44 59%	29 60%	15 50%	22 66%	11 63%	22 51%	16 55%
NET: 0-3	6 7%	5 7%	2 4%	8 8%	9 5%	13 8%	7 5%	10 7%	6 5%	9 8%	8 6%	8 6%	7 6%	8 7%	10 5%	13 8%	2 3%	5 6%	1 2%	1 2%	2 5%	- -	3 8%	2 5%
Mean	6.70	6.89	6.81	6.29	6.75	6.53	6.82	6.64	6.81	6.45	6.75	6.81	6.60	6.56	6.76	6.54	6.80	6.47	6.75	6.92	6.64	7.10	6.75	6.88
Standard deviation	1.98	2.39	1.81	2.15	1.96	2.28	1.89	2.15	1.97	2.15	1.93	2.12	2.00	2.12	1.97	2.27	1.84	2.04	1.77	1.81	1.73	1.94	2.05	1.97
Standard error	0.17	0.25	0.17	0.17	0.11	0.14	0.12	0.14	0.13	0.15	0.12	0.14	0.13	0.15	0.11	0.14	0.14	0.16	0.17	0.18	0.17	0.21	0.18	0.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 245

**Q4. Protected/unprotected- Twitch**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	144	154	148	98	196	186	101	69
Weighted base	72	87	103	73	111	105	65	56
Effective base	98	91	110	70	134	113	74	51
Completely protected (10)	4 6%	8 9%	8 8%	10 13%	10 9%	10 9%	2 3%	8 14%g
9	8 12%	8 9%	13 13%	9 12%	10 9%	12 12%	11 17%	5 8%
8	10 14%	15 17%	19 18%	12 16%	21 19%	22 21%	8 12%	4 7%
7	13 18%	8 10%	30 29%	14 19%	27 24%	17 16%	16 24%h	5 9%
6	13 18%	7 9%	14 14%	10 14%	17 15%	10 10%	11 16%	7 13%
5	15 21%	25 28%	15 14%	15 21%	16 14%	21 20%	15 23%	19 33%
4	2 3%	7 8%	1 1%	1 2%	3 3%	4 3%	1 1%	5 8%
3	3 4%	4 5%	-	1 1%	2 2%	4 4%	1 2%	1 2%
2	3 4%	1 1%	1 1%	1 2%	3 2%	1 1%	1 1%	1 2%
1	* *	2 2%	-	-	* *	-	-	2 4%
Completely unprotected (0)	1 1%	2 2%	2 2%	-	2 2%	3 3%	1 1%	-
NET: 8-10	22 31%	31 36%	40 39%	30 41%	42 38%	45 42%	20 31%	16 29%
NET: 4-7	43 60%	47 54%	60 59%	40 55%	63 56%	52 50%	42 64%	36 63%
NET: 0-3	7 9%	9 10%	3 3%	2 3%	7 6%	8 8%	3 4%	4 8%
Mean	6.40	6.23	7.03	7.04	6.81	6.72	6.66	6.21
Standard deviation	2.11	2.36	1.82	1.93	2.04	2.22	1.84	2.34
Standard error	0.18	0.19	0.15	0.19	0.15	0.16	0.18	0.28

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 246

**Q4. Protected/unprotected- Bitchute**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB	SEG C1		SEG C2		SEG ABC1		SEG C2DE		Age - 18+		Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)	
Unweighted base	131	119	99	76	32	42	41	45	40	24	28	86	75	45	44	131	119	47	
Weighted base	51	37	35	23*	16**	15**	15*	19*	13**	10**	10**	33	21*	17*	16**	51	37	19*	
Effective base	96	74	72	46	25	28	30	30	25	20	18	60	47	36	28	96	74	36	
Completely protected	(10)	4 8%	2 6%	2 10%	2 14%	3 22%	1 5%	2 9%	1 6%	1 12%	3 30%	2 7%	2 8%	2 11%	4 24%	4 8%	6 15%	-	
9	(9)	5 9%	4 10%	4 12%	3 4%	1 7%	2 11%	2 12%	2 16%	* 2%	1 10%	4 12%	3 13%	1 4%	1 6%	5 9%	4 10%	1 7%	
8	(8)	10 19%	8 21%	6 18%	5 23%	3 21%	3 17%	4 23%	3 21%	3 27%	2 22%	7 20%	4 21%	3 18%	4 21%	10 19%	8 21%	1 7%	
7	(7)	9 18%	6 17%	6 17%	4 20%	3 22%	2 13%	2 13%	4 20%	4 28%	1 9%	1 13%	6 17%	4 20%	4 22%	9 18%	6 17%	4 24%	
6	(6)	11 22% <sup>ob</sup>	3 9%	7 21%	3 12%	4 25%	1 4%	4 28%	1 6%	2 25%	2 16%	8 25% <sup>p</sup>	1 6%	3 16%	2 12%	11 22% <sup>v</sup>	3 9%	6 31%	
5	(5)	7 14%	6 17%	5 15%	4 17%	2 11%	3 18%	2 13%	3 14%	2 14%	1 13%	1 9%	5 14%	4 17%	2 14%	3 18%	7 14%	6 17%	3 14%
4	(4)	2 4%	1 2%	1 4%	-	1 3%	-	-	-	1 10%	-	-	1 4%	2 10%	-	2 4%	1 2%	1 7%	
3	(3)	1 2%	2 4%	1 3%	1 3%	-	1 6%	1 6%	-	* 1%	-	1 3%	1 6%	* 2%	* 1%	1 2%	2 4%	1 5%	
2	(2)	-	1 2%	-	* 1%	-	1 4%	-	-	1 5%	-	-	1 4%	-	-	-	1 2%	-	
1	(1)	1 2%	1 2%	1 2%	1 2%	-	2 2%	-	-	-	-	-	1 4%	1 3%	1 4%	1 2%	1 2%	1 5%	
Completely unprotected	(0)	1 1%	-	1 1%	-	-	1 3%	-	-	-	-	1 2%	-	-	-	1 1%	-	-	
NET: 8-10	19 37%	17 46%	12 35%	10 45%	6 39%	7 47%	5 33%	8 44%	6 43%	4 41%	6 63%	13 39%	9 41%	6 32%	8 52%	19 37%	17 46%	3 14%	
NET: 4-7	30 58%	17 46%	20 57%	11 49%	10 61%	6 40%	8 56%	10 56%	6 50%	6 57%	4 37%	19 56%	10 47%	11 62%	7 44%	30 58%	17 46%	14 76%	
NET: 0-3	3 5%	3 9%	3 7%	1 6%	-	2 13%	2 11%	-	1 6%	* 3%	-	2 5%	2 12%	1 5%	1 5%	3 5%	3 9%	2 10%	
Mean	6.74	6.94	6.56	7.03	7.15	6.82	6.36	7.23	6.99	6.76	8.00	6.84	6.65	6.55	7.32	6.74	6.94	5.93	
Standard deviation	1.98	2.25	2.11	2.04	1.65	2.64	2.27	1.54	2.01	1.94	1.78	1.91	2.26	2.14	2.26	1.98	2.25	1.84	
Standard error	0.17	0.21	0.21	0.23	0.29	0.41	0.35	0.23	0.32	0.40	0.34	0.21	0.26	0.32	0.34	0.17	0.21	0.27	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 247

**Q4. Protected/unprotected- Bitchute**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

		Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		No Impacting/limiting condition	
		Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base		37	76	70	53	48	93	76	
Weighted base		16**	30	26*	19*	11*	38	26*	
Effective base		24	54	46	40	30	67	48	
Completely protected	(10)	2 12%	3 9%	5 20%	1 7%	* 4%	4 11%	5 19%	
9	(9)	2 10%	3 10%	3 10%	1 8%	1 9%	4 10%	3 14%	
8	(8)	4 27%	7 25%	6 21%	2 12%	2 20%	8 21%	5 21%	
7	(7)	2 13%	4 15%	4 16%	4 21%	2 20%	7 19%	5 19%	
6	(6)	5 28%	5 15%	2 8%	6 32%r	1 11%	9 24%z	2 6%	
5	(5)	1 5%	4 14%	4 14%	3 14%	3 24%	4 9%	3 12%	
4	(4)	1 3%	2 5%	* 1%	* 2%	1 5%	2 4%	1 2%	
3	(3)	* 2%	1 4%	2 6%	- -	- -	* 1%	* 2%	
2	(2)	- -	- -	- -	- -	1 7%	- -	1 3%	
1	(1)	- -	1 3%	1 3%	- -	- -	* 1%	1 3%	
Completely unprotected	(0)	- -	- -	- -	1 3%	- -	- -	- -	
NET: 8-10		8 49%	13 44%	13 51%	5 27%	4 33%	16 42%	14 54%	
NET: 4-7		8 49%	15 49%	10 39%	14 70%	7 60%	22 57%	10 39%	
NET: 0-3		* 2%	2 7%	2 9%	1 3%	1 7%	1 1%	2 8%	
Mean		7.30	6.82	7.18	6.62	6.39	7.13	7.31	
Standard deviation		1.69	2.11	2.34	1.88	2.05	1.72	2.33	
Standard error		0.28	0.24	0.28	0.26	0.30	0.18	0.27	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 248

**Q4. Protected/unprotected- Bitchute**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	53	47	77	71	130	117	117	103	102	90	120	106	105	89	102	85	102	86	89	73	131	119	87	75
Weighted base	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
Effective base	40	36	57	47	95	73	90	63	82	59	93	64	81	59	78	60	87	55	69	69	96	74	78	69
Completely protected (10)	2	5	2	1	4	6	4	2	3	1	3	3	2	1	2	1	2	1	2	1	4	6	1	1
	10%	20%	7%	6%	8%	15%	9%	6%	9%	5%	7%	11%	7%	6%	5%	6%	7%	6%	6%	6%	8%	15%	6%	6%
9	1	3	4	1	5	4	5	2	4	2	5	3	4	2	4	2	4	2	4	2	5	4	4	2
	4%	11%	13%	9%	9%	10%	11%	8%	13%	11%	11%	10%	13%	12%	13%	10%	14%	11%	14%	14%	9%	10%	18%	15%
8	6	5	3	3	10	8	5	7	5	6	6	6	5	4	5	3	4	5	5	3	10	8	3	2
	27%	21%	13%	20%	19%	21%	12%	24%	15%	28%	14%	19%	15%	21%	16%	19%	14%	25%	18%	21%	19%	21%	15%	20%
7	6	4	3	2	9	6	8	6	6	3	9	5	6	3	6	2	5	4	5	2	9	6	5	2
	25%	18%	13%	16%	18%	17%	20%	21%	20%	17%	22%	16%	19%	13%	18%	12%	17%	19%	18%	17%	18%	17%	20%	18%
6	3	-	8	3	11	3	10	3	5	2	10	3	7	3	7	3	6	2	4	1	11	3	3	1
	12% <sup>b</sup>	-	32%	23%	22% <sup>f</sup>	8%	24% <sup>h</sup>	10%	16%	8%	23% <sup>l</sup>	10%	19%	17%	20%	19%	20%	12%	16%	12%	22% <sup>v</sup>	9%	14%	12%
5	4	4	3	3	7	6	7	5	6	3	6	6	6	4	5	4	6	3	5	3	7	6	4	2
	16%	17%	12%	17%	14%	17%	16%	19%	18%	17%	13%	21%	17%	20%	16%	24%	19%	18%	17%	22%	14%	17%	19%	16%
4	*	1	1	*	2	1	2	1	1	1	2	1	2	*	2	*	2	1	2	*	2	1	*	*
	1%	2%	6%	2%	4%	2%	5%	3%	5%	4%	5%	3%	6%	1%	6%	2%	6%	4%	7%	2%	4%	2%	6%	2%
3	1	1	1	*	1	2	1	2	1	2	1	2	1	2	1	1	1	1	1	*	1	2	1	1
	3%	6%	2%	1%	2%	4%	1%	5%	2%	8%	3%	5%	2%	8%	4%	5%	2%	4%	2%	3%	2%	4%	2%	6%
2	-	*	-	1	-	1	-	1	-	*	-	1	-	*	-	*	-	-	-	-	-	1	-	*
	-	1%	-	4%	-	2%	-	3%	-	1%	-	3%	-	1%	-	1%	-	-	-	-	-	2%	-	1%
1	1	1	*	*	1	1	*	*	*	*	1	*	*	*	*	*	*	*	*	*	1	1	*	*
	3%	3%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%
Completely unprotected (0)	-	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-	-	1	-	-	-
	-	-	2%	-	1%	-	1%	-	1%	-	1%	-	1%	-	2%	-	2%	-	-	-	1%	-	-	-
NET: 8-10	10	12	9	5	19	17	13	11	12	9	13	12	12	8	11	6	11	8	10	5	19	17	9	5
	41%	53%	33%	36%	37%	46%	32%	39%	37%	44%	31%	41%	35%	39%	34%	35%	34%	41%	38%	5	37%	46%	38%	41%
NET: 4-7	13	8	16	8	29	17	27	15	19	9	27	15	21	10	20	10	19	10	16	6	30	17	13	6
	54%	37%	62%	58%	58%	45%	65%	52%	59%	46%	63%	51%	61%	51%	61%	57%	62%	53%	59%	53%	58%	46%	59%	49%
NET: 0-3	1	2	1	1	3	3	1	3	1	2	3	3	1	2	2	1	1	1	1	1	3	3	1	1
	5%	10%	5%	7%	5%	9%	3%	9%	4%	9%	6%	9%	4%	10%	6%	7%	4%	6%	3%	6%	5%	9%	3%	10%
Mean	6.91	7.17	6.61	6.60	6.74	6.96	6.72	6.61	6.81	6.72	6.59	6.72	6.70	6.61	6.57	6.51	6.64	6.77	6.78	6.77	6.74	6.94	6.81	6.68
Standard deviation	1.92	2.42	2.04	2.01	1.98	2.26	1.92	2.05	2.05	2.04	2.00	2.18	1.99	2.03	2.00	2.02	2.04	1.94	1.87	2.04	1.98	2.25	1.92	2.20
Standard error	0.26	0.35	0.23	0.24	0.17	0.21	0.18	0.20	0.20	0.22	0.18	0.21	0.19	0.22	0.20	0.22	0.20	0.21	0.20	0.24	0.17	0.21	0.21	0.25

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 249

**Q4. Protected/unprotected- Bitchute**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	73	69	54	49	95	93	36	26
Weighted base	23	15*	27*	22*	35	26	16**	11**
Effective base	60	47	40	35	72	58	25	18
Completely protected (10)	2 8%	1 6%	2 9%	5 21%	3 7%	5 18%	2 10%	1 6%
9	(9) 3 12%	3 18%	2 6%	1 5%	2 7%	2 9%	2 13%	1 13%
8	(8) 2 10%	3 22%	8 28%	4 20%	7 20%	6 24%	3 18%	2 14%
7	(7) 5 24%	2 13%	4 15%	4 21%	8 22%	4 15%	1 9%	2 22%
6	(6) 3 14%	2 15%	8 30% <sup>d</sup>	1 5%	7 21% <sup>f</sup>	2 7%	4 25%	1 12%
5	(5) 4 16%	2 14%	3 10%	4 19%	6 16%	4 16%	1 9%	2 21%
4	(4) 2 8%	-	-	1 4%	1 3%	1 2%	1 5%	* 3%
3	(3) 1 5%	1 9%	-	* 1%	* 1%	1 5%	1 6%	* 2%
2	(2) -	* 1%	-	1 3%	-	* 1%	-	1 6%
1	(1) *	* 2%	1 2%	1 3%	* 1%	1 3%	1 4%	* 1%
Completely unprotected (0)	1 2%	-	-	-	1 1%	-	-	-
NET: 8-10	7 30%	7 47%	12 43%	10 46%	12 34%	13 51%	7 42%	4 33%
NET: 4-7	14 61% <sup>b</sup>	6 42%	15 54%	10 48%	22 63% <sup>f</sup>	11 40%	8 48%	6 58%
NET: 0-3	2 8%	2 12%	1 2%	1 6%	1 3%	2 9%	2 10%	1 9%
Mean	6.49	6.81	7.03	7.06	6.76	7.12	6.70	6.53
Standard deviation	2.24	2.21	1.72	2.34	1.85	2.30	2.31	2.19
Standard error	0.26	0.27	0.23	0.33	0.19	0.24	0.39	0.43

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 250

**Q4. Protected/unprotected- OnlyFans**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months  
OnlyFans**

	Wave 1		Gender - Male		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	198	179	173	139	63	59	59	56	33	32	42	32	122	115	75	64	198	179	40	67	61		
Weighted base	76	62	67	53	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	76	62	13*	25	20*		
Effective base	162	122	142	98	48	39	48	37	29	22	37	24	96	76	66	46	162	122	34	58	41		
Completely protected	(10)	5 7%	4 6%	5 7%	3 6%	2 7%	1 5%	*	1 8%	2 3%	1 6%	2 14%	3 6%	2 5%	2 7%	2 9%	5 7%	4 6%	2 13%	1 4%	1 3%	1 3%	1 8%
9	(9)	8 10%	9 14%	7 11%	8 15%	3 24%	5 9%	2 1%	*	2 4%	2 14%	1 11%	5 10%	5 14%	3 10%	3 14%	8 10%	9 14%	1 10%	3 11%	2 8%	2 8%	
8	(8)	12 16%	6 10%	10 14%	6 11%	5 21%h	1 4%	3 13%	2 12%	1 22%	2 11%	2 17%	8 17%	3 8%	5 16%	3 14%	12 16%	6 10%	3 24%	3 14%	2 11%	2 11%	
7	(7)	14 18%	8 13%	13 19%	6 12%	4 19%h	1 4%	5 21%	4 21%	1 10%	1 14%	3 20%	2 14%	9 20%	5 12%	3 16%	14 18%	8 13%	2 15%	5 18%	5 23%	5 23%	
6	(6)	9 11%	8 12%	7 11%	7 12%	1 6%	2 8%	4 15%	2 20%	*	4 4%	2 13%	5 16%	5 11%	4 13%	2 10%	9 11%	8 12%	2 16%	5 18%	2 18%	2 11%	
5	(5)	14 19%	11 18%	13 20%	10 19%	5 23%	3 16%	4 19%	3 18%	2 16%	2 22%	2 15%	2 20%	10 21%	7 17%	5 16%	5 21%	14 19%	11 18%	2 13%	5 18%	3 15%	
4	(4)	5 7%	4 7%	5 7%	3 6%	2 7%	1 5%	1 6%	2 9%	1 7%	1 9%	1 7%	3 6%	3 7%	2 8%	2 8%	5 7%	4 7%	*	2 6%	3 6%	3 14%	
3	(3)	3 4%	6 9%	3 5%	5 9%	* 2%	3 14%g	1 6%	* 2%	1 9%	2 20%	* 3%	* 1%	2 4%	3 8%	2 5%	2 10%	3 4%	6 9%	1 7%	1 5%	2 7%	
2	(2)	2 3%	4 6%	2 3%	3 6%	* 1%	2 10%	* 2%	2 9%	1 8%	- 3%	- 3%	1 10%o	4 5%	2 5%	- 3%	2 3%	4 6%	* 1%	1 3%	2 3%	2 8%	
1	(1)	2 3%	1 2%	2 3%	1 2%	* 1%	1 6%	1 5%	- -	- -	- -	- -	1 4%	- -	1 3%	- -	2 3%	1 2%	- -	* 1%	- -	- -	
Completely unprotected	(0)	1 1%	2 2%	* 1%	1 2%	* 1%	* 2%	- 6%	1 2%	* -	- 3%	- -	1 4%	2 5%	1 3%	- -	1 1%	2 2%	- 2%	* -	- 2%	- -	
NET: 8-10		25 33%	19 30%	21 32%	17 32%	9 40%	7 35%	6 27%	3 15%	4 34%	3 32%	5 31%	5 42%	10 34%	10 26%	9 32%	8 37%	25 33%	19 30%	6 47%	7 28%	4 22%	
NET: 4-7		42 56%	31 50%	38 57%	26 50%	13 56%h	7 33%	14 60%	13 68%	6 47%	5 49%	9 57%	7 56%	27 58%	19 49%	15 52%	12 53%	42 56%	31 50%	6 45%	15 61%	13 63%	
NET: 0-3		8 11%	12 19%	8 11%	10 19%	1 5%	7 32%g	3 12%	3 17%	2 19%	2 20%	2 13%	* 1%	4 8%	10 25%o	4 15%	2 10%	8 11%	12 19%	1 8%	3 11%	3 15%	
Mean		6.30	5.91	6.29	5.97	6.70	5.64	6.15	5.45	5.97	6.03	7.00	6.43p	5.55	6.08	6.55	6.30	5.91	7.02	6.18	5.85		
Standard deviation		2.29	2.54	2.28	2.52	2.09	3.04	2.24	2.31	2.55	2.34	2.54	2.00	2.16	2.69	2.50	2.17	2.29	2.54	2.09	2.19	2.16	
Standard error		0.16	0.19	0.17	0.21	0.26	0.40	0.29	0.31	0.44	0.41	0.39	0.35	0.20	0.25	0.29	0.27	0.16	0.19	0.33	0.27	0.28	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 251

**Q4. Protected/unprotected- OnlyFans**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (l)	Wave 1 (m)	Wave 2 (n)
Unweighted base	47	52	36	131	124	65	54	53	50	23	33	132	119	
Weighted base	19*	19*	14**	54	50	21	13*	21*	15*	10**	12**	51	44	
Effective base	40	39	28	109	90	52	34	42	35	19	26	110	81	
Completely protected	(10) 1 3%	1 6%	1 9%	3 6%	3 6%	2 9%	1 6%	2 10%	1 5%	1 14%	1 6%	3 6%	3 7%	
9	(9) 2 9%	4 21%	2 14%	6 10%	6 12%	2 11%	3 20%	1 6%	3 19%	1 9%	1 5%	6 13%	6 13%	
8	(8) 4 22% <sup>b</sup>	1 6%	2 12%	7 13%	5 9%	5 24%	2 13%	3 14%	2 11%	2 22%	1 7%	7 15%	5 11%	
7	(7) 4 19%	1 7%	2 16%	11 20%	6 13%	3 14%	2 13%	4 21%	2 14%	1 12%	3 28%	9 17%	6 13%	
6	(6) 1 5%	3 16%	1 8%	6 12%	7 13%	2 11%	1 7%	1 6%	3 17%	1 8%	* 4%	7 13%	5 11%	
5	(5) 4 20%	3 14%	3 18%	10 19%	10 20%	4 18%	2 13%	4 17%	2 16%	2 21%	2 15%	11 21%	9 19%	
4	(4) 2 10%	1 8%	1 7%	4 8%	4 8%	1 5%	* 3%	1 6%	1 6%	* 5%	1 7%	4 8%	3 6%	
3	(3) 1 3%	2 10%	1 5%	2 4%	4 8%	1 3%	2 12%	1 6%	2 11%	* 4%	1 11%	2 4%	3 6%	
2	(2) 1 5%	1 3%	-	2 4%	2 5%	-	2 12% <sup>q</sup>	1 5%	* 1%	* 5%	1 4%	1 2%	4 8% <sup>y</sup>	
1	(1) 1 3%	1 6%	1 8%	1 2%	1 2%	1 5%	-	2 8%	-	-	2 14%	* *	1 3%	
Completely unprotected	(0) -	* 3%	1 4%	1 2%	2 3%	-	-	-	-	-	-	1 2%	2 3%	
NET: 8-10	6 34%	6 33%	5 35%	16 29%	14 27%	9 44%	5 40%	6 30%	5 35%	5 45%	2 18%	17 33%	13 30%	
NET: 4-7	10 55%	9 45%	7 49%	32 59%	27 54%	10 48%	5 36%	11 50%	8 53%	5 46%	7 53%	30 59%	22 49%	
NET: 0-3	2 12%	4 21%	2 16%	6 12%	9 18%	2 8%	3 24% <sup>q</sup>	4 19%	2 12%	1 9%	4 29%	4 8%	9 20% <sup>y</sup>	
Mean	6.15	5.90	6.09	6.19	5.83	6.68	6.22	5.98	6.49	6.76	5.32	6.39	5.84	
Standard deviation	2.28	2.81	2.85	2.28	2.52	2.29	2.70	2.67	2.19	2.38	2.77	2.15	2.67	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 251

**Q4. Protected/unprotected- OnlyFans**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (l)	Wave 1 (m)	Wave 2 (n)
Weighted base	19*	19*	14**		54	50	21	13*	21*	15*	10**	12**	51	44
Standard error	0.33	0.39	0.48		0.20	0.23	0.28	0.37	0.37	0.31	0.50	0.48	0.19	0.25

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 252

**Q4. Protected/unprotected- OnlyFans**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	102	82	95	96	195	176	183	165	157	148	183	172	153	134	136	115	129	118	90	81	87	75	198	179
Weighted base	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62
Effective base	87	66	75	59	160	120	156	111	132	97	151	116	128	86	115	72	108	84	80	69	78	69	162	122
Completely protected (10)	3 6%	2 6%	2 7%	1 6%	5 7%	4 6%	4 6%	3 5%	4 7%	1 3%	4 7%	2 4%	3 6%	2 6%	3 7%	1 3%	3 8%	1 4%	2 7%	1 5%	2 7%	1 5%	5 7%	4 6%
9	3 8%	5 13%	4 14%	4 16%	8 11%	9 14%	8 11%	8 15%	6 11%	7 16%	7 11%	9 15%	5 9%	5 13%	5 11%	4 15%	5 12%	3 9%	4 16%	2 12%	4 16%	1 12%	8 10%	9 14%
8	6 13%	4 10%	7 21%	2 10%	12 16%	6 10%	10 14%	6 12%	9 16%	5 11%	11 16%	6 11%	9 17%	4 9%	9 20%	4 13%	8 19%	3 12%	5 19%	2 16%	4 17%	2 20%	12 16%	6 10%
7	9 21%	4 10%	5 15%	4 18%	14 19%	7 12%	14 21%	7 12%	11 20%	6 13%	13 20%	8 14%	10 19%	4 10%	6 15%	5 17%	8 21%	3 13%	5 20%	3 21%	5 21%	3 21%	14 18%	8 13%
6	5 12%	4 11%	3 10%	3 14%	8 11%	7 12%	9 13%	6 10%	7 12%	6 12%	8 11%	6 11%	7 13%	4 10%	6 13%	3 10%	3 7%	3 13%	3 11%	1 7%	3 12%	1 11%	9 11%	8 12%
5	9 20%	8 22%	5 17%	3 12%	14 19%	11 18%	11 17%	10 19%	10 17%	8 19%	13 19%	11 19%	9 18%	8 21%	8 18%	3 9%	8 21%	6 20%	5 19%	3 21%	4 16%	3 20%	14 19%	11 18%
4	3 7%	3 9%	2 7%	1 5%	5 7%	4 7%	5 8%	4 8%	4 8%	4 8%	5 7%	4 6%	4 7%	4 11%	3 6%	2 7%	3 7%	2 9%	1 5%	1 7%	1 5%	1 7%	5 7%	4 7%
3	3 7%	4 11%	* 1%	1 6%	3 5%	6 9%	3 4%	4 7%	2 4%	3 6%	3 4%	5 8%	3 5%	2 6%	2 5%	2 8%	1 3%	1 4%	* 2%	1 8%	* 2%	* 2%	3 4%	6 9%
2	2 4%	1 4%	* 2%	2 10% <sup>c</sup>	2 3%	4 6%	2 2%	4 7%	1 2%	4 7%	2 3%	4 7%	2 3%	3 7%	2 3%	4 13% <sup>o</sup>	* 3%	3 11% <sup>q</sup>	- -	- -	- -	- -	2 3%	4 6%
1	- -	1 2%	2 6%	2 2%	2 3%	1 2%	1 1%	1 2%	* 3%	1 3%	1 1%	1 2%	* 3%	1 3%	* 1%	1 4%	* 1%	1 2%	* 1%	1 4%	* 1%	- -	2 3%	1 2%
Completely unprotected (0)	2 1%	2 4%	* 1%	- -	* 1%	2 2%	1 2%	2 3%	1 3%	2 3%	* 1%	2 3%	1 2%	2 4%	* 1%	* 2%	* 1%	* 2%	* 2%	- -	* 2%	- -	1 1%	2 2%
NET: 8-10	12 27%	11 29%	13 42%	8 32%	25 33%	19 31%	21 32%	18 32%	19 34%	14 29%	22 33%	17 30%	17 32%	11 29%	17 30%	9 30%	15 38%	7 26%	11 42%	5 32%	9 41%	5 38%	25 33%	19 30%
NET: 4-7	27 61%	19 51%	15 48%	12 50%	42 56%	31 50%	39 59%	27 49%	32 50%	23 50%	39 58%	29 51%	30 57%	20 51%	23 52%	13 43%	23 56%	15 55%	14 54%	8 55%	12 54%	7 60%	42 56%	31 50%
NET: 0-3	6 13%	8 20%	3 9%	4 18%	8 11%	12 20% <sup>e</sup>	6 9%	10 19% <sup>g</sup>	4 7%	9 20% <sup>i</sup>	6 9%	12 20% <sup>k</sup>	5 10%	8 21% <sup>m</sup>	4 10%	8 27% <sup>o</sup>	2 6%	5 19% <sup>q</sup>	1 5%	2 12%	1 5%	* 2%	8 11%	12 19%
Mean	6.14	5.74	6.53	6.18	6.34	5.91	6.37	5.91	6.54 <sup>j</sup>	5.75	6.41	5.86	6.31 <sup>n</sup>	5.61	6.47 <sup>p</sup>	5.69	6.67 <sup>r</sup>	5.66	6.83	6.27	6.83	6.78	6.30	5.91
Standard deviation	2.20	2.59	2.44	2.50	2.24	2.56	2.20	2.58	2.08	2.58	2.16	2.52	2.20	2.69	2.21	2.72	2.09	2.47	2.11	2.26	2.15	1.83	2.29	2.54
Standard error	0.22	0.29	0.25	0.26	0.16	0.19	0.16	0.20	0.17	0.21	0.16	0.19	0.18	0.23	0.19	0.25	0.18	0.23	0.22	0.25	0.23	0.21	0.16	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 253

**Q4. Protected/unprotected- OnlyFans**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	105	106	88	73	127	130	71	49
Weighted base	37	31	37	32	44	40	32	22*
Effective base	83	68	76	55	107	87	58	37
Completely protected (10)	2 4%	2 6%	3 9%	2 6%	2 5%	3 7%	3 9%	1 4%
9	(9) 3 9%	4 14%	4 12%	4 14%	5 11%	5 13%	3 9%	3 15%
8	(8) 8 22%	4 12%	4 11%	3 8%	8 18%	5 12%	4 14%	2 7%
7	(7) 6 16%	4 14%	8 21%	4 12%	8 18%	7 17%	6 19%	1 6%
6	(6) 4 12%	3 11%	4 11%	4 13%	5 12%	5 14%	3 10%	2 10%
5	(5) 6 17%	4 14%	7 19%	7 22%	7 17%	6 16%	7 22%	5 22%
4	(4) 2 7%	2 8%	3 8%	2 6%	4 8%	2 5%	2 6%	2 10%
3	(3) 2 5%	3 10%	2 4%	2 8%	2 4%	2 5%	1 5%	3 15%
2	(2) 1 3%	2 7%	1 3%	2 6%	2 4%	3 7%	* 2%	1 5%
1	(1) 2 5%	* 1%	- -	1 3%	1 2%	1 2%	1 4%	* 1%
Completely unprotected (0)	- -	1 3%	1 1%	* 1%	* 1%	* 1%	1 2%	1 5%
NET: 8-10	13 36%	10 32%	12 32%	9 28%	15 34%	13 32%	10 32%	6 26%
NET: 4-7	19 52%	15 47%	22 60%	17 54%	24 55%	21 52%	18 57%	10 47%
NET: 0-3	5 13%	6 21%	3 8%	6 18%	5 11%	6 16%	4 11%	6 26%
Mean	6.22	5.93	6.48	5.90	6.32	6.20	6.27	5.39
Standard deviation	2.30	2.63	2.21	2.50	2.24	2.45	2.38	2.68
Standard error	0.22	0.26	0.24	0.29	0.20	0.22	0.28	0.38

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 254

**Q4. Protected/unprotected- Vimeo**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	268	263	203	177	65	84	109	109	75	80	44	47	40	26	184	189	84	73	30	37	238	226	46	33	70	67	
Weighted base	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*	
Effective base	179	166	141	110	44	55	73	73	48	49	32	29	26	14	121	122	58	44	22	34	157	132	31	17	46	38	
Completely protected	(10)	8 5%	8 5%	5 8%	7 8%	3 7%	* 4%	3 4%	3 7%	3 7%	1 5%	1 3%	1 5%	1 9%	6 5%	6 5%	2 5%	2 5%	2 9%	- 5%	6 7%	8 7%	2 9%	2 10%	1 4%	1 2%	
9	(9)	13 8%	8 6%	8 7%	4 4%	5 10%	4 8%	5 8%	2 4%	5 12%	3 7%	1 7%	2 6%	1 9%	10 10%	6 5%	2 5%	3 8%	1 8%	2 6%	11 8%	7 6%	2 9%	* 1%	3 9%	3 10%	
8	(8)	31 21%	30 20%	20 19%	17 18%	12 24%	11 23%	11 16%	11 18%	12 26%	4 25%	4 18%	4 20%	2 19%	21 20%	23 21%	10 22%	6 18%	5 30%	9 26%	26 20%	21 18%	6 23%	4 20%	6 16%	6 21%	
7	(7)	33 22%	32 22%	20 20%	22 22%	13 26%	10 20%	13 19%	9 29%	7 21%	6 15%	2 25%	6 8%	3 27%	3 30%	21 20%	26 23%	12 26%	5 15%	3 16%	8 24%	20 23%	24 21%	5 17%	4 22%	7 19%	8 29%
6	(6)	20 13%	23 15%	15 14%	15 16%	5 10%	7 15%	10 15%	9 15%	4 10%	7 15%	3 12%	5 12%	1 7%	14 13%	17 15%	6 12%	6 18%	2 12%	4 12%	18 13%	19 16%	2 6%	2 12%	5 13%	4 13%	
5	(5)	23 15%	28 19%	18 17%	21 22%	6 12%	7 14%	12 18%	8 12%	5 12%	3 19%	8 33%	3 15%	2 24%	17 16%	17 15%	6 14%	11 30%	1 6%	5 15%	22 17%	23 20%	8 29%	6 33%	5 14%	2 7%	
4	(4)	12 8%	8 5%	8 8%	3 3%	4 8%	5 9%	7 11%	5 7%	3 7%	2 4%	1 5%	1 5%	* 2%	10 9%	7 6%	2 4%	1 4%	4 20%	2 7%	8 6%	6 5%	1 2%	* 1%	2 6%	3 9%	
3	(3)	5 4%	7 4%	4 4%	2 3%	1 3%	4 8%	1 2%	4 6%	* 1%	2 3%	2 9%	1 3%	1 7%	- 2%	6 5%	4 8%	1 2%	- 5%	2 4%	5 4%	5 4%	1 4%	* 1%	3 8%	2 7%	
2	(2)	2 2%	2 1%	2 2%	2 2%	- 2%	* 3%	- 3%	2 3%	1 3%	* 7%	- 3%	- 4%	- 6%	1 9%	- 2%	2 3%	1 3%	- 3%	- 5%	2 2%	2 2%	- 2%	- 2%	2 6%	1 2%	
1	(1)	2 1%	3 2%	2 2%	3 3%	- 3%	- 3%	2 3%	1 2%	1 3%	- 2%	- 2%	- 2%	- 2%	2 2%	3 2%	- 2%	- 2%	- 3%	- 3%	1 2%	2 1%	1 2%	* 1%	- 1%	1 3%	
Completely unprotected	(0)	2 1%	2 1%	2 2%	- -	- -	2 3%	1 2%	1 1%	1 2%	- 2%	- 2%	- 2%	- 2%	2 2%	2 2%	- 2%	- 2%	- 2%	1 2%	2 1%	1 1%	- 1%	- 1%	1 3%	- -	
NET: 8-10		52 34%	46 31%	32 31%	29 30%	20 41%	16 31%	18 29%	16 25%	19 45%	8 38%	7 29%	7 30%	4 37%	37 35%	35 31%	15 33%	11 31%	8 46%	10 31%	44 33%	35 31%	11 42%	6 31%	11 29%	10 34%	
NET: 4-7		87 58%	91 61%	61 59%	62 63%	27 56%	29 57%	41 64%	40 63%	21 49%	13 53%	17 56%	13 57%	7 63%	62 58%	66 59%	26 57%	23 67%	10 54%	19 58%	78 58%	71 62%	14 54%	13 68%	19 52%	17 58%	
NET: 0-3		12 8%	13 8%	10 10%	7 7%	1 3%	6 12%	5 7%	8 12%	2 6%	4 9%	2 9%	3 12%	1 3%	7 7%	12 10%	5 11%	1 2%	- -	4 11%	12 9%	9 8%	1 4%	* 1%	7 19%	2 8%	
Mean		6.46	6.36	6.24	6.46	6.95f	6.13	6.19	6.20	6.86	6.45	6.59	6.27	6.39	7.04	6.45	6.31	6.49	6.50	6.89	6.17	6.41	6.41	6.79	6.66	5.91	6.58
Standard deviation		2.08	2.02	2.18	1.97	1.74	2.11	2.15	2.05	2.10	2.22	1.86	1.69	2.05	1.68	2.14	2.12	1.93	1.70	1.94	2.10	2.10	2.00	1.93	1.69	2.49	1.88
Standard error		0.13	0.12	0.15	0.15	0.22	0.23	0.21	0.20	0.24	0.25	0.28	0.25	0.32	0.33	0.16	0.15	0.21	0.20	0.35	0.35	0.14	0.13	0.28	0.29	0.30	0.23

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 255

**Q4. Protected/unprotected- Vimeo**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64	Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	56	63	47	40	15	19	23	179	177	87	85	58	77	30	43	30	44	194	174
Weighted base	29*	29*	26*	20**	12**	14**	19**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98
Effective base	38	35	32	24	9	12	19	123	117	55	50	37	49	20	28	15	26	131	114
Completely protected (10)	1%	9%	5%	9%	9%	7%	4%	4%	6%	9%	2%	4%	8%	3%	11%	1%	4%	6%	4%
9	4%	3%	2%	1%	-	-	1%	7%	7%	6%	2%	3%	2%	1%	1%	2%	*	9%	6%
8	6%	4%	6%	3%	2%	2%	4%	22%	20%	8%	9%	7%	11%	6%	8%	2%	4%	23%	19%
7	6%	4%	7%	4%	5%	6%	3%	24%	22%	9%	10%	2%	13%	2%	7%	1%	8%	28%	19%
6	6%	7%	3%	4%	1%	2%	2%	15%	16%	4%	7%	2%	6%	1%	3%	1%	5%	16%	14%
5	3%	6%	5%	3%	1%	1%	5%	20%	22%	3%	6%	7%	4%	3%	2%	3%	3%	15%	19%
4	3%	1%	2%	*	*	*	1%	6%	7%	6%	1%	3%	2%	2%	2%	3%	2%	8%	6%
3	1%	3%	1%	-	-	-	-	5%	5%	*	2%	*	1%	-	1%	*	*	5%	6%
2	*	-	-	*	-	-	1%	2%	1%	-	1%	1%	-	1%	-	-	-	1%	1%
1	1%	-	-	1%	1%	1%	-	2%	1%	1%	1%	1%	-	-	-	1%	-	2%	3%
Completely unprotected (0)	-	-	-	5%	7%	6%	-	1%	1%	1%	1%	2%	1%	1%	-	1%	1%	*	1%
NET: 8-10	10%	8%	9%	6%	3%	3%	6%	33%	34%	18%	11%	12%	16%	7%	12%	4%	5%	39%	30%
NET: 4-7	18%	18%	17%	11%	8%	9%	12%	65%	68%	22%	23%	14%	25%	9%	14%	8%	18%	66%	58%
NET: 0-3	1%	3%	1%	3%	1%	1%	1%	10%	9%	2%	4%	3%	2%	2%	1%	2%	1%	8%	10%
Mean	6.51	6.34	6.63	6.14	6.20	6.36	6.29	6.31	6.38	6.85	6.26	6.02	6.89	6.07	7.16	5.64	6.37	6.60	6.23
Standard deviation	1.85	1.89	1.74	2.68	2.59	2.39	1.97	2.03	2.02	2.19	2.05	2.56	1.85	2.43	1.71	2.66	1.82	1.97	2.09
Standard error	0.25	0.24	0.25	0.42	0.67	0.55	0.41	0.15	0.15	0.23	0.22	0.34	0.21	0.44	0.26	0.49	0.27	0.14	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 256

**Q4. Protected/unprotected- Vimeo**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	123	99	114	163	265	259	240	239	209	211	248	246	192	191	174	163	268	263	116	105	102	86	129	118	
Weighted base	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27	
Effective base	91	68	66	98	176	164	155	148	139	125	171	153	122	110	118	88	179	166	61	51	87	55	108	84	
Completely protected	(10)	5 6%	2 3%	2 7%	8 5%	8 5%	6 5%	6 5%	7 7%	5 5%	7 5%	6 5%	5 5%	4 5%	5 7%	6 8%	8 5%	8 5%	4 8%	2 7%	2 8%	1 6%	3 7%	1 4%	
9	(9)	4 5%	5 7%	7 13% <sup>d</sup>	3 4%	11 8%	8 6%	11 8%	7 5%	12 11% <sup>j</sup>	4 4%	13 9%	8 6%	11 12%	4 4%	10 13% <sup>p</sup>	2 3%	13 8%	8 6%	9 17%	2 7%	5 15%	1 7%	7 17%	2 8%
8	(8)	15 20%	16 25%	11 19%	14 16%	30 20%	29 20%	29 22%	27 21%	22 21%	24 22%	26 20%	22 22%	21 23%	17 22%	15 20%	31 21%	30 20%	11 23%	7 21%	7 24%	4 22%	7 17%	6 22%	
7	(7)	17 22%	14 21%	13 23%	18 21%	33 22%	32 22%	26 20%	29 22%	17 17%	22 21%	27 22%	29 22%	16 17%	20 22%	11 15%	16 22%	33 22%	32 22%	12 24%	10 31%	5 16%	4 23%	6 14%	5 18%
6	(6)	10 13%	6 9%	7 14%	17 20%	20 13%	23 15%	17 13%	17 13%	12 12%	14 14%	16 15%	20 15%	9 12%	11 14%	11 15%	20 13%	23 15%	4 7%	3 10%	5 15%	4 18%	7 16%	4 16%	
5	(5)	14 18%	13 21%	8 15%	14 17%	23 16%	28 19%	21 16%	23 18%	17 17%	22 21%	26 19%	15 16%	18 19%	12 15%	13 18%	23 15%	28 19%	5 9%	4 12%	4 13%	3 14%	6 15%	5 18%	
4	(4)	4 5%	4 6%	4 8%	4 5%	11 8%	8 5%	11 8%	8 6%	9 8%	6 5%	11 8%	8 6%	9 9%	7 7%	5 6%	6 8%	12 8%	8 5%	4 9%	3 10%	1 4%	2 9%	2 6%	3 11%
3	(3)	4 5%	3 4%	1 2%	4 4%	5 4%	7 4%	3 3%	7 5%	3 3%	5 5%	5 4%	4 3%	2 2%	* 2%	2 4%	3 4%	5 4%	7 4%	1 2%	* 1%	1 4%	* 1%	2 4%	* 1%
2	(2)	2 3%	1 2%	* 1%	1 1%	2 2%	2 1%	1 1%	2 1%	1 1%	1 1%	2 1%	1 1%	1 1%	* 1%	* 1%	2 2%	2 1%	* 1%	1 2%	* 1%	- 1%	* 1%	1 3%	
1	(1)	1 1%	1 2%	1 2%	1 1%	2 2%	3 2%	2 2%	3 2%	2 1%	3 2%	2 1%	1 2%	3 3%	1 2%	1 1%	2 1%	3 2%	* 1%	- 2%	- -	1 -	- 2%	1 -	- -
Completely unprotected	(0)	2 3%	-	-	2 2%	2 1%	1 1%	2 1%	1 1%	2 2%	2 1%	2 1%	1 1%	2 2%	1 2%	1 1%	2 1%	2 1%	-	-	-	-	* 1%	-	-
NET: 8-10		24 31%	23 35%	19 35%	23 27%	50 33%	45 30%	46 36%	40 31%	41 39%	32 31%	49 36%	41 31%	38 41%	29 32%	32 43%	23 30%	52 34%	46 31%	24 48%	12 35%	14 46%	7 34%	16 41%	9 33%
NET: 4-7		45 58%	37 57%	33 60%	54 64%	87 59%	90 61%	75 58%	77 60%	55 53%	65 61%	74 56%	83 63%	48 52%	55 61%	38 51%	47 62%	87 58%	91 61%	25 49%	21 62%	15 47%	12 65% <sup>u</sup>	21 51%	17 63%
NET: 0-3		9 11%	5 8%	3 5%	7 9%	12 8%	13 9%	8 6%	13 10%	8 7%	9 9%	11 8%	9 7%	6 7%	6 7%	5 6%	6 7%	12 8%	13 8%	2 3%	1 3%	2 7%	* 1%	3 8%	1 4%
Mean		6.27	6.43	6.61	6.30	6.44	6.35	6.51	6.29	6.56	6.30	6.48	6.41	6.61	6.35	6.74	6.36	6.46	6.36	7.14	6.79	6.90	6.76	6.68	6.46
Standard deviation		2.21	1.97	1.91	2.06	2.08	2.02	2.07	2.17	2.00	2.12	1.97	2.14	2.09	2.15	2.04	2.08	2.02	2.02	1.88	1.78	2.08	1.68	2.20	1.84
Standard error		0.20	0.20	0.18	0.16	0.13	0.13	0.13	0.13	0.15	0.14	0.13	0.13	0.15	0.15	0.16	0.16	0.13	0.12	0.17	0.17	0.21	0.18	0.19	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 257

**Q4. Protected/unprotected- Vimeo**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	128	143	135	119	169	178	99	85
Weighted base	61	67	89	82	85	86	67	63
Effective base	80	83	97	84	119	105	66	63
Completely protected (10)	3 4%	2 3%	5 6%	6 7%	5 6%	6 7%	3 5%	2 3%
9	8 14% <sup>b</sup>	2 3%	4 5%	6 8%	7 9%	8 9%	5 8% <sup>h</sup>	* *
8	13 21%	17 25%	19 21%	13 16%	22 26%	20 24%	9 14%	9 15%
7	10 17%	12 18%	23 25%	20 24%	14 16%	22 25%	19 29%	10 16%
6	6 10%	7 10%	14 15%	16 19%	11 13%	11 13%	9 13%	11 18%
5	10 16%	14 21%	13 14%	14 17%	13 15%	13 15%	11 16%	15 23%
4	6 9%	6 8%	6 6%	2 3%	5 6%	3 4%	6 9%	5 7%
3	4 6%	4 6%	2 2%	2 3%	4 4%	2 3%	2 3%	4 7%
2	* *	1 1%	2 2%	1 1%	1 2%	- -	1 1%	2 3%
1	1 2%	1 2%	1 1%	1 2%	2 3%	- -	- -	3 4%
Completely unprotected (0)	* 1%	2 3%	2 2%	- -	- -	- -	2 3%	2 3%
NET: 8-10	24 39%	21 31%	28 31%	25 31%	35 41%	34 40%	17 26%	12 18%
NET: 4-7	32 52%	39 57%	55 62%	52 64%	43 51%	50 58%	44 67%	41 65%
NET: 0-3	6 9%	8 12%	6 7%	5 6%	7 8%	2 3%	5 7%	10 17%
Mean	6.49	6.04	6.47	6.62	6.58	6.96	6.31 <sup>h</sup>	5.53
Standard deviation	2.17	2.16	2.03	1.86	2.07	1.66	2.09	2.18
Standard error	0.19	0.18	0.17	0.17	0.16	0.12	0.21	0.24

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 258

**Q4. Protected/unprotected- Fruitlab**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2	SEG ABC1		SEG C2DE	Age - 13-17		Age - 18+		Age - 18-24	Age - 25-34	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)	
Unweighted base	130	111	97	73	33	37	48	39	38	39	23	86	78	44	18	13	112	98	26	40	
Weighted base	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	46*	29*	18**	13**	13**	50	25*	12**	17**	
Effective base	71	54	58	36	20	18	28	22	18	17	15	45	38	30	13	12	58	47	15	24	
Completely protected	(10)	7 11%	1 3%	6 17%	1 4%	* 1%	* 1%	2 9%	1 5%	2 10%	3 18%	4 9%	1 4%	2 14%	2 12%	-	5 10%	1 5%	1 9%	2 10%	
9	(9)	6 9%	4 10%	4 10%	1 6%	2 9%	2 16%	2 7%	1 10%	3 12%	1 5%	4 10%	2 9%	2 9%	1 12%	1 12%	5 9%	2 9%	2 18%	1 6%	
8	(8)	10 16%	7 18%	7 19%	4 19%	3 13%	3 18%	7 28%	1 8%	1 4%	4 27%	1 9%	8 17%	5 18%	3 15%	2 16%	4 31%	8 17%	3 12%	2 18%	2 9%
7	(7)	13 21%	7 18%	6 17%	3 12%	7 28%	4 28%	5 19%	7 30%	4 13%	2 15%	11 24%	6 19%	2 12%	2 12%	2 18%	11 23%	5 18%	3 22%	4 24%	
6	(6)	8 12%	3 9%	4 12%	2 8%	3 13%	2 10%	3 13%	2 13%	3 14%	1 5%	6 14%	2 9%	1 8%	2 19%	1 9%	5 10%	2 9%	3 22%	1 8%	
5	(5)	10 16%	10 26%	4 12%	7 31% <sup>c</sup>	5 22%	2 17%	3 10%	3 21%	2 11%	6 37%	5 28%	9 28%	5 11%	2 13%	2 14%	8 16%	8 32%	1 8%	2 13%	
4	(4)	5 7%	3 9%	5 12%	3 12%	- 3%	* 11%	3 4%	1 4%	- 9%	2 15%	3 6%	2 7%	2 10%	2 18%	2 17%	2 4%	1 5%	* 2%	1 4%	
3	(3)	1 1%	1 3%	1 2%	1 4%	- 1%	* 1%	1 7%	1 7%	* 2%	1 1%	1 2%	1 4%	1 1%	- -	- -	1 2%	1 4%	1 2%	* 2%	
2	(2)	-	1 4%	-	1 3%	- 4%	1 4%	-	1 5%	-	-	-	1 3%	-	-	-	-	1 5% <sup>u</sup>	-	-	
1	(1)	1 1%	* -	* 1%	- -	1 2%	* 1%	* 1%	- -	- -	1 5%	* 1%	* -	1 3%	- -	- -	1 1%	* 1%	- -	1 4%	
Completely unprotected	(0)	3 5%	- -	- -	- 13%	3 -	- -	- -	3 16%	- -	- -	3 7%	- -	- -	- -	- -	3 6%	- -	- -	3 19%	
NET: 8-10	23 37%	12 31%	18 45%	7 29%	6 23%	5 35%	11 44%	3 23%	6 27%	5 35%	3 33%	16 36%	9 29%	7 37%	5 38%	5 42%	18 36%	6 26%	5 44%	4 25%	
NET: 4-7	35 56%	23 62%	20 52%	15 63%	15 62%	8 59%	13 54%	9 64%	11 55%	10 63%	6 62%	25 55%	19 64%	10 58%	8 62%	7 58%	27 54%	16 64%	6 54%	9 50%	
NET: 0-3	5 8%	3 7%	1 3%	2 7%	4 15%	1 7%	1 2%	2 13%	4 18%	* 1%	1 5%	4 9%	2 7%	1 4%	- -	- -	5 10%	3 10%	* 2%	4 25%	
Mean	6.53	6.28	7.05 <sup>d</sup>	6.06	5.73	6.64	6.91	6.15	6.05	6.36	6.37	6.52	6.26	6.57	6.75	6.67	6.48	6.08	7.28	5.38	
Standard deviation	2.44	1.97	2.11	1.99	2.73	1.94	1.89	2.15	3.11	1.76	2.56	2.52	1.92	2.29	2.06	1.75	2.54	2.07	1.70	3.38	
Standard error	0.21	0.19	0.21	0.23	0.48	0.32	0.27	0.35	0.50	0.28	0.53	0.27	0.22	0.35	0.49	0.48	0.24	0.21	0.33	0.53	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 259

**Q4. Protected/unprotected- Fruitlab**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

		Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		No Impacting/limiting condition	
		Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Unweighted base		32	71	61	58	48	26	29	93	73	
Weighted base		15**	39*	24**	23*	13**	12**	11**	47	24*	
Effective base		20	37	30	38	25	12	13	52	36	
Completely protected	(10)	2 15%	3 7%	1 3%	4 17%	* 3%	1 4%	-	6 13%	1 4%	
9	(9)	1 7%	4 11%	2 11%	2 7%	1 8%	2 14%	* 5%	4 8%	3 13%	
8	(8)	5 30%	4 9%	6 24%	6 26%	1 10%	1 4%	2 23%	8 18%	5 18%	
7	(7)	1 9%	8 21%	4 15%	5 24%	3 24%	1 8%	3 27%	11 24%	4 15%	
6	(6)	* 2%	5 14%	2 10%	2 10%	1 7%	1 8%	1 7%	7 14%	3 10%	
5	(5)	4 28%	7 19%	6 27%	2 10%	3 26%	2 14%	3 25%	7 16%	7 28%	
4	(4)	1 7%	4 10%	2 8%	1 3%	1 10%	3 21%	1 13%	2 3%	2 7%	
3	(3)	* 2%	1 2%	* 1%	-	1 7%	* 2%	-	1 2%	* 1%	
2	(2)	-	-	* 1%	-	1 4%	-	-	-	1 3%	
1	(1)	-	1 2%	* 1%	-	-	-	-	1 2%	* 1%	
Completely unprotected	(0)	-	2 4%	-	2 7%	-	3 26%	-	-	-	
NET: 8-10		8 52%	11 28%	9 37%	11 49%	3 21%	3 22%	3 28%	18 39%	9 35%	
NET: 4-7		7 46%	25 64%	14 60%	10 44%	9 68%	6 50%	8 72%	27 57%	15 60%	
NET: 0-3		* 2%	3 9%	1 2%	2 7%	1 11%	3 28%	-	1 3%	1 5%	
Mean		7.04	6.22	6.54	7.02	5.98	4.56	6.36	7.03	6.44	
Standard deviation		2.06	2.38	1.83	2.53	2.03	3.41	1.58	1.92	1.99	
Standard error		0.36	0.28	0.23	0.33	0.29	0.67	0.29	0.20	0.23	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 260

**Q4. Protected/unprotected- Fruitlab**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

		No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
		Wave 1 (a)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
		Unweighted base		35	76	87	128	110	124	109	116	99	125	110	124	102	114	99	116	105	130	111	89	73	90
Weighted base		17**	33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14	
Effective base		19	39	42	69	53	66	54	68	46	74	53	73	49	66	46	61	51	71	54	69	69	80	69	
Completely protected	(10)	2 9%	4 11%	1 3%	6 9%	1 3%	6 10%	1 3%	7 13%	1 4%	7 12%	1 3%	7 12%	1 4%	6 13%	1 4%	5 10%	1 3%	7 11%	1 3%	2 8%	1 7%	2 9%	1 5%	
9	(9)	1 4%	4 12%	4 13%	6 10%	4 10%	6 10%	4 10%	4 8%	3 12%	6 10%	4 10%	5 10%	4 11%	3 11%	3 11%	6 12%	4 10%	6 9%	4 11%	3 13%	2 13%	3 11%	2 13%	
8	(8)	3 17%	6 17%	5 19%	10 17%	6 17%	10 17%	7 20%	10 19%	5 16%	10 18%	7 19%	10 19%	5 16%	9 18%	6 19%	8 15%	7 21%	10 16%	7 18%	6 22%	2 15%	4 14%	2 12%	
7	(7)	4 22%	8 24%	5 16%	13 21%	7 18%	13 23%	6 16%	5 12%	9 18%	7 16%	10 19%	5 18%	9 17%	6 19%	10 20%	6 17%	13 21%	7 18%	7 24%	3 25%	6 21%	3 20%		
6	(6)	2 9%	3 11%	3 9%	7 12%	3 9%	7 11%	3 9%	8 15%	3 11%	8 13%	3 9%	6 11%	3 10%	5 11%	3 11%	6 11%	3 10%	8 12%	3 9%	3 10%	2 13%	4 14%	2 12%	
5	(5)	3 17%	5 15%	7 25%	10 16%	10 26%	9 16%	8 24%	9 18%	8 28%	10 14%	8 26%	8 14%	8 26%	6 11%	7 21%	8 17%	8 25%	10 16%	10 26%	4 14%	2 18%	5 20%	3 18%	
4	(4)	* 2%	2 6%	3 12%	5 9%	3 10%	5 10%	3 9%	4 9%	2 7%	5 8%	3 9%	3 8%	4 10%	3 7%	4 11%	3 8%	5 10%	3 7%	3 9%	1 5%	1 6%	1 4%	1 8%	
3	(3)	* 1%	1 2%	* 1%	1 2%	1 3%	1 2%	1 3%	1 2%	* 2%	1 2%	1 3%	1 2%	* 1%	1 2%	1 2%	1 2%	* 1%	1 1%	1 3%	1 3%	* 1%	1 1%	1 8%	
2	(2)	-	-	1 3%	-	1 4%	-	1 4%	-	1 2%	-	1 2%	-	1 4%	-	* 1%	-	1 2%	-	1 4%	-	-	-	-	
1	(1)	-	1 2%	-	1 1%	* *	1 1%	* *	-	-	1 1%	* *	1 1%	-	1 2%	* *	1 2%	* *	1 1%	* *	1 3%	* 1%	* 1%	* 1%	
Completely unprotected	(0)	3 19%	-	-	3 5%	-	2 3%	-	2 3%	-	3 6%	-	3 6%	-	3 7%	-	2 3%	-	3 5%	-	-	-	-	-	
NET: 8-10		5 30%	13 40%	10 34%	22 36%	11 30%	21 37%	12 34%	21 41%	9 31%	23 40%	12 32%	23 40%	10 31%	20 42%	10 34%	19 38%	12 35%	23 37%	12 31%	11 41%	4 35%	9 34%	4 31%	
NET: 4-7		9 50%	18 56%	18 62%	35 56%	23 63%	34 58%	21 59%	27 54%	19 65%	29 51%	23 63%	29 51%	20 63%	23 48%	19 61%	28 56%	20 61%	35 56%	23 62%	15 53%	7 62%	16 61%	9 59%	
NET: 0-3		3 20%	1 5%	1 3%	5 8%	3 7%	3 6%	3 7%	3 5%	1 4%	5 9%	2 5%	2 5%	5 10%	1 5%	3 7%	1 4%	5 8%	3 7%	2 6%	* 3%	1 5%	1 10%		
Mean		5.68	6.91	6.42	6.48	6.25	6.67	6.30	6.66	6.44	6.55	6.35	6.56	6.30	6.59	6.46	6.64	6.44	6.53	6.28	6.83	6.81	6.71	6.36	
Standard deviation		3.21	2.04	1.91	2.42	1.97	2.22	2.02	2.32	1.87	2.55	1.90	2.56	1.98	2.67	1.90	2.32	1.90	2.44	1.97	2.03	1.90	1.95	2.15	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 260

**Q4. Protected/unprotected- Fruitlab**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
	Weighted base	17**	33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14
Standard error	0.54	0.23	0.20	0.21	0.19	0.20	0.19	0.22	0.19	0.23	0.18	0.23	0.20	0.25	0.19	0.22	0.19	0.21	0.19	0.22	0.22	0.21	0.24	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 261

**Q4. Protected/unprotected- Fruitlab**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1
	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	80	76	46	34	100	89	30
Weighted base	34*	26*	29**	11**	46	30*	18**
Effective base	47	36	26	18	63	42	13
Completely protected (10)	2 7%	* 1%	4 15%	1 7%	5 11%	1 4%	2 11%
9	(9) 5 14%	3 12%	1 5%	* 4%	5 11%	3 9%	1 6%
8	(8) 6 19%	4 14%	4 15%	3 29%	10 21%	6 20%	1 5%
7	(7) 5 16%	5 19%	8 28%	2 18%	9 19%	6 18%	5 26%
6	(6) 2 7%	2 10%	5 18%	1 5%	6 14%	3 10%	1 8%
5	(5) 6 19%	7 27%	3 11%	3 25%	6 13%	9 29% <sup>ee</sup>	4 22%
4	(4) 3 10%	3 10%	1 3%	1 5%	1 3%	1 4%	3 19%
3	(3) 1 2%	1 4%	* 1%	* 2%	1 2%	1 3%	- -
2	(2) - -	1 3%	- -	1 6%	- -	1 3%	- -
1	(1) 1 2%	* 1%	- -	- -	* 1%	- -	1 3%
Completely unprotected (0)	2 5%	- -	2 6%	- -	3 7%	- -	- -
NET: 8-10	13 39%	7 28%	10 34%	5 40%	19 42%	10 33%	4 22%
NET: 4-7	17 52%	17 65%	17 59%	6 53%	22 48%	19 61%	13 76%
NET: 0-3	3 9%	2 7%	2 7%	1 7%	4 10%	2 6%	1 3%
Mean	6.38	6.17	6.78	6.54	6.66	6.44	6.21
Standard deviation	2.52	1.95	2.38	2.10	2.55	1.86	2.16
Standard error	0.28	0.22	0.35	0.36	0.26	0.20	0.39

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 262

**Q4. Protected/unprotected- NET: Any VSP**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243	
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212	
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187	
Completely protected	(10)	129	133	66	76	64	56	37	40	36	32	25	28	31	33	73	72	56	61	17	8	112	125	19	20	25	27
		10%	11%	11%	12%	10%	9%	11%	12%	10%	9%	10%	11%	11%	12%	10%	10%	10%	10%	19%t	9%	10%	11%	13%	14%	12%	13%
9	(9)	155	138	86	82	69	54	49	44	40	34	34	27	32	89	78	65	59	9	19	146	118	27	15	30	23	
		12%	11%	14%	14%	11%	9%	14%	13%	11%	9%	13%	10%	11%	12%	13%	12%	12%	10%	22% <sup>s</sup>	13%	10%	19%	11%	14%	11%	
8	(8)	244	278	129	129	115	146	56	64	80	88	47	52	58	70	136	153	104	123	25	22	219	257	32	35	40	51
		19%	22%	21%	21%	18%	23% <sup>e</sup>	16%	19%	22%	24%	18%	20%	21%	26%	19%	22%	19%	23%	28%	25%	19%	22%	22%	25%	18%	24%
7	(7)	238	260	104	125	134	135	70	72	57	79	55	54	55	54	128	151	110	107	15	11	222	249	22	22	40	42
		19%	21%	17%	21%	21%	21%	21%	22%	15%	22%	21%	21%	20%	20%	18%	22%	20%	20%	17%	13%	19%	22%	15%	15%	19%	20%
6	(6)	142	124	69	54	72	70	40	32	39	41	33	26	29	25	79	73	62	51	11	8	131	116	17	14	34	23
		11%	10%	11%	9%	11%	11%	12%	10%	10%	11%	13%	10%	10%	9%	11%	10%	11%	10%	12%	10%	11%	10%	12%	10%	16%	11%
5	(5)	230	216	104	97	126	119	53	62	84	59	40	45	52	46	137	121	92	91	9	15	221	201	17	23	30	31
		18%	17%	17%	16%	20%	19%	15%	18%	23% <sup>j</sup>	16%	15%	18%	19%	17%	19%	17%	17%	17%	10%	17%	19%	17%	12%	16%	14%	15%
4	(4)	46	36	17	14	29	22	9	8	13	13	13	8	10	7	22	21	23	15	1	1	45	35	4	3	7	9
		4%	3%	3%	2%	5%	3%	3%	2%	4%	4%	5%	3%	4%	3%	3%	3%	4%	3%	1%	2%	4%	3%	2%	2%	3%	4%
3	(3)	34	23	19	9	15	14	15	5	9	9	6	8	3	1	24	14	9	9	2	-	32	23	5	7	6	3
		3%	2%	3%	1%	2%	2%	4% <sup>h</sup>	2%	3%	2%	2%	3%	1%	*	3%	2%	2%	2%	2%	-	3%	2%	4%	5%	3%	1%
2	(2)	14	18	10	11	4	8	7	8	4	4	1	3	2	4	11	12	3	6	-	1	14	17	-	-	1	2
		1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	3%	1%	1%	-	1%	2%	-	-	1%	1%
1	(1)	7	7	3	4	4	3	-	-	2	3	1	2	5	2	2	3	6	4	-	1	7	6	-	1	1	-
		1%	1%	1%	1%	1%	1%	-	-	*	1%	1%	2%	1%	2%	*	1%	1%	1%	-	1%	1%	1%	-	1%	*	-
Completely unprotected	(0)	20	9	11	5	9	4	5	1	7	2	5	3	3	2	12	3	8	5	-	1	20	8	1	2	1	1
		2%	1%	2%	1%	1%	1%	2%	*	2%	1%	2%	1%	1%	1%	2% <sup>p</sup>	*	1%	1%	-	1%	2% <sup>v</sup>	1%	1%	1%	*	1%
NET: 8-10		528	550	281	287	247	257	143	148	156	155	106	107	120	135	298	303	226	243	51	49	477	500	78	71	94	101
		42%	44%	45%	47%	39%	41%	42%	44%	42%	42%	41%	42%	43%	49%	42%	43%	42%	46%	57%	56%	41%	43%	54%	50%	44%	48%
NET: 4-7		655	636	294	291	361	346	172	174	193	192	141	134	146	131	365	366	288	265	36	36	619	600	60	61	112	105
		52%	51%	48%	48%	56%	55%	50%	52%	52%	53%	54%	52%	52%	48%	51%	52%	53%	50%	41%	41%	53%	52%	42%	43%	52%	49%
NET: 0-3		76	57	43	28	32	29	27	14	22	18	14	15	13	8	49	32	27	24	2	2	74	55	6	10	9	6
		6%	5%	7%	5%	5%	5%	8%	4%	6%	5%	5%	6%	5%	3%	7%	5%	5%	4%	2%	3%	6%	5%	4%	7%	4%	3%
Mean		6.85	7.00	6.91	7.14	6.78	6.85	6.89	7.08	6.74	6.91	6.87	6.89	6.91	7.18	6.81	6.99	6.89	7.04	7.60	7.31	6.79	6.98	7.36	7.10	7.07	7.18
Standard deviation		2.12	1.98	2.17	2.03	2.06	1.92	2.16	1.94	2.13	1.93	2.08	2.08	2.09	1.93	2.15	1.94	2.09	2.01	1.75	1.95	2.13	1.98	1.94	2.13	1.94	1.91
Standard error		0.06	0.06	0.08	0.08	0.09	0.08	0.11	0.10	0.11	0.10	0.13	0.13	0.13	0.12	0.08	0.07	0.09	0.09	0.16	0.19	0.06	0.06	0.15	0.19	0.13	0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 263

**Q4. Protected/unprotected- NET: Any VSP**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Completely protected	(10) 16 8%	17 9%	22 10%	23 11%	18 10%	16 10%	7 5%	9 7%	7 9%	11 15%	31 8%	37 10%	13 6%	21 10%	110 10%	114 11%	17 11%	17 11%	32 9%	33 9%	14 8%	19 10%	17 8%	19 10%	95 11%	95 11%
9	(9) 35 17%	23 12%	26 12%	24 11%	11 6%	18 11%	10 8%	12 9%	8 9%	2 3%	29 8%	32 9%	19 9%	14 7%	128 12%	116 11%	23 14%	21 14%	40 11%	46 13%	22 13%	25 13%	20 9%	23 11%	110 13%	86 10%
8	(8) 45 22%	42 21%	39 18%	57 26%	33 19%	34 20%	20 15%	26 19%	10 13%	12 17%	63 16%	72 19%	30 14%	38 18%	216 20%	235 22%	26 17%	41 27%q	63 18%	73 20%	31 19%	47 24%	32 15%	38 19%	169 19%	203 24%y
7	(7) 34 17%	51 25%	46 21%	43 20%	33 19%	43 25%	34 24%	29 21%	14 19%	19 26%	80 21%	91 24%	47 22%	48 23%	199 18%	229 21%	36 23%	27%q	64 18%	68 19%	25 16%	24 13%	37 18%	47 24%	167 19%	184 22%
6	(6) 21 10%	17 9%	20 9%	16 7%	20 11%	15 8%	16 12%	20 15%	3 4%	10 14%	39 10%	44 12%	19 9%	30 14%	122 11%	107 10%	18 12%	17 11%	34 10%	39 11%	24 15%	22 11%	18 9%	18 9%	100 12%	80 10%
5	(5) 41 20%	31 15%	39 18%	41 19%	45 26%	31 18%	36 23%	31 20%	13 18%	14 20%	94 24%	76 20%	49 23%	45 22%	204 19%	197 18%	24 15%	18 12%	68 19%	67 18%	28 17%	34 18%	49 23%	37 18%	157 18%	137 16%
4	(4) 6 3%	7 4%	9 4%	6 3%	8 5%	7 4%	5 4%	4 3%	5 6%	- -	18 5%	11 3%	10 5%	4 2%	41 4%	33 3%	4 3%	3 2%	19 5%	11 3%	7 5%	9 5%	12 6%	5 3%	25 3%	24 3%
3	(3) 2 1%	6 3%	8 4%	3 1%	1 *	2 1%	4 3%	1 1%	5 7%	1 2%	10 3%	4 1%	9 4%	2 1%	31 3%	19 2%	3 2%	4 2%	8 2%	14 4%	3 2%	6 3%	5 3%	6 3%	26 3%z	8 1%
2	(2) 4 2%	2 1%	7 3%	3 1%	1 *	5 3%	1 1%	4 3%	1 1%	3 2%	10 3%	2 1%	5 2%	12 1%	16 2%	2 1%	2 1%	1 1%	7 2%	8 2%	5 3%	3 2%	6 3%	4 2%	7 1%	10 1%
1	(1) - -	2 1%	1 *	1 1%	3 2%	- *	1 1%	1 1%	2 3%	- *	6 1%	1 *	3 1%	1 1%	7 1%	5 *	1 -	4 1%	- -	- -	- -	- -	3 2%	- -	3 *	7 1%
Completely unprotected	(0) - -	1 1%	4 2%	1 *	4 2%	2 1%	3 2%	- -	7 9%	1 1%	14 4%l	3 1%	10 5%n	1 *	15 1%	7 1%	5 3%	2 1%	13 4%	6 2%	3 2%	4 2%	9 5%	2 1%	7 1%	3 *
NET: 8-10	96 47%	83 41%	87 39%	104 48%	61 35%	68 40%	38 27%	47 34%	25 34%	25 35%	123 32%	141 37%	62 29%	73 35%	454 42%	465 43%	66 42%	79 52%	136 52%	152 52%	66 43%	90 51%	69 59%	80 58%	374 52%	383 51%
NET: 4-7	103 50%	107 53%	114 52%	106 49%	105 60%	95 58%	92 66%	84 61%	34 47%	43 60%	231 60%	221 58%	126 59%	127 61%	564 52%	566 52%	82 52%	65 43%	185 53%	185 51%	85 59%	88 46%	116 56%	108 54%	450 52%	426 51%
NET: 0-3	6 3%	12 6%	20 9% <sup>d</sup>	8 4%	9 5%	10 6%	9 7%	6 4%	14 20% <sup>j</sup>	3 4%	33 8%	19 5%	24 11% <sup>n</sup>	9 4%	66 6%	48 4%	10 6%	7 5%	32 9%	28 8%	11 7%	13 7%	24 11%	12 6%	43 5%	27 3%
Mean	7.06	6.90	6.68	7.09	6.53	6.85	6.33	6.66	5.93	6.94	6.34	6.80 <sup>k</sup>	6.19	6.75 <sup>m</sup>	6.83	6.97	6.93	7.22	6.52	6.79	6.72	6.85	6.21	6.88 <sup>w</sup>	6.97	7.11
Standard deviation	1.85	1.99	2.25	1.92	2.17	2.06	2.00	1.89	2.91	1.96	2.28	1.98	2.36	1.91	2.11	1.96	2.21	1.99	2.38	2.13	2.17	2.18	2.47	2.01	2.00	1.90
Standard error	0.13	0.13	0.16	0.13	0.17	0.17	0.18	0.17	0.45	0.27	0.13	0.11	0.18	0.14	0.07	0.06	0.16	0.14	0.13	0.11	0.17	0.16	0.17	0.14	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 264

**Q4. Protected/unprotected- NET: Any VSP**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

		No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
		Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base		813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base		867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base		657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Completely protected	(10)	74 9%	90 11%	39 13%	44 11%	118 10%	118 11%	79 11%	77 11%	48 12%	51 12%	106 10%	110 11%	43 12%	39 11%	28 16%	28 17%	20 13%	15 10%	15 23%	7 18%	12 24%	10 27%	12 16%	10 16%
9	(9)	102 12%	90 11%	43 14%	48 12%	147 13%	133 12%	109 16%h	78 11%	66 17%	53 13%	135 13%	107 11%	55 15%	54 15%	39 22%	33 21%	33 22%	30 20%	12 20%	8 22%	10 19%	7 18%	17 22%	14 22%
8	(8)	156 18%	180 22%	62 21%	98 24%	233 20%	263 23%	157 23%	172 25%	88 23%	116 27%	209 20%	231 23%	94 26%	95 26%	42 24%	39 24%	40 27%	42 28%	13 20%	15 39% <sup>s</sup>	14 27%	11 30%	19 24%	15 24%
7	(7)	167 19%	168 20%	56 18%	92 22%	219 19%	219 20%	136 20%	147 22%	82 21%	78 19%	196 19%	214 21%	61 17%	62 17%	35 20%	22 14%	27 18%	28 19%	10 16%	4 11%	7 13%	4 11%	14 18%	11 18%
6	(6)	97 11%	82 10%	33 11%	42 10%	132 11%	119 11%	77 11%	63 9%	41 11%	43 10%	109 11%	106 10%	31 9%	33 9%	13 7%	11 7%	11 7%	7 7%	7 11%	1 3%	3 6%	1 4%	3 4%	1 2%
5	(5)	178 21%	155 19%	42 14%	61 15%	211 18%	185 17%	84 12%	103 15%	46 12%	53 12%	176 17%	179 18%	57 16%	52 15%	13 7%	19 12%	13 9%	16 10%	5 8%	1 4%	4 8%	3 9%	8 11%	8 13%
4	(4)	32 4%	27 3%	13 4%	9 2%	37 3%	31 3%	23 3%	19 3%	10 3%	11 3%	37 4%	30 3%	9 3%	12 3%	2 1%	3 2%	3 2%	2 1%	1 1%	*	1 1%	*	1 1%	1 1%
3	(3)	27 3%	16 2%	4 1%	7 2%	28 2%	22 2%	12 2%	11 2%	6 2%	8 2%	29 3%	19 2%	8 2%	3 1%	2 1%	1 1%	3 2%	3 2%	*	1 3%	1 3%	-	2 2%	1 1%
2	(2)	9 1%	16 2%	5 1%	2 1%	14 1%	14 1%	8 1%	7 1%	-	3 1%	10 1%	14 1%	3 1%	3 1%	*	2 2%	-	1 1%	-	-	-	-	2 2%	*
1	(1)	7 1%	3 *	-	4 1%	4 *	7 1%	2 *	5 1%	-	2 1%	7 1%	5 1%	1 *	4 1%	-	-	-	1 1%	-	-	-	-	-	-
Completely unprotected	(0)	16 2%	8 1%	4 1%	1 *	15 1%	8 1%	5 1%	2 *	1 1%	3 1%	18 2% <sup>l</sup>	2 *	3 1%	2 *	1 1%	3 2%	1 1%	1 1%	-	-	-	-	-	1 2%
NET: 8-10		332 38%	360 43%	144 48%	190 46%	497 43%	514 46%	345 50%	327 48%	203 52%	220 52%	450 44%	449 44%	192 53%	188 52%	110 62%	100 62%	93 62%	87 58%	40 63%	30 79%	35 70%	28 76%	47 62%	39 62%
NET: 4-7		474 55%	432 52%	144 48%	204 50%	600 52%	554 50%	320 46%	332 49%	180 46%	185 44%	517 50%	530 52%	158 43%	159 44%	63 36%	55 34%	54 36%	56 37%	23 36% <sup>t</sup>	7 18%	14 28%	9 24%	26 34%	21 34%
NET: 0-3		60 7%	43 5%	14 5%	15 4%	61 5%	51 5%	27 4%	25 4%	7 2%	16 4%	65 6% <sup>l</sup>	41 4%	14 4%	13 4%	4 2%	6 4%	4 3%	6 4%	*	1 3%	1 3%	-	3 4%	2 3%
Mean		6.68	6.93a	7.12	7.15	6.92	7.04	7.24	7.16	7.43	7.27	6.89	7.02	7.25	7.21	7.80	7.60	7.66	7.46	7.98	8.13	8.00	8.26	7.68	7.67
Standard deviation		2.14	2.03	2.08	1.86	2.05	1.97	1.93	1.89	1.74	2.14	1.91	1.95	1.96	1.72	2.08	1.77	1.88	1.66	1.66	1.57	1.78	1.54	1.88	1.98
Standard error		0.08	0.07	0.12	0.09	0.06	0.06	0.07	0.07	0.08	0.08	0.07	0.06	0.09	0.09	0.10	0.13	0.11	0.12	0.15	0.15	0.16	0.14	0.13	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 265

**Q4. Protected/unprotected- NET: Any VSP**

**Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Completely protected	(10) 23 9%	30 10%	106 11%	103 11%	72 16%	75 15%	57 7%	58 8%
9	(9) 37 15%	36 12%	118 12%	101 11%	83 18%	75 15%	72 9%	62 8%
8	(8) 58 23%	78 27%	184 18%	198 21%	99 21%	132 26%	145 18%	147 20%
7	(7) 45 18%	48 16%	191 19%	210 22%	78 17%	86 17%	159 20%	174 23%
6	(6) 22 9%	24 8%	115 12%	99 11%	48 10%	48 10%	94 12%	76 10%
5	(5) 36 14%	41 14%	189 19%	168 18%	50 11%	63 13%	180 23%	153 21%
4	(4) 8 3%	11 4%	36 4%	24 3%	15 3%	10 2%	31 4%	26 3%
3	(3) 14 6%	12 4%	20 2%	11 1%	8 2%	4 1%	26 3%	19 3%
2	(2) 4 1%	3 1%	10 1%	14 2%	3 1%	2 *	11 1%	16 2%
1	(1) 1 *	2 1%	7 1%	5 1%	1 *	1 *	7 1%	6 1%
Completely unprotected	(0) 1 *	7 2%	20 2% <sup>d</sup>	1 *	3 1%	4 1%	17 2% <sup>h</sup>	5 1%
NET: 8-10	118 48%	144 49%	407 41%	401 43%	254 55%	282 56%	274 34%	267 36%
NET: 4-7	111 45%	125 43%	531 53%	501 54%	191 42%	207 41%	464 58%	429 58%
NET: 0-3	19 8%	24 8%	56 6% <sup>d</sup>	31 3%	15 3%	11 2%	61 8%	46 6%
Mean	7.00	6.92	6.83	7.05 <sup>c</sup>	7.47	7.49	6.49	6.67
Standard deviation	2.05	2.24	2.14	1.87	1.95	1.86	2.13	1.99
Standard error	0.11	0.12	0.07	0.06	0.08	0.08	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 266

**Q5. Responsibility - The company who run the site or app itself**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The company who run the site or app itself**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Full responsibility (10)	617 49%	608 49%	271 44%	272 45%	346 54%	333 53%	158 46%	162 48%	185 50%	166 45%	127 49%	132 51%	146 52%	146 53%	342 48%	328 47%	272 50%	277 52%	48 54%	43 49%	569 49%	565 49%	52 36%	47 33%	85 39%	90 43%
9	(9) 184 15%	190 15%	92 15%	92 15%	92 14%	96 15%	48 14%	63 19%	54 15%	57 16%	39 15%	28 11%	43 15%	40 15%	102 14%	120 17%	82 15%	68 13%	8 9%	7 8%	176 15%	183 16%	23 16%	22 16%	29 13%	31 14%
8	(8) 203 16%	190 15%	115 19%	103 17%	88 14%	87 14%	71 21%	53 16%	57 15%	64 17%	37 14%	42 16%	37 13%	30 11%	128 18%	117 17%	75 14%	71 13%	19 21%	12 14%	184 16%	177 15%	25 17%	24 17%	38 18%	42 20%
7	(7) 106 8%	114 9%	56 9%	60 10%	50 8%	54 9%	27 8%	31 9%	29 8%	34 9%	30 12%	19 8%	20 7%	29 11%	55 8%	64 9%	50 9%	49 9%	7 8%	11 12%	98 8%	104 9%	16 11%	24 17%	30 14%	18 9%
6	(6) 45 4%	48 4%	24 4%	23 4%	21 3%	25 4%	17 5%	11 3%	13 4%	16 4%	6 2%	14 5%	9 3%	7 3%	30 4%	26 4%	15 3%	21 4%	4 4%	3 4%	41 4%	45 4%	14 10%	9 7%	10 5%	14 7%
5	(5) 69 5%	65 5%	33 5%	41 7%	36 6%	24 4%	15 4%	10 3%	26 7%	19 5%	11 4%	15 6%	15 5%	18 7%	41 6%	29 4%	26 5%	33 6%	2 2%	7 8%	67 6%	58 5%	8 10%	10 7%	12 6%	11 5%
4	(4) 11 1%	7 1%	7 1%	3 1%	4 1%	2 *	1 *	2 1%	* 1%	2 1%	1 *	2 1%	8 3%	1 1%	2 1%	4 1%	9 2%	3 1%	- 2%	2 1%	11 1%	5 *	4 3%	2 1%	2 1%	2 1%
3	(3) 5 *	5 *	5 1%	1 *	- *	5 1%	1 *	1 *	3 1%	3 1%	1 1%	1 1%	* *	1 *	4 1%	3 *	2 *	2 *	1 1%	1 1%	5 *	5 *	1 1%	1 1%	2 1%	2 1%
2	(2) 4 *	6 *	2 *	5 1%	1 *	1 *	2 *	2 *	- *	4 1%	1 1%	- 1%	1 1%	1 *	2 *	5 1%	2 *	1 *	- *	- *	4 *	6 1%	- *	- *	1 1%	2 1%
1	(1) 4 *	4 *	2 *	1 *	2 *	2 *	1 *	1 *	2 *	1 *	1 *	1 *	1 1%	2 1%	2 *	2 *	2 *	2 *	- *	- *	4 *	4 *	- *	2 1%	2 1%	- *
no responsibility (0)	11 1%	6 *	11 2%	4 1%	- *	2 *	2 1%	1 *	3 1%	1 *	5 2%	4 1%	1 *	- *	5 1%	3 *	6 1%	4 1%	- 1%	1 1%	11 1%	5 *	- *	- *	4 2%	- *
NET: 8-10	1004 80%	987 79%	478 77%	466 77%	526 82%	516 82%	276 81%	279 83%	296 80%	287 79%	203 78%	201 78%	226 81%	215 78%	572 80%	565 81%	428 79%	416 78%	75 84%	63 72%	929 79%	925 80%	100 69%	93 66%	152 70%	163 77%
NET: 4-7	230 18%	235 19%	120 19%	128 21%	111 17%	105 17%	60 18%	53 16%	68 18%	70 19%	49 19%	50 20%	52 18%	57 21%	128 18%	124 18%	100 19%	107 20%	13 15%	23 26%	217 19%	212 18%	43 30%	46 32%	54 25%	46 21%
NET: 0-3	25 2%	21 2%	21 3%	11 2%	4 1%	10 2%	5 2%	4 1%	7 2%	8 2%	9 4%	5 2%	2 1%	3 1%	12 2%	13 2%	12 2%	8 2%	1 1%	2 2%	24 2%	19 2%	1 1%	2 2%	9 4%	4 2%
Mean	8.64	8.67	8.42	8.52	8.85	8.82	8.63	8.80	8.66	8.57	8.56	8.60	8.73	8.76	8.64	8.68	8.65	8.68	8.90	8.39	8.62	8.69	8.26	8.15	8.19	8.48
Standard deviation	1.87	1.79	2.08	1.87	1.63	1.70	1.75	1.63	1.85	1.83	2.07	1.97	1.80	1.74	1.80	1.74	1.93	1.85	1.45	2.09	1.90	1.77	1.78	1.86	2.18	1.78
Standard error	0.05	0.05	0.08	0.07	0.07	0.07	0.09	0.09	0.10	0.09	0.13	0.12	0.11	0.11	0.07	0.06	0.08	0.08	0.13	0.21	0.06	0.05	0.14	0.17	0.14	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 267

**Q5. Responsibility - The company who run the site or app itself**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The company who run the site or app itself**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Full responsibility (10)	78 38%	83 41%	104 47%	106 48%	109 62%	108 62%	94 68%	90 66%	48 66%	41 57%	251 65%	239 63%	142 67%	131 63%	544 50%	535 50%	67 43%	69 45%	193 55%	190 52%	80 49%	99 52%	119 57%	97 49%	409 47%	406 48%
9	(9) 39 19%	31 15%	39 18%	36 16%	20 12%	32 18%	16 12%	14 10%	9 12%	17 24%	46 12%	63 16%	25 12%	31 15%	166 15%	169 16%	17 11%	19 13%	44 13%	54 15%	24 15%	25 13%	22 11%	30 15%	135 16%	127 15%
8	(8) 40 19%	28 14%	37 17%	38 17%	22 13%	20 12%	13 9%	18 13%	10 14%	8 11%	44 12%	46 12%	23 11%	26 12%	171 16%	166 15%	27 17%	22 14%	60 17%	60 16%	33 21%	36 19%	32 15%	38 19%	135 16%	122 15%
7	(7) 19 9%	27 13%	14 6%	20 9%	9 5%	5 3%	4 3%	5 4%	5 6%	3 5%	18 5%	14 4%	8 4%	9 4%	83 8%	91 8%	21 14%	22 15%	22 6%	24 7%	13 5%	10 5%	17 8%	16 8%	80 9%	87 10%
6	(6) 8 4%	12 6%	1 1%	6 3%	2 1%	* *	6 4%	2 2%	- -	1 1%	7 2%	3 1%	6 3%	3 1%	36 3%	42 4%	8 5%	5 3%	10 3%	12 3%	3 2%	8 4%	2 1%	6 3%	31 4%	35 4%
5	(5) 15 7%	14 7%	21 9%	9 4%	7 4%	5 3%	3 2%	5 4%	1 2%	2 3%	11 3%	12 3%	4 2%	7 3%	60 6%	54 5%	9 6%	11 7%	18 5%	17 5%	6 4%	9 5%	14 7%	9 4%	48 6%	43 5%
4	(4) * *	2 1%	2 1%	- -	2 1%	- -	1 1%	- -	- -	- -	2 1%	- -	1 -	- -	6 1%	5 -	4 2%	2 1%	* *	2 1%	- -	1 1%	- -	2 1%	9 1%	3 *
3	(3) 1 *	- -	- -	1 *	1 1%	1 *	- *	- *	- -	- -	1 *	1 *	- -	* *	5 *	4 *	* *	1 1%	1 *	* *	- -	* *	1 1%	* *	4 *	5 1%
2	(2) - -	3 1%	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	2 1%	- -	1 -	- -	3 1%	5 *	1 *	1 *	- -	2 *	- -	1 1%	- -	* *	4 *	4 *
1	(1) 2 1%	1 *	- -	1 *	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 *	1 *	3 *	3 *	1 1%	1 *	2 *	2 1%	- -	2 1%	2 1%	1 *	3 *	1 *
no responsibility (0)	1 1%	1 *	2 1%	1 *	2 1%	1 1%	1 1%	1 1%	- -	- -	3 1%	3 1%	1 1%	1 1%	7 1%	5 *	2 1%	- -	2 *	2 1%	2 1%	- -	- -	1 1%	10 1%	3 *
NET: 8-10	157 77%	142 70%	180 81%	179 82%	151 86%	159 92%	123 89%	122 89%	67 92%	66 91%	341 88%	347 91%	190 90%	188 90%	881 81%	870 81%	112 71%	110 72%	298 85%	304 83%	138 85%	160 83%	173 83%	164 82%	679 78%	655 78%
NET: 4-7	43 21%	55 27%	39 18%	36 16%	19 11%	11 6%	13 9%	12 9%	6 8%	6 9%	38 10%	29 8%	19 9%	18 9%	185 17%	192 18%	42 27%	40 26%	50 14%	55 15%	22 14%	29 15%	33 16%	33 17%	167 19%	168 20%
NET: 0-3	4 2%	4 2%	2 1%	4 2%	5 3%	2 1%	3 2%	2 2%	- -	- -	7 2%	5 1%	3 1%	2 1%	19 2%	17 2%	4 3%	2 1%	5 1%	6 2%	2 1%	3 1%	3 1%	3 1%	20 2%	13 2%
Mean	8.41	8.32	8.63	8.74	8.95	9.22	9.14	9.12	9.33	9.21	9.09	9.18	9.21	9.15	8.71	8.71	8.28	8.47	8.86	8.78	8.82	8.74	8.87	8.71	8.57	8.67
Standard deviation	1.87	1.96	1.87	1.71	1.89	1.47	1.73	1.70	1.13	1.19	1.71	1.51	1.55	1.54	1.80	1.76	2.08	1.83	1.69	1.78	1.62	1.77	1.71	1.75	1.94	1.74
Standard error	0.13	0.13	0.13	0.12	0.15	0.12	0.15	0.15	0.18	0.16	0.09	0.08	0.12	0.12	0.06	0.05	0.15	0.13	0.09	0.09	0.13	0.13	0.12	0.12	0.07	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 268

**Q5. Responsibility - The company who run the site or app itself**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The company who run the site or app itself**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Full responsibility (10)	446 52%	432 52%	123 41%	176 43%	560 48%	546 49%	317 46%	299 44%	155 40%	187 44%	500 48%	477 47%	140 38%	144 40%	67 38%	63 39%	56 37%	55 37%	14 22%	7 18%	8 16%	7 19%	20 27%	25 40%w
9	120 14%	137 16%	55 18%	53 13%	172 15%	172 15%	112 16%	101 15%	67 17%	60 14%	158 15%	161 16%	53 15%	52 15%	29 16%	22 14%	23 15%	25 17%	8 12%	3 8%	6 12%	5 13%	18 24%x	9 14%
8	133 15%	125 15%	51 17%	65 16%	188 16%	171 15%	117 17%	117 17%	71 18%	70 17%	168 16%	166 16%	71 19%	63 17%	35 20%	27 17%	43 29%	30 20%	20 31%	8 21%	13 25%	8 21%	16 22%	10 16%
7	67 8%	57 7%	31 10%	57 14%	102 9%	99 9%	61 9%	79 12%	37 10%	47 11%	92 9%	102 10%	42 12%	42 12%	17 10%	17 11%	12 8%	15 10%	8 12%	10 26%	9 18%	4 11%	11 14%	7 11%
6	29 3%	27 3%	12 4%	21 5%	41 4%	43 4%	30 4%	33 5%	19 5%	23 5%	36 3%	44 4%	17 5%	25 7%	10 6%	11 7%	6 4%	8 6%	3 5%	3 9%	3 7%	4 6%	2 3%	5 9%w
5	46 5%	37 4%	21 7%	28 7%	60 5%	61 5%	37 5%	41 6%	29 7%	30 7%	50 5%	51 5%	28 8%	26 7%	10 6%	13 8%	7 5%	11 8%	4 7%	2 5%	7 13%	5 13%	4 6%	5 8%
4	7 1%	5 1%	4 1%	2 1%	11 1%	6 1%	5 1%	6 1%	5 1%	4 1%	9 1%	7 1%	7 2%	4 1%	2 1%	3 2%	3 2%	3 2%	3 4%	3 9%	1 2%	1 2%	2 2%	1 2%
3	5 1%	4 *	* *	2 *	5 *	5 *	5 1%	4 1%	3 *	* *	5 1%	3 *	3 1%	3 1%	2 1%	1 1%	1 *	1 1%	1 1%	1 3%	1 1%	2 6%	2 2%	* 1%
2	3 (2)	3 (2)	1 (2)	3 1%	4 1%	6 1%	3 (2)	2 (2)	2 (2)	1 (2)	2 (2)	4 (2)	- (2)	1 (2)	1 (2)	2 1%	1 1%	1 *	- 1%	1 1%	1 3%	1 2%	- -	- -
1	4 1%	4 *	- -	- -	4 *	4 *	2 *	1 *	1 *	1 *	3 *	1 *	2 *	- -	2 1%	2 1%	- -	- -	2 3%	- -	- -	1 4%	- -	- -
no responsibility (0)	7 1%	5 1%	4 1%	1 *	11 1%	5 *	2 *	* *	2 1%	* *	8 1%	3 *	1 *	* *	1 1%	* *	* *	- -	1 2%	- -	1 2%	2 5%	- -	- -
NET: 8-10	699 81%	693 83%	229 76%	294 72%	920 79%	889 80%	546 79%	517 76%	293 75%	317 75%	826 80%	803 79%	264 72%	260 72%	131 74%	112 69%	122 81%	111 74%	42 66%t	18 47%	27 54%	20 53%	55 73%	44 70%
NET: 4-7	148 17%	126 15%	68 22%	109 27%	214 18%	209 19%	133 19%	158 23%	90 23%	103 24%	188 18%	204 20%	94 26%	97 27%	40 23%	44 27%	28 18%	37 25%	18 29%	18 49%e	20 40%	12 31%	19 25%	18 29%
NET: 0-3	19 2%	15 2%	5 2%	6 1%	25 2%	20 2%	12 2%	8 1%	8 2%	2 *	19 2%	12 1%	6 2%	4 1%	5 3%	5 3%	2 1%	2 1%	4 6%	1 4%	3 6%	6 16%u	2 2%	* 1%
Mean	8.69	8.79	8.43	8.44	8.62	8.67	8.60	8.54	8.38	8.53	8.66	8.65	8.29	8.37	8.29	8.15	8.45	8.34	7.56	7.26	7.25	6.81	8.20	8.33
Standard deviation	1.89	1.77	1.92	1.81	1.89	1.80	1.78	1.73	1.89	1.73	1.83	1.72	1.89	1.78	2.00	2.10	1.69	1.77	2.32	2.01	2.22	2.88	1.75	1.80
Standard error	0.07	0.06	0.11	0.08	0.06	0.05	0.06	0.06	0.08	0.08	0.06	0.05	0.09	0.08	0.12	0.13	0.10	0.11	0.20	0.19	0.19	0.26	0.12	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 269

**Q5. Responsibility - The company who run the site or app itself**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The company who run the site or app itself**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	106 43%	122 42%	504 51%	476 51%	187 41%	215 43%	430 54%	393 53%
9	(9) 40 16%	46 16%	142 14%	144 15%	65 14%	73 15%	119 15%	117 16%
8	(8) 49 20%	47 16%	152 15%	142 15%	87 19%	76 15%	116 14%	114 15%
7	(7) 23 9%	32 11%	81 8%	80 9%	47 10%	63 13%	59 7%	52 7%
6	(6) 11 4%	15 5%	34 3%	32 3%	24 5%	32 6%	21 3%	16 2%
5	(5) 16 7%	20 7%	50 5%	42 5%	34 7%	29 6%	36 4%	36 5%
4	(4) 2 1%	4 1%	8 1%	3 *	10 2%	3 1%	1 *	4 1%
3	(3) 1 1%	1 *	4 *	4 *	1 *	1 *	4 *	4 1%
2	(2) - -	2 1%	4 *	4 *	1 *	3 1%	3 *	3 *
1	(1) - -	3 1%	4 *	1 *	3 1%	4 1%	2 *	- -
no responsibility (0)	- -	1 *	11 1%	5 1%	3 1%	2 *	9 1%	4 1%
NET: 8-10	195 79%	215 73%	798 80%	762 82%	339 74%	363 73%	665 83%	624 84%
NET: 4-7	52 21%	72 25%	173 17%	157 17%	113 25%	127 25%	117 15%	108 15%
NET: 0-3	1 1%	7 2%	23 2%	14 2%	7 2%	10 2%	18 2%	11 1%
Mean	8.58	8.35	8.66	8.78	8.34	8.42	8.81	8.84
Standard deviation	1.64	1.99	1.93	1.71	1.93	1.90	1.82	1.70
Standard error	0.09	0.10	0.06	0.06	0.08	0.08	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 270

**Q5. Responsibility - Adults (18+) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Adults (18+) who use the sites or apps**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243	
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212	
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187	
Full responsibility	(10)	409 33%	361 29%	176 28%	178 29%	234 36% <sup>f</sup>	183 29%	107 31%	104 31%	113 30%	110 30%	85 33%	66 26%	101 36%	77 31%	220 31%	214 31%	186 35% <sup>r</sup>	143 27%	21 24%	26 30%	388 33%	335 29%	25 17%	19 14%	51 24%	44 21%
9	(9)	138 11%	161 13%	69 11%	79 13%	68 11%	82 13%	34 10%	47 14%	47 10%	36 10%	37 14%	39 15%	19 7%	39 14% <sup>m</sup>	81 11%	82 12%	56 10%	78 15%	10 11%	9 11%	128 11%	151 13%	13 9%	12 9%	18 9%	30 14%
8	(8)	232 18%	244 20%	120 19%	108 18%	112 18%	133 21%	73 21%	71 21%	62 17%	62 17%	44 17%	61 24%	53 19%	48 18%	135 19%	133 19%	96 18%	110 21%	22 24%	14 16%	210 18%	230 20%	26 18%	30 21%	39 18%	44 21%
7	(7)	182 14%	175 14%	92 15%	88 15%	90 14%	87 14%	54 16%	41 12%	62 17%	67 18%	32 12%	32 12%	34 12%	32 12%	116 16%	109 16%	66 12%	64 12%	13 14%	11 13%	170 15%	164 14%	26 18%	29 21%	41 19%	34 16%
6	(6)	113 9%	113 9%	57 9%	47 8%	56 9%	65 10%	29 9%	22 7%	32 9%	36 10%	20 8%	30 12%	31 11%	25 9%	61 9%	58 8%	52 10%	55 10%	7 7%	9 10%	106 9%	104 9%	20 14%	18 13%	26 12%	18 8%
5	(5)	115 9%	112 9%	57 9%	62 10%	58 9%	50 8%	21 6%	23 7%	39 10%	39 11%	24 9%	19 7%	29 11%	28 10%	60 8%	62 9%	53 10%	47 9%	9 10%	8 10%	106 9%	103 9%	20 14%	14 10%	23 11%	23 11%
4	(4)	18 1%	32 3%	11 2%	22 4%	7 1%	11 2%	4 1%	15 4% <sup>g</sup>	7 2%	6 2%	5 2%	5 2%	2 1%	6 2%	11 2%	21 3%	7 1%	11 2%	2 2%	3 4%	16 1%	29 3%	4 3%	6 4%	5 2%	13 6%
3	(3)	19 1%	17 1%	14 2%	11 2%	5 1%	5 1%	9 3%	3 1%	3 1%	4 1%	4 2%	2 1%	2 1%	9 3%	12 2%	6 1%	7 2%	10 3%	3 2%	2 1%	16 1%	15 1%	7 5%	3 2%	4 2%	4 2%
2	(2)	7 1%	12 1%	6 1%	3 1%	1 *	7 1%	4 1%	7 2%	1 *	- *	1 *	1 *	4 2%	5 1%	7 1%	3 1%	5 1%	- 1%	1 1%	7 1%	11 1%	* 1%	5 4%	2 1%	3 1%	
1	(1)	6 1%	4 *	3 1%	3 1%	3 *	1 *	1 *	1 *	3 1%	1 *	2 1%	1 *	- *	4 1%	2 *	2 *	2 *	2 2%	1 1%	4 *	3 *	1 1%	- 1%	1 1%	- 1%	
no responsibility	(0)	20 2%	13 1%	14 2%	5 1%	6 1%	8 1%	5 2%	3 1%	3 1%	4 1%	6 2%	1 *	5 2%	4 2%	8 1%	7 1%	11 2%	5 1%	1 2%	3 4%	18 2%	9 1%	1 1%	5 4%	5 2% <sup>z</sup>	- -
NET: 8-10		779 62%	766 62%	365 59%	365 60%	414 65%	398 63%	215 63%	222 66%	221 60%	207 57%	165 63%	166 65%	173 62%	165 60%	436 61%	429 61%	339 63%	331 62%	52 59%	49 57%	726 62%	716 62%	64 45%	61 43%	108 50%	118 56%
NET: 4-7		428 34%	432 35%	217 35%	218 36%	211 33%	213 34%	108 32%	101 30%	139 38%	148 41%	82 31%	86 33%	97 35%	92 34%	247 35%	250 36%	179 33%	178 33%	30 33%	32 36%	399 34%	400 35%	69 48%	67 47%	95 44%	88 41%
NET: 0-3		52 4%	45 4%	37 6%	22 4%	15 2%	21 3%	19 6%	13 4%	9 3%	10 3%	13 5%	5 2%	9 3%	18 7%	29 4%	23 3%	23 4%	23 4%	7 7%	6 7%	45 4%	39 3%	10 7%	13 9%	12 6%	7 3%
Mean		7.84	7.78	7.61	7.75	8.05	7.85	7.83	7.88	7.83	7.76	7.81	7.89	7.88	7.61	7.83	7.82	7.85	7.75	7.46	7.43	7.86	7.81	7.07	6.82	7.35	7.50
Standard deviation		2.18	2.11	2.31	2.14	2.03	2.06	2.19	2.17	2.07	2.06	2.33	1.87	2.18	2.32	2.13	2.11	2.25	2.12	2.36	2.58	2.17	2.07	2.14	2.38	2.27	2.02
Standard error		0.06	0.06	0.09	0.08	0.09	0.09	0.12	0.11	0.11	0.11	0.15	0.12	0.13	0.15	0.08	0.08	0.10	0.09	0.22	0.26	0.06	0.06	0.17	0.22	0.15	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 271

**Q5. Responsibility - Adults (18+) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Adults (18+) who use the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Full responsibility (10)	65 32%	49 24%	57 26%	60 27%	73 42%	70 41%	74 53%	74 46%	43 59%	30 42%	191 49%	163 43%	117 55%	93 44%	361 33%	319 30%	42 26%	40 26%	131 37%t	96 26%	51 32%v	40 21%	89 43%x	56 28%	266 31%	257 31%
9	(9) 19 9%	28 14%	27 12%	34 16%	24 14%	24 14%	21 14%	15 11%	6 8%	8 11%	50 13%	48 12%	26 12%	23 11%	122 11%	136 13%	16 10%	23 15%	36 10%	53 14%	12 8%	26 13%	23 11%	32 16%	99 11%	106 13%
8	(8) 35 17%	32 16%	48 22%	52 24%	34 20%	33 19%	17 12%	22 16%	11 15%	17 23%	62 16%	72 19%	27 13%	39 19%	199 18%	212 20%	30 19%	28 19%	58 17%	77 21%	27 16%	41 21%	33 16%	46 23%	168 19%	160 19%
7	(7) 35 17%	28 14%	33 15%	34 15%	17 10%	17 10%	12 9%	17 12%	5 7%	4 6%	34 9%	38 10%	17 8%	21 10%	157 14%	157 14%	23 15%	15 10%	44 12%	45 12%	23 14%	25 13%	25 12%	19 10%	133 15%	120 14%
6	(6) 18 9%	29 14%	21 9%	15 7%	14 8%	14 8%	5 4%	7 5%	2 3%	4 5%	21 6%	24 6%	7 3%	10 5%	90 8%	94 9%	22 14%	18 12%	27 8%	28 8%	22 14%	19 10%	9 5%	12 6%	80 9%	83 10%
5	(5) 24 12%	26 13%	28 13%	15 7%	8 5%	9 5%	3 2%	10 7%	1 1%	7 10%	12 3%	26 7%	4 2%	17 8% <sup>m</sup>	100 9%	99 9%	13 9%	13 8%	38 11%	37 10%	19 11%	20 10%	21 10%	18 9%	71 8%	67 8%
4	(4) 2 1%	5 3%	5 2%	1 *	1 *	3 2%	- -	- -	- -	1 2%	1 *	4 1%	- -	1 1%	14 1%	27 2%	4 3%	6 4%	4 1%	11 3%	3 2%	7 4%	* 3% <sup>w</sup>	7 2%	14 2%	19 2%
3	(3) - -	3 1%	1 1%	2 1%	- -	2 1%	3 2%	1 1%	- -	- -	3 1%	3 1%	3 2%	1 *	14 1%	12 1%	5 3%	5 3%	6 2%	7 2%	2 2%	6 3%	2 1%	3 2%	12 1%	9 1%
2	(2) 3 1%	* -	1 *	1 *	- -	- -	1 1%	2 2%	1 1%	- -	2 1%	2 1%	2 1%	2 1%	6 1%	9 1%	1 1%	3 2%	1 2%	7 2%	- -	7 3% <sup>u</sup>	* 2%	5 1%	6 2%	4 *
1	(1) 1 1%	1 *	- -	1 1%	1 *	- -	- -	- -	- -	1 2%	1 *	1 *	- -	1 1%	5 *	4 *	1 1%	- -	3 1%	1 1%	2 1%	- -	1 1%	1 *	3 *	3 *
no responsibility (0)	1 *	1 *	1 *	3 2%	3 2%	- -	3 2%	- -	4 6%	- -	10 3% <sup>d</sup>	- -	7 3% <sup>n</sup>	- -	16 2%	12 1%	* 1%	1 *	4 1%	5 1%	- -	2 1%	4 2%	2 1%	14 2%	7 1%
NET: 8-10	119 58%	109 54%	132 60%	146 67%	131 75%	127 74%	112 80%	100 73%	59 82%	55 76%	302 78%	282 74%	171 81%	155 74%	683 63%	667 62%	87 55%	91 60%	225 64%	225 62%	90 56%	106 55%	145 69%	133 67%	534 62%	524 63%
NET: 4-7	80 39%	88 44%	86 39%	65 30%	40 23%	43 25%	20 14%	33 24%	8 11%	16 22%	68 18%	93 24%	28 13%	49 24% <sup>m</sup>	361 33%	376 35%	63 40%	52 34%	113 32%	121 33%	67 42%	71 37%	56 27%	56 28%	297 34%	289 35%
NET: 0-3	5 2%	5 2%	3 1%	8 4%	3 2%	2 1%	7 5%	3 2%	5 7%	1 2%	16 4%	6 2%	12 6%	4 2%	41 4%	37 3%	8 5%	8 6%	15 4%	19 5%	4 3%	15 8%	8 4%	11 5%	36 4%	24 3%
Mean	7.82	7.57	7.76	7.94	8.40	8.40	8.67	8.46	8.55	8.32	8.53	8.41	8.63	8.41	7.89	7.80	7.56	7.62	7.93	7.64	7.70	7.31	8.18	7.78	7.81	7.89
Standard deviation	2.05	2.02	1.90	2.03	1.94	1.76	2.11	1.86	2.61	1.98	2.14	1.83	2.29	1.90	2.16	2.11	2.12	2.19	2.23	2.23	2.08	2.31	2.22	2.22	2.16	2.04
Standard error	0.14	0.13	0.13	0.14	0.15	0.14	0.19	0.17	0.41	0.27	0.12	0.10	0.18	0.14	0.07	0.07	0.15	0.16	0.12	0.12	0.16	0.17	0.15	0.15	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 272

**Q5. Responsibility - Adults (18+) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Adults (18+) who use the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Full responsibility (10)	317 37% <sup>b</sup>	255 31%	71 24%	106 26%	373 32%	320 29%	186 27%	170 25%	93 24%	114 27%	326 32%	285 28%	86 24%	83 23%	33 19%	41 25%	26 17%	34 23%	11 17%	6 16%	11 22%	12 31%	14 18%	15 23%
9	(9) 90 10%	108 13%	38 13%	53 13%	122 11%	147 13%	69 10%	85 13%	43 11%	53 12%	114 11%	135 13%	38 10%	46 13%	20 11%	15 9%	20 13%	22 15%	9 15%	7 19%	5 10%	6 15%	9 12%	10 16%
8	(8) 148 17%	155 19%	62 21%	89 22%	214 19%	224 20%	137 20%	133 19%	81 21%	86 20%	205 20%	205 20%	70 19%	68 19%	30 17%	32 20%	31 21%	23 16%	11 17%	7 18%	6 13%	7 18%	13 17%	7 11%
7	(7) 117 14%	119 14%	51 17%	56 14%	163 14%	152 14%	119 17%	107 16%	64 16%	53 13%	148 14%	140 14%	67 18%	52 14%	41 23% <sup>p</sup>	22 14%	31 21%	22 15%	16 25%	7 19%	14 27% <sup>v</sup>	4 11%	15 20%	12 19%
6	(6) 76 9%	75 9%	30 10%	38 9%	109 9%	100 9%	70 10%	71 10%	36 9%	40 10%	92 9%	95 9%	38 11%	38 11%	14 8%	19 12%	15 10%	16 11%	5 8%	4 10%	6 13%	3 8%	9 12%	6 10%
5	(5) 69 8%	74 9%	36 12%	38 9%	108 9%	98 9%	64 9%	71 10%	43 11%	44 10%	91 9%	94 9%	38 11%	41 11%	22 12%	15 10%	18 12%	19 13%	8 13%	4 10%	5 9%	3 7%	8 11%	8 12%
4	(4) 12 1%	18 2%	4 1%	15 4%	18 2%	31 3%	14 2%	20 3%	9 2%	15 4%	14 1%	26 3%	8 2%	11 3%	5 3%	7 5%	2 1%	9 6% <sup>q</sup>	1 2%	2 7%	2 3%	* 1%	3 4%	4 6%
3	(3) 14 2%	10 1%	2 1%	7 2%	19 2%	16 1%	14 2%	10 1%	12 3% <sup>j</sup>	5 1%	18 2%	15 1%	11 3%	8 2%	6 3%	5 3%	5 3%	1 1%	2 3%	* 1%	* 1%	1 3%	2 3%	1 2%
2	(2) 6 1%	8 1%	2 1%	4 1%	7 1%	12 1%	5 1%	9 1%	1 1%	7 2%	6 1%	12 1%	1 1%	8 2% <sup>m</sup>	1 1%	3 2%	2 1%	2 1%	* 1%	1 1%	* 1%	- 1%	1 2%	* 1%
1	(1) 3 *	3 *	1 *	1 *	6 1%	4 *	6 1% <sup>h</sup>	1 *	1 *	- *	4 *	3 *	3 1%	- *	3 2%	- *	1 1%	- *	- *	- *	- *	- *	- *	1 1%
no responsibility (0)	14 2%	9 1%	4 1%	3 1%	19 2%	13 1%	8 1%	6 1%	5 1%	6 1%	13 1%	8 1%	5 1%	5 1%	2 1%	2 1%	1 1%	- *	* 1%	- *	1 1%	2 5%	* 1%	- *
NET: 8-10	555 64%	518 62%	171 57%	247 61%	709 61%	692 62%	391 57%	388 57%	218 56%	253 60%	645 62%	625 61%	194 53%	198 55%	83 47%	88 55%	76 50%	80 53%	31 48%	20 53%	23 45%	24 65% <sup>u</sup>	36 47%	31 50%
NET: 4-7	275 32%	286 34%	122 40%	146 36%	398 34%	382 34%	267 39%	270 39%	152 39%	152 36%	346 33%	355 35%	151 41%	141 39%	81 46%	64 40%	66 44%	66 44%	30 47%	17 45%	26 52% <sup>v</sup>	10 27%	36 47%	29 47%
NET: 0-3	37 4%	30 4%	9 3%	15 4%	51 4%	45 4%	34 5%	26 4%	20 5%	17 4%	42 4%	39 4%	19 5%	21 6%	12 7%	9 6%	9 6%	3 2%	3 5%	1 2%	2 3%	3 8%	4 6%	2 3%
Mean	7.95	7.83	7.62	7.68	7.79	7.76	7.60	7.59	7.51	7.63	7.84	7.76	7.46	7.42	7.21	7.41	7.32	7.49	7.36	7.45	7.41	7.68	7.22	7.45
Standard deviation	2.20	2.12	2.05	2.10	2.22	2.15	2.18	2.10	2.16	2.21	2.14	2.10	2.17	2.24	2.23	2.26	2.06	2.07	2.00	1.96	2.05	2.63	2.12	2.13
Standard error	0.08	0.08	0.11	0.10	0.06	0.06	0.08	0.08	0.10	0.10	0.07	0.07	0.10	0.11	0.13	0.14	0.13	0.13	0.18	0.19	0.18	0.24	0.15	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 273

**Q5. Responsibility - Adults (18+) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Adults (18+) who use the sites or apps**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	50 20%	74 25%	354 36% <sup>d</sup>	283 30%	128 28%	130 26%	281 35%	231 31%
9	(9) 18 7%	39 13% <sup>a</sup>	116 12%	122 13%	40 9%	77 15% <sup>e</sup>	98 12%	84 11%
8	(8) 51 20%	54 18%	180 18%	188 20%	93 20%	106 21%	139 17%	138 19%
7	(7) 44 18%	43 15%	138 14%	128 14%	79 17%	77 15%	104 13%	98 13%
6	(6) 28 11%	33 11%	83 8%	78 8%	44 10%	41 8%	69 9%	72 10%
5	(5) 32 13%	27 9%	81 8%	80 9%	46 10%	44 9%	69 9%	68 9%
4	(4) 7 3%	7 3%	11 1%	24 3% <sup>c</sup>	8 2%	11 2%	10 1%	22 3% <sup>g</sup>
3	(3) 11 4%	5 2%	8 1%	12 1%	13 3%	6 1%	6 1%	11 1%
2	(2) 1 *	4 1%	6 1%	8 1%	3 1%	* *	4 *	12 2%
1	(1) 1 1%	- -	5 1%	4 *	- -	2 *	6 1%	2 *
no responsibility (0)	6 2%	6 2%	12 1%	7 1%	5 1%	7 1%	14 2%	6 1%
NET: 8-10	119 48%	167 57% <sup>a</sup>	651 65%	593 64%	261 57%	313 63%	518 65%	452 61%
NET: 4-7	110 44%	111 38%	312 31%	310 33%	177 39%	173 35%	251 31%	259 35%
NET: 0-3	19 8%	15 5%	31 3%	30 3%	22 5%	14 3%	30 4%	31 4%
Mean	7.11	7.56 <sup>a</sup>	8.03	7.87	7.63	7.82	7.95	7.76
Standard deviation	2.32	2.24	2.09	2.07	2.13	2.02	2.21	2.17
Standard error	0.13	0.12	0.07	0.07	0.09	0.08	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 274

**Q5. Responsibility - Parents of children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Parents of children (under 18) who use the sites or apps**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Full responsibility	(10)	392 31%	359 29%	160 26%	165 27%	232 36%	194 31%	95 28%	99 29%	111 30%	98 27%	87 34%	78 30%	95 34%	83 29%	207 28%	196 34%	182 30%	161 15%	13 19%	17 19%	379 32%	342 30%	24 17%	23 16%	49 23%	35 17%	
9	(9)	152 12%	160 13%	78 13%	71 12%	73 11%	88 14%	48 14%	37 11%	39 10%	49 13%	33 13%	35 14%	31 11%	37 13%	87 12%	64 12%	72 14%	12 13%	7 8%	140 12%	152 13%	14 10%	11 8%	20 9%	27 12%		
8	(8)	227 18%	237 19%	125 20%	117 19%	102 16%	118 19%	65 19%	71 21%	61 16%	64 17%	55 21%	54 16%	45 17%	47 18%	126 19%	135 19%	101 19%	102 15%	13 15%	13 15%	213 18%	223 19%	22 15%	21 15%	29 14%	44 21%	
7	(7)	170 14%	183 15%	92 15%	101 17%	78 12%	83 13%	48 14%	55 16%	61 16%	58 16%	26 10%	28 11%	36 13%	42 15%	109 15%	112 16%	61 11%	70 13%	14 16%	15 17%	156 13%	168 15%	23 16%	29 21%	40 18%	32 15%	
6	(6)	137 11%	110 9%	73 12%	58 10%	64 10%	52 8%	38 11%	32 10%	43 12%	31 8%	24 9%	22 9%	31 11%	24 9%	82 11%	63 9%	55 10%	46 9%	13 15%	12 14%	124 11%	98 8%	29 20%	24 17%	40 18%	26 12%	
5	(5)	122 10%	126 10%	55 9%	64 11%	67 10%	62 10%	29 9%	27 8%	37 10%	42 12%	23 9%	26 10%	31 11%	26 9%	66 9%	69 10%	54 10%	52 10%	14 16%	15 17%	108 9%	111 10%	23 16%	23 17%	20 9%	29 13%	
4	(4)	21 2%	30 2%	15 2%	11 2%	6 1%	17 3%e	6 2%	8 2%	6 2%	13 3%	5 2%	4 1%	4 2%	6 2%	12 3%	20 2%	9 2%	10 2%	3 3%	3 4%	18 2%	27 2%	5 4%	4 3%	4 2%	13 6%y	
3	(3)	14 1%	18 1%	8 1%	7 1%	6 1%	8 1%	7 2%	4 1%	2 1%	4 1%	2 1%	4 2%	2 1%	6 1%	10 1%	9 1%	4 2%	9 3%	3 2%	2 1%	11 1%	16 1%	* 4%	5 4%	8 4%	4 2%	
2	(2)	10 1%	4 *	7 1%	1 *	3 *	3 1%	2 1%	1 *	5 1%	1 *	1 1%	2 1%	2 1%	* 1%	7 1%	2 *	3 1%	2 3%	3 -	- 1%	7 1%	4 *	1 *	* 1%	1 1%	2 1%	
1	(1)	10 1%	4 *	4 1%	2 *	6 1%	1 *	2 1%	2 *	3 1%	- *	2 1%	1 *	2 1%	1 *	5 1%	2 *	4 1%	2 *	- 2%	1 1%	10 1%	2 *	2 2%	- 1%	* 1%		
no responsibility	(0)	5 *	12 1%	3 1%	8 1%	2 *	4 1%	- *	1 *	2 1%	6 2%	2 1%	3 1%	1 1%	2 1%	2 1%	7 1%	3 *	5 1%	1 1%	1 1%	4 *	11 1%	- 1%	1 1%	2 1%	2 1%	
NET: 8-10		770 61%	756 61%	363 59%	353 58%	408 64%	400 63%	209 61%	207 61%	211 57%	176 58%	167 67%	171 65%	168 61%	420 59%	417 60%	347 64%	335 63%	38 43%	38 43%	732 63%	718 62%	61 42%	54 38%	98 45%	106 50%		
NET: 4-7		450 36%	449 36%	234 38%	233 39%	216 34%	214 34%	122 36%	121 36%	147 40%	143 39%	78 30%	80 31%	101 36%	98 36%	269 38%	265 38%	179 33%	178 33%	44 50%	45 52%	406 35%	404 35%	80 56%	81 57%	104 48%	99 47%	
NET: 0-3		38 3%	38 3%	22 4%	19 3%	17 3%	17 3%	12 3%	8 2%	13 3%	11 3%	7 3%	10 4%	7 2%	9 3%	24 3%	19 3%	14 3%	19 4%	6 7%	4 5%	32 3%	34 3%	3 2%	7 5%	14 6%	8 4%	
Mean		7.85	7.79	7.68	7.71	8.00	7.90	7.82	7.86	7.72	7.66	7.99	7.86	7.90	7.84	7.77	7.76	7.95	7.85	6.95	7.03	7.91	7.85	7.12	6.98	7.26	7.20	
Standard deviation		2.06	2.07	2.05	2.09	2.05	2.04	1.98	1.96	2.12	2.14	2.07	2.13	2.06	2.06	2.05	2.06	2.06	2.09	2.21	2.25	2.03	2.05	1.98	2.02	2.18	2.09	
Standard error		0.06	0.06	0.08	0.08	0.09	0.09	0.10	0.10	0.11	0.11	0.13	0.14	0.12	0.13	0.08	0.08	0.09	0.09	0.20	0.22	0.06	0.06	0.16	0.18	0.14	0.13	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 275

**Q5. Responsibility - Parents of children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Parents of children (under 18) who use the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
Full responsibility (10)	52 25%	42 21%	56 25%	79 36% <sup>c</sup>	77 44%	74 43%	75 54%	60 44%	47 64% <sup>j</sup>	28 39%	199 51% <sup>l</sup>	163 43%	122 57% <sup>n</sup>	89 42%	346 32%	315 29%	41 26%	42 28%	142 40% <sup>t</sup>	93 25%	54 33% <sup>v</sup>	40 21%	94 45% <sup>x</sup>	51 25%	239 28%	261 31%	
9	(9) 14%	29 11%	23 8%	18 10%	22 15%	26 19%	33 14%	20 15%	20 17%	12 17%	17 24%	59 15%	70 18%	32 15%	38 18%	128 12%	142 13%	21 13%	17 11%	33 9%	58 16% <sup>s</sup>	13 8%	23 12%	23 11%	42 21% <sup>w</sup>	117 12%	101
8	(8) 19%	38 24%	49 25%	55 22%	48 23% <sup>f</sup>	39 17%	15 24%	23 17%	33 9%	6 19%	13 18%	69 16%	61 22%	29 14%	47 22%	192 18%	208 19%	31 20%	25 17%	61 17%	72 20%	29 18%	34 15%	32 18%	37 18%	159 18%	157
7	(7) 18%	37 18%	37 16%	35 14%	31 6%	11 13%	23 6%	9 9%	12 2%	2 5%	4 6%	22 10% <sup>k</sup>	39 5%	11 8%	16 14%	147 14%	154 13%	21 13%	26 17%	36 10%	48 13%	23 14%	31 16%	25 12%	25 13%	128 15%	125
6	(6) 8%	15 10%	20 10%	22 6%	13 5%	9 5%	7 5%	2 1%	1 1%	4 5%	18 5%	15 4%	8 4%	6 3%	120 11%	95 9%	16 10%	15 10%	29 8%	32 9%	12 7%	23 12%	12 6%	11 6%	102 12%	75 9%	
5	(5) 13%	26 11%	22 11%	28 13% <sup>d</sup>	12 5%	7 4%	14 8%	2 1%	6 5%	2 3%	5 7% <sup>k</sup>	11 3%	25 7% <sup>k</sup>	4 2%	11 9%	101 10%	112 10%	21 13%	13 9%	37 10%	37 10%	24 15%	22 11%	16 8%	18 9%	81 9%	78
4	(4) 1%	3 1%	3 1%	4 2%	4 1%	1 1%	2 1%	1 1%	- 1%	- 1%	2 1%	3 1%	1 1%	1 1%	18 2%	25 2%	3 2%	5 3%	4 1%	11 3%	3 2%	10 5%	3 2%	7 3%	15 2%	18 2%	
3	(3) *	2 1%	1 *	2 1%	2 1%	3 2%	- -	- -	- -	2 1%	3 1%	- -	- -	- -	11 1%	14 1%	3 2%	4 3%	3 1%	6 2%	1 3%	6 2%	2 1%	4 2%	11 1%	12 1%	
2	(2) 1%	1 1%	1 3%	1 1%	- *	- -	1 1%	- -	- -	- -	1 1%	- -	1 -	- -	9 1%	3 *	1 1%	2 1%	5 1%	1 *	3 2%	- *	- 1%	1 4%	2 *	2 *	
1	(1) 1%	2 1%	2 1%	- *	1 *	- -	- -	- -	2 3%	- 1%	3 1%	- -	2 1%	- -	9 1%	3 *	1 *	1 1%	3 1%	2 1%	1 1%	- 1%	2 1%	2 1%	6 1%	1 *	
no responsibility (0)	1 *	2 1%	- -	4 2%	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 1%	1 1%	5 *	10 1%	- 1%	1 *	- 2% <sup>s</sup>	6 -	- 2%	3 -	- 1%	2 1%	5 1%	5 1%	
NET: 8-10	119 58%	114 56%	128 58%	150 69% <sup>c</sup>	143 82% <sup>f</sup>	122 70%	118 85%	114 83%	66 90%	59 82%	327 85% <sup>l</sup>	294 77%	183 87%	173 83%	666 61%	665 62%	93 59%	85 56%	235 67%	223 61%	96 59%	97 51%	149 71%	130 65%	515 59%	519 62%	
NET: 4-7	81 40%	81 40%	89 40% <sup>d</sup>	61 28%	29 17%	48 28% <sup>e</sup>	19 14%	22 16%	5 7%	13 18%	53 14%	82 22% <sup>k</sup>	24 11%	34 16%	385 35%	385 36%	61 39%	60 39%	106 30%	128 35%	61 38%	86 45%	56 27%	61 30%	327 38%	296 35%	
NET: 0-3	4 2%	7 3%	4 2%	8 4%	3 1%	3 2%	2 1%	1 1%	2 3%	- -	7 2%	5 1%	4 2%	1 1%	34 3%	30 3%	4 3%	7 5%	11 3%	15 4%	5 3%	9 5%	3 2%	9 5%	25 3%	21 2%	
Mean	7.74	7.56	7.67	8.07	8.63	8.43	8.89	8.67	9.08	8.65	8.81	8.56	8.95	8.66	7.86	7.82	7.69	7.63	8.08 <sup>t</sup>	7.67	7.76	7.31	8.38 <sup>x</sup>	7.80	7.77	7.90	
Standard deviation	1.99	2.00	1.90	2.14	1.67	1.86	1.66	1.67	1.90	1.53	1.72	1.73	1.75	1.62	2.07	2.05	2.00	2.16	2.09	2.18	2.13	2.18	1.92	2.17	2.02	2.00	
Standard error	0.14	0.13	0.13	0.15	0.13	0.15	0.15	0.15	0.30	0.21	0.09	0.10	0.14	0.12	0.06	0.06	0.14	0.15	0.11	0.11	0.17	0.16	0.13	0.15	0.07	0.07	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 276

**Q5. Responsibility - Parents of children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Parents of children (under 18) who use the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179	
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62	
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122	
Full responsibility	(10)	306 35%	261 31%	73 24%	98 24%	346 30%	316 28%	172 25%	161 24%	91 23%	104 25%	320 31%	280 27%	75 21%	74 20%	26 15%	38 24%	26 17%	28 19%	9 14%	7 19%	8 16%	12 32%	13 17%	13 20%
9	(9)	108 12%	116 14%	32 11%	44 11%	140 12%	142 13%	90 13%	77 11%	53 14%	49 12%	130 13%	136 13%	48 13%	42 12%	26 15%	17 10%	17 11%	14 9%	8 13%	5 12%	6 12%	2 6%	11 14%	8 13%
8	(8)	155 18%	145 17%	59 19%	91 22%	214 18%	216 19%	116 17%	128 19%	65 17%	82 19%	184 18%	193 19%	54 15%	74 20%	29 16%	23 14%	34 22%	34 22%	16 25%	7 18%	11 21%	9 25%	15 20%	13 21%
7	(7)	108 12%	119 14%	48 16%	64 16%	157 14%	164 15%	100 14%	108 16%	58 15%	59 14%	145 14%	149 15%	50 14%	50 14%	33 19%	30 18%	24 16%	28 19%	6 10%	5 12%	8 15%	4 11%	12 16%	8 13%
6	(6)	85 10%	64 8%	39 13%	45 11%	129 11%	101 9%	94 12%	74 11%	48 12%	50 12%	109 11%	95 9%	60 12%	43 13%	23 14%	22 14%	19 13%	17 11%	9 14%	5 13%	7 13%	1 4%	10 13%	7 11%
5	(5)	67 8%	80 10%	40 13%	46 11%	115 10%	113 10%	84 12%	84 12%	49 13%	99 12%	109 10%	52 11%	48 13%	21 12%	18 11%	19 12%	13 9%	13 13%	8 14%	5 14%	6 12%	4 11%	10 13%	8 12%
4	(4)	13 1%	19 2%	6 2%	11 3%	20 2%	29 3%	12 2%	24 4%	9 2%	11 3%	15 1%	29 3%	12 3%	17 5%	7 4%	6 4%	4 3%	7 5%	3 5%	2 5%	3 6%	1 3%	4 5%	3 5%
3	(3)	9 1%	16 2%	3 1%	2 1%	14 1%	18 2%	11 2%	16 2%	8 2%	10 2%	12 1%	14 1%	4 1%	7 2%	4 3%	4 3%	3 2%	4 3%	2 4%	2 4%	1 3%	1 3%	1 1%	1 2%
2	(2)	6 1%	2 *	1 *	2 1%	10 1%	4 *	7 1%	3 *	4 1%	3 1%	7 1%	4 *	4 1%	2 1%	1 *	1 *	2 1%	1 *	1 2%	1 2%	1 1%	1 *	1 *	
1	(1)	9 1%	2 *	1 *	1 *	10 1%	4 *	5 1%	2 *	3 1%	1 *	8 1%	2 *	5 1%	1 *	4 2%	-	3 2%	1 1%	2 3%	-	1 2%	-	1 1%	
no responsibility	(0)	3 *	9 1%	1 *	3 1%	5 1%	11 1%	2 *	6 1%	1 *	2 *	4 1%	7 1%	1 *	2 1%	2 2%	3 2%	1 1%	2 1%	-	-	1 1%	1 2%	-	
NET: 8-10		568 66%	523 63%	164 54%	233 57%	699 60%	675 60%	378 55%	366 54%	209 54%	235 56%	634 61%	608 60%	177 48%	189 52%	81 46%	78 48%	77 51%	76 51%	33 52%	19 50%	25 49%	24 64%	38 50%	34 54%
NET: 4-7		272 31%	282 34%	133 44%	167 41%	421 36%	407 36%	290 42%	291 43%	165 42%	170 40%	367 36%	383 38%	174 48%	159 44%	83 47%	76 47%	66 44%	66 44%	26 42%	17 44%	23 46%	11 29%	36 48%	26 42%
NET: 0-3		27 3%	30 4%	5 2%	9 2%	38 3%	37 3%	24 4%	26 4%	15 4%	17 4%	31 3%	28 3%	14 4%	12 3%	8 7%	8 5%	8 5%	8 5%	4 7%	2 6%	2 5%	3 7%	1 2%	2 3%
Mean		8.03	7.87	7.60	7.62	7.79	7.76	7.57	7.47	7.50	7.54	7.87	7.75	7.28	7.36	7.07	7.34	7.25	7.27	7.06	7.18	7.15	7.59	7.35	7.39
Standard deviation		2.06	2.12	1.92	1.98	2.08	2.09	2.11	2.09	2.08	2.04	2.04	2.14	2.07	2.25	2.22	2.11	2.15	2.19	2.18	2.15	2.50	1.90	2.08	
Standard error		0.07	0.08	0.11	0.09	0.06	0.06	0.07	0.08	0.09	0.08	0.06	0.10	0.10	0.13	0.14	0.13	0.13	0.13	0.19	0.21	0.19	0.23	0.13	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 277

**Q5. Responsibility - Parents of children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Parents of children (under 18) who use the sites or apps**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	53 21%	63 22%	332 33%	289 31%	119 26%	135 27%	273 34%	224 30%
9	32 13%	32 11%	120 12%	127 14%	60 13%	55 11%	92 12%	105 14%
8	31 12%	58 20%a	196 20%	178 19%	75 16%	102 20%	152 19%	135 18%
7	49 20%	47 16%	120 12%	134 14%	71 15%	81 16%	99 12%	102 14%
6	31 12%	34 12%	103 10%	74 8%	53 12%	48 10%	84 10%	61 8%
5	30 12%	37 13%	88 9%	85 9%	54 12%	57 11%	68 8%	69 9%
4	8 3%	11 4%	13 1%	20 2%	10 2%	7 1%	12 1%	23 3%
3	6 2%	5 2%	8 1%	13 1%	9 2%	6 1%	5 1%	12 2%
2	3 1%	2 1%	5 1%	3 *	5 1%	2 *	5 1%	3 *
1	4 2%	2 1%	6 1%	2 *	4 1%	1 *	5 1%	3 *
no responsibility (0)	2 1%	3 1%	3 *	10 1%	* *	6 1%	4 1%	7 1%
NET: 8-10	115 46%	153 52%	648 65%	594 64%	253 55%	292 58%	517 65%	464 62%
NET: 4-7	119 48%	129 44%	324 33%	312 33%	188 41%	194 39%	263 33%	255 34%
NET: 0-3	15 6%	11 4%	22 2%	27 3%	19 4%	15 3%	20 2%	24 3%
Mean	7.25	7.39	8.00	7.91	7.59	7.70	7.99	7.85
Standard deviation	2.23	2.11	1.97	2.05	2.10	2.04	2.02	2.09
Standard error	0.13	0.11	0.06	0.07	0.09	0.09	0.07	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 278

**Q5. Responsibility - Children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Children (under 18) who use the sites or apps**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243			
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212			
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187			
Full responsibility	(10)	165 13%	135 11%	85 14%	62 10%	80 13%	73 12%	42 12%	42 12%	38 10%	33 9%	33 13%	25 10%	49 18%	34 12%	80 11%	75 11%	82 15%	59 11%	12 14%	13 15%	153 13%	123 11%	14 10%	11 8%	25 12%	17 8%		
9	(9)	55 4%	41 3%	25 4%	21 4%	30 5%	19 3%	8 2%	17 5%	18 5%	10 3%	15 6%	7 3%	13 5%	7 2%	26 4%	26 4%	28 5%	14 3%	6 6%	6 6%	49 4%	35 3%	8 5%	2 1%	6 3%	8 4%		
8	(8)	105 8%	97 8%	53 9%	50 8%	52 8%	47 7%	37 11%	28 8%	30 8%	23 6%	22 9%	27 10%	16 6%	19 7%	67 9%	51 7%	38 7%	46 9%	10 11%	9 11%	95 8%	88 8%	7 5%	15 10%	15 7%	13 6%		
7	(7)	138 11%	131 11%	73 12%	67 11%	64 10%	64 10%	37 11%	42 11%	37 10%	36 14%	30 12%	23 8%	27 10%	79 11%	74 11%	58 11%	57 11%	10 11%	12 13%	128 11%	119 10%	16 11%	15 10%	29 14%	21 10%			
6	(6)	119 9%	137 11%	58 9%	71 12%	62 10%	65 10%	31 9%	36 11%	28 8%	46 13% <sup>i</sup>	36 14%	28 11%	24 9%	26 9%	59 8%	82 12%	61 11%	54 10%	10 11%	10 11%	110 9%	127 11%	15 11%	13 9%	24 11%	28 13%		
5	(5)	219 17%	253 20%	91 15%	117 19% <sup>c</sup>	128 20%	134 21%	52 15%	51 15%	72 19%	78 21%	38 14%	61 24% <sup>k</sup>	55 20%	124 17%	130 18%	93 17%	122 23% <sup>q</sup>	11 12%	26 29% <sup>s</sup>	208 18%	228 20%	29 21%	24 17%	42 19%	45 21%			
4	(4)	91 7%	89 7%	39 6%	39 6%	52 8%	51 8%	30 9%	19 6%	20 5%	26 7%	24 9%	24 9%	17 6%	21 7%	50 7%	44 6%	41 8%	45 8%	10 12% <sup>t</sup>	2 3%	81 7%	87 8%	7 5%	17 12%	19 9%	13 6%		
3	(3)	106 8%	92 7%	56 9%	48 8%	50 8%	44 7%	29 9%	29 9%	32 9%	35 9%	16 6%	13 5%	29 11%	15 6%	61 9%	63 9%	45 8%	28 5%	11 12% <sup>t</sup>	3 3%	96 8%	90 8%	17 12%	14 10%	12 6%	17 8%		
2	(2)	85 7%	89 7%	49 8%	39 7%	35 6%	46 7%	25 7%	25 7%	31 8%	26 7%	18 7%	13 5%	11 4%	24 9%	55 8%	50 7%	29 5%	37 7%	5 5%	2 3%	80 7%	86 7%	11 7%	14 10%	19 9%	17 8%		
1	(1)	62 5%	57 5%	37 6%	24 4%	25 4%	33 5%	22 6%	21 6%	20 5%	14 4%	6 2%	9 4%	13 5%	11 4%	42 6%	35 5%	20 4%	20 4%	1 2%	3 4%	61 5%	54 5%	11 8%	4 3%	5 2%	11 5%		
no responsibility	(0)	115 9%	120 10%	52 8%	66 11%	62 10%	54 9%	29 8%	33 10%	41 11%	38 10%	16 6%	20 8%	29 10%	30 11%	70 10%	71 10%	45 8%	50 9%	4 4%	2 2%	111 9%	119 10%	8 6%	14 10%	21 10%	23 11%		
NET: 8-10		325 26% <sup>b</sup>	273 22%	163 26%	134 22%	162 25%	139 22%	87 26%	87 26%	86 23%	66 18%	70 27%	59 23%	78 28%	60 22%	173 24%	153 22%	148 27%	118 22%	28 31%	28 32%	297 25% <sup>v</sup>	246 21%	29 20%	27 19%	45 21%	38 18%		
NET: 4-7		567 45%	611 49%	261 42%	293 48% <sup>c</sup>	306 48%	314 50%	150 44%	143 43%	162 44%	187 51%	134 51%	143 56%	119 43%	135 49%	312 44%	330 47%	253 47%	278 52%	41 46%	49 56%	526 45%	562 49%	67 47%	68 48%	113 53%	106 50%		
NET: 0-3		368 29%	359 29%	194 31%	178 29%	173 27%	178 28%	104 31%	107 32%	123 33%	112 31%	56 22%	55 21%	83 30%	81 29%	228 32%	219 31%	139 26%	135 25%	20 23% <sup>t</sup>	10 12%	347 30%	348 30%	47 33%	46 33%	57 26%	68 32%		
Mean		5.30	5.13	5.29	5.11	5.30	5.15	5.19	5.22	5.01	4.94	5.70	5.38	5.06	5.10	5.07	5.54	5.21	5.82	6.26	5.26	5.04	5.07	4.82	5.24	4.86			
Standard deviation		3.04	2.94	3.09	2.96	3.00	2.93	3.03	3.11	3.06	2.85	2.83	2.74	3.18	3.01	3.04	2.98	3.02	2.89	2.79	2.52	3.06	2.95	2.86	2.82	2.91	2.89		
Standard error		0.09	0.08	0.12	0.12	0.13	0.12	0.16	0.16	0.16	0.15	0.18	0.17	0.19	0.19	0.11	0.11	0.13	0.13	0.26	0.25	0.09	0.09	0.23	0.26	0.19	0.19		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 279

**Q5. Responsibility - Children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Children (under 18) who use the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Full responsibility (10)	14 7%	18 9%	21 9%	24 11%	30 17%	17 10%	23 16%	21 15%	27 37%	14 19%	80 21% <sup>l</sup>	52 14%	50 23%	35 17%	143 13%	115 11%	18 12%	18 12%	64 18% <sup>t</sup>	32 9%	27 17% <sup>v</sup>	11 6%	41 20% <sup>x</sup>	19 10%	96 11%	100 12%
9	(9) 11 5%	8 4%	10 4%	4 2%	6 3%	6 3%	8 6%	5 4%	1 2%	3 4%	15 4%	14 4%	9 4%	8 4%	44 4%	32 3%	10 6%	8 5%	18 5%	10 3%	6 4%	4 2%	12 6%	5 2%	35 4%	30 4%
8	(8) 20 10%	14 7%	13 6%	21 10%	16 9%	9 5%	15 11%	9 6%	9 13%	7 10%	40 10%	25 7%	24 12%	16 8%	88 8%	75 7%	17 10%	22 14%	24 7%	17 5%	10 6%	7 4%	16 8%	7 4%	78 9%	79 9%
7	(7) 23 11%	23 11%	17 8%	21 9%	26 15%	13 8%	11 8%	20 14%	5 7%	7 10%	42 11%	40 11%	16 8%	27 13%	110 10%	110 10%	26 16%	19 13%	26 7%	29 8%	10 6%	11 6%	18 8%	18 9%	108 13%	94 11%
6	(6) 22 11%	28 14%	17 8%	21 9%	15 9%	19 11%	7 5%	17 12%	9 13%	3 4%	32 8%	38 10%	17 8%	20 9%	104 10%	120 11%	14 9%	15 10%	28 8%	54 15% <sup>s</sup>	14 9%	23 12%	12 6%	29 15% <sup>w</sup>	87 10%	80 10%
5	(5) 38 18%	37 18%	44 20%	42 19%	29 17%	38 22%	21 15%	25 18%	5 6%	18 25% <sup>l</sup>	55 14%	80 21% <sup>k</sup>	26 12%	43 20%	186 17%	224 21%	31 20%	29 19%	54 15%	77 21%	19 12%	48 25% <sup>u</sup>	37 18%	45 22%	157 18%	162 19%
4	(4) 16 8%	10 5%	18 8%	23 11%	9 5%	10 6%	13 9%	10 7%	- 7%	5 7%	21 6%	24 6%	13 6%	14 7%	86 8%	81 7%	5 3%	9 6%	19 6%	25 7%	8 5%	14 7%	12 6%	10 5%	66 8%	63 8%
3	(3) 16 8%	20 10%	18 8%	16 7%	17 10%	14 8%	8 6%	7 5%	6 8%	1 2%	31 8%	23 6%	14 7%	9 4%	91 8%	80 7%	14 9%	9 6%	35 10%	32 9%	21 13%	19 10%	19 9%	14 7%	67 8%	59 7%
2	(2) 16 8%	10 5%	16 7%	19 9%	10 6%	15 9%	5 4%	3 2%	3 5%	7 10%	19 5%	25 7%	9 4%	10 5%	80 7%	77 7%	3 2%	12 8% <sup>q</sup>	18 5%	25 7%	9 6%	14 7%	7 3%	18 9% <sup>w</sup>	67 8%	59 7%
1	(1) 16 8%	15 7%	17 7% <sup>d</sup>	4 2%	4 2%	9 5%	8 6%	12 8%	- -	- -	12 3%	20 5%	8 4%	12 6%	54 5%	50 5%	9 5%	7 5%	18 5%	19 5%	11 7%	14 7%	10 5%	11 6%	41 5%	37 4%
no responsibility (0)	13 6%	19 9%	31 14%	24 11%	13 7%	23 13%	19 13%	10 7%	7 10%	7 9%	38 10%	39 10%	26 12%	16 8%	101 9%	115 11%	11 7%	4 2%	48 14%	44 12%	26 16%	27 14%	25 12%	22 11%	65 7%	73 9%
NET: 8-10	45 22%	39 20%	44 20%	50 23%	51 29% <sup>f</sup>	32 19%	46 33%	35 26%	37 51%	24 33%	135 35% <sup>l</sup>	91 24%	83 24%	59 28%	274 25% <sup>p</sup>	222 21%	45 28%	48 32%	106 30% <sup>t</sup>	59 16%	44 27% <sup>v</sup>	22 12%	69 33% <sup>x</sup>	31 16%	208 24%	209 25%
NET: 4-7	99 48%	98 49%	96 43%	107 49%	79 45%	79 46%	52 38%	71 52% <sup>g</sup>	19 26%	32 45%	151 39%	183 48% <sup>k</sup>	72 34%	103 49% <sup>m</sup>	485 45%	535 50% <sup>o</sup>	76 48%	72 48%	127 36%	186 51% <sup>s</sup>	51 32%	96 50% <sup>u</sup>	79 38%	103 51% <sup>w</sup>	419 48%	399 48%
NET: 0-3	61 30%	64 32%	82 37%	62 29%	44 25%	61 35%	40 29%	31 23%	16 22%	15 22%	101 26%	108 28%	57 27%	47 22%	325 30%	323 30%	37 23%	31 20%	119 34%	120 33%	67 41%	74 39%	61 29%	66 33%	240 28%	228 27%
Mean	5.08	5.00	4.60	5.08	5.76 <sup>f</sup>	4.71	5.36	5.60	6.77	5.79	5.811	5.23	5.85	5.66	5.23	5.02	5.72	5.90	5.25 <sup>t</sup>	4.74	4.83	4.24	5.53 <sup>x</sup>	4.75	5.31	5.31
Standard deviation	2.82	2.91	3.10	2.94	2.99	3.03	3.36	3.00	3.36	3.12	3.23	3.07	3.42	3.04	3.05	2.95	2.89	2.71	3.39	2.89	3.45	2.78	3.34	2.91	2.90	2.96
Standard error	0.20	0.19	0.21	0.20	0.23	0.24	0.30	0.27	0.52	0.42	0.18	0.17	0.27	0.23	0.09	0.09	0.20	0.19	0.18	0.15	0.27	0.20	0.23	0.20	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 280

**Q5. Responsibility - Children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Children (under 18) who use the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179	
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62	
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122	
Full responsibility	(10)	122 14% <sup>b</sup>	85 10%	32 10%	51 12%	140 10%	114 10%	69 10%	64 9%	43 11%	50 12%	143 14%	109 11%	36 10%	34 10%	17 9%	16 10%	16 11%	11 7%	10 15%	3 8%	5 9%	2 6%	5 7%	4 7%
9	(9)	30 3%	28 3%	19 6%	13 3%	47 4%	40 4%	33 5%	21 3%	20 5%	16 4%	17 5%	32 3%	21 6%	12 3%	7 4%	9 6%	9 6%	7 11%	3 8%	5 10%	2 4%	7 9%	4 6%	
8	(8)	70 8%	55 7%	25 8%	43 10%	95 8%	89 8%	61 9%	70 10%	32 8%	43 10%	89 9%	86 8%	33 9%	34 9%	13 7%	18 11%	18 12%	12 8%	8 13%	2 5%	6 12%	3 7%	6 9%	5 9%
7	(7)	88 10%	82 10%	39 13%	49 12%	130 11%	109 10%	92 13%	73 11%	47 12%	38 9%	112 11%	108 11%	49 13%	32 9%	22 13%	21 13%	20 13%	26 17%	11 17%	10 26%	7 14%	6 15%	8 10%	7 12%
6	(6)	81 9%	89 11%	29 10%	48 12%	106 9%	120 11%	69 10%	74 11%	39 10%	45 11%	92 9%	109 11%	43 12%	38 11%	13 7%	15 9%	12 8%	14 9%	6 10%	7 18%	5 10%	3 9%	6 8%	7 11%
5	(5)	146 17%	157 19%	61 20%	97 24%	203 18%	226 20%	126 18%	142 21%	68 17%	83 20%	177 17%	207 20%	56 15%	83 23% <sup>m</sup>	29 17%	34 21%	22 14%	33 22%	7 10%	8 20%	9 18%	4 10%	16 21%	12 20%
4	(4)	58 7%	68 8%	23 8%	21 5%	85 7%	81 7%	49 7%	40 6%	25 6%	28 7%	73 7%	75 7%	19 5%	29 8%	11 6%	5 3%	10 7%	8 5%	3 4%	1 2%	5 10%	5 14%	5 7%	2 3%
3	(3)	77 9%	69 8%	18 6%	24 6%	100 9%	90 8%	57 8%	53 8%	44 11%	38 9%	90 9%	85 8%	36 10%	32 9%	22 12%	14 8%	9 6%	9 6%	2 3%	2 6%	1 3%	3 7%	8 11%	6 9%
2	(2)	55 6%	67 8%	25 8%	22 5%	80 7%	82 7%	48 7%	50 7%	25 6%	32 8%	66 6%	71 7%	28 8%	29 8%	12 6%	10 6%	8 6%	8 6%	4 6%	1 3%	4 7%	3 8%	7 9%	7 11%
1	(1)	46 5%	43 5%	15 5%	14 4%	62 5%	56 5%	33 5%	29 4%	19 5%	19 4%	50 5%	47 5%	15 4%	11 3%	9 5%	8 5%	12 8%	10 7%	2 3%	1 2%	1 3%	3 7%	3 4%	3 5%
no responsibility	(0)	93 11%	93 11%	18 6%	27 7%	109 9%	110 10%	54 8%	66 10%	27 7%	30 7%	94 9%	90 9%	28 8%	25 7%	15 9%	13 8%	15 10%	9 6%	4 7%	1 3%	2 3%	4 12% <sup>u</sup>	4 5%	4 7%
NET: 8-10		222 26% <sup>b</sup>	167 20%	75 25%	106 26%	282 24%	243 22%	163 24%	155 23%	96 25%	109 26%	278 27% <sup>d</sup>	227 22%	90 25%	81 22%	43 25%	42 26%	44 29%	33 22%	25 39% <sup>t</sup>	8 31% <sup>v</sup>	16 21%	7 17%	19 25%	13 21%
NET: 4-7		373 43%	396 47%	152 50%	215 53%	524 45%	537 48%	336 49%	330 48%	179 46%	194 46%	454 44%	499 49% <sup>k</sup>	168 46%	183 51%	75 43%	75 46%	64 42%	80 54% <sup>q</sup>	26 41%	25 66% <sup>s</sup>	27 53%	18 48%	35 46%	29 47%
NET: 0-3		271 31%	272 33%	75 25%	87 21%	352 30%	338 30%	193 28%	198 29%	115 29%	119 28%	300 29%	293 29%	107 29%	96 27%	57 33%	45 28%	43 29%	36 24%	12 19%	5 13%	8 16%	13 34% <sup>u</sup>	22 29%	20 32%
Mean		5.19	4.89	5.45	5.61	5.19	5.05	5.29	5.13	5.33	5.35	5.16	5.35	5.22	5.18	5.37	5.36	5.41	6.27	6.16	5.94 <sup>v</sup>	4.66	5.32	5.11	
Standard deviation		3.13	2.98	2.84	2.79	3.03	2.94	2.89	2.90	2.91	3.07	2.90	2.91	2.76	3.00	2.91	3.13	2.75	3.00	2.31	2.65	2.99	2.78	2.83	
Standard error		0.11	0.11	0.16	0.13	0.09	0.09	0.10	0.11	0.13	0.13	0.09	0.13	0.09	0.17	0.18	0.19	0.17	0.26	0.22	0.23	0.27	0.20	0.21	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 281

**Q5. Responsibility - Children (under 18) who use the sites or apps**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**Children (under 18) who use the sites or apps**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	23 9%	31 11%	140 14%	102 11%	53 12%	58 12%	112 14%	78 10%
9	(9) 11 4%	10 4%	43 4%	29 3%	29 6% <sup>f</sup>	15 3%	26 3%	25 3%
8	(8) 25 10%	30 10%	78 8%	67 7%	33 7%	51 10%	72 9%	47 6%
7	(7) 29 12%	24 8%	108 11%	106 11%	65 14%	62 12%	73 9%	69 9%
6	(6) 20 8%	42 14% <sup>a</sup>	97 10%	92 10%	47 10%	67 13%	72 9%	70 9%
5	(5) 37 15%	49 17%	177 18%	199 21%	80 17%	88 18%	138 17%	165 22% <sup>g</sup>
4	(4) 20 8%	20 7%	71 7%	67 7%	35 8%	38 8%	56 7%	51 7%
3	(3) 23 9%	20 7%	83 8%	72 8%	40 9%	31 6%	67 8%	61 8%
2	(2) 20 8%	24 8%	65 7%	65 7%	24 5%	31 6%	61 8%	58 8%
1	(1) 17 7%	17 6%	44 4%	40 4%	27 6%	18 4%	36 4%	40 5%
no responsibility (0)	25 10%	26 9%	88 9%	93 10%	27 6%	41 8%	87 11%	79 11%
NET: 8-10	59 24%	71 24%	261 26% <sup>d</sup>	198 21%	115 25%	124 25%	210 26% <sup>h</sup>	149 20%
NET: 4-7	105 42%	135 46%	454 46%	464 50%	228 49%	256 51%	339 42%	355 48%
NET: 0-3	84 34%	87 30%	280 28%	271 29%	117 25%	121 24%	250 31%	238 32%
Mean	4.99	5.16	5.37	5.10	5.50	5.45	5.18	4.91
Standard deviation	3.04	2.97	3.04	2.94	2.88	2.87	3.13	2.97
Standard error	0.17	0.16	0.10	0.10	0.12	0.12	0.12	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 282

**Q5. Responsibility - A third party or external body such as a regulator**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**A third party or external body such as a regulator**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Full responsibility (10)	282 22%	269 22%	110 18%	116 19%	171 27%	153 24%	80 23%	80 24%	68 18%	73 20%	64 25%	49 19%	69 25%	66 24%	148 21%	152 22%	133 25%	115 22%	13 15%	24 28%	268 23%	245 21%	18 13%	18 13%	27 13%	29 14%
9	(9) 118 9%	137 11%	62 10%	51 8%	56 9%	85 13%	35 10%	43 13%	42 11%	43 12%	16 6%	25 10%	25 9%	26 9%	77 11%	86 12%	41 8%	51 10%	13 14%	9 10%	106 9%	128 11%	10 7%	6 4%	17 8%	18 9%
8	(8) 271 22%	257 21%	121 20%	126 21%	150 23%	131 21%	71 21%	60 18%	89 24%	79 22%	56 22%	56 22%	55 20%	59 22%	160 22%	139 20%	111 20%	116 22%	24 27%	14 16%	247 21%	243 21%	29 20%	32 22%	37 17%	43 20%
7	(7) 205 16%	244 20%	108 17%	122 20%	98 15%	119 19%	59 17%	72 21%	63 17%	67 18%	43 16%	40 16%	64 14%	122 23%	139 17%	83 20%	104 15%	18 20%	10 11%	18 20%	196 17%	226 20%	28 19%	37 26%	50 23%	44 21%
6	(6) 126 10%	102 8%	67 11%	45 7%	58 9%	54 9%	29 8%	28 8%	41 11%	29 8%	36 14%	31 12%	19 7%	14 5%	69 10%	57 8%	55 10%	45 8%	9 10%	6 7%	117 10%	96 8%	26 18%	17 12%	26 12%	25 15%
5	(5) 161 13%	150 12%	82 13%	91 15%	78 12%	59 9%	43 13%	40 12%	41 11%	41 11%	28 11%	34 13%	47 17%	31 11%	84 12%	82 12%	75 14%	65 12%	10 11%	10 12%	151 13%	139 12%	15 11%	21 15%	35 16%	32 15%
4	(4) 44 3%	25 2%	28 5%	15 3%	16 2%	10 2%	6 3%	6 2%	16 4%	11 3%	5 2%	6 2%	12 4%	2 1%	26 4%	17 2%	17 3%	8 2%	5 6%	1 2%	39 3%	24 2%	9 7%	5 4%	10 5%	5 2%
3	(3) 16 1%	29 2%	11 2%	19 3%	5 1%	9 1%	5 1%	3 1%	3 3%	12 3%	4 1%	7 3%	5 2%	7 2%	8 1%	15 2%	8 3%	14 3%	2 2%	1 1%	15 1%	28 2%	6 4%	3 2%	1 *	10 5%
2	(2) 11 1%	8 1%	9 1%	8 1%	2 *	- *	3 1%	1 *	2 1%	2 1%	2 1%	3 1%	4 1%	1 *	5 1%	4 1%	6 1%	4 1%	2 2%	2 2%	9 1%	6 1%	1 1%	- -	5 2%	1 1%
1	(1) 5 *	3 *	5 1%	2 *	1 *	1 *	1 *	1 *	2 1%	1 *	1 *	- *	1 *	2 1%	3 *	2 *	3 *	2 *	- *	1 1%	5 *	2 *	- -	- -	1 1%	- -
no responsibility (0)	20 2%	19 2%	15 2%	10 2%	5 1%	10 2%	6 2%	2 1%	4 1%	7 2%	6 2%	4 2%	3 1%	5 2%	10 1%	9 1%	9 2%	9 2%	1 1%	1 1%	18 2%	18 2%	1 1%	3 2%	5 3%	4 2%
NET: 8-10	671 53%	663 53%	294 47%	293 48%	377 59%	369 58%	186 55%	182 54%	199 54%	194 53%	136 52%	131 51%	148 53%	151 55%	385 54%	377 54%	285 53%	282 53%	50 56%	47 54%	621 53%	616 53%	57 40%	56 39%	82 38%	91 43%
NET: 4-7	536 43%	521 42%	285 46%	273 45%	250 39%	242 38%	141 41%	146 44%	160 43%	148 41%	112 43%	111 43%	118 42%	111 40%	301 42%	294 42%	230 43%	222 42%	34 38%	35 41%	502 43%	485 42%	78 54%	80 57%	121 56%	106 50%
NET: 0-3	52 4%	59 5%	40 6%	39 6%	13 2%	20 3%	14 4%	8 2%	12 3%	23 6%	13 5%	14 6%	13 5%	14 5%	26 4%	30 4%	25 5%	28 5%	5 6%	5 6%	47 4%	54 5%	8 6%	6 4%	12 6%	15 7%
Mean	7.38	7.44	7.06	7.17	7.70	7.71	7.46	7.65	7.38	7.33	7.39	7.25	7.34	7.55	7.42	7.48	7.36	7.41	7.22	7.52	7.40	7.44	6.87	6.94	6.79	6.95
Standard deviation	2.17	2.13	2.32	2.22	1.98	2.02	2.17	1.95	2.05	2.22	2.23	2.18	2.26	2.13	2.11	2.10	2.24	2.15	2.20	2.31	2.17	2.12	2.03	1.98	2.20	2.13
Standard error	0.06	0.06	0.09	0.09	0.08	0.08	0.11	0.10	0.11	0.11	0.14	0.14	0.14	0.13	0.08	0.08	0.10	0.10	0.20	0.23	0.06	0.06	0.16	0.18	0.14	0.14

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 283

**Q5. Responsibility - A third party or external body such as a regulator**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**A third party or external body such as a regulator**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Full responsibility (10)	32 16%	32 16%	50 22%	46 21%	63 36%	52 30%	50 36%	46 34%	29 39%	20 28%	141 37%	119 31%	78 37%	67 32%	239 22%	235 22%	39 25%	33 22%	102 29%t	78 21%	38 24%	37 19%	67 32%k	41 21%	171 20%	186 22%
9	(9) 19 9%	17 8%	16 7%	23 10%	21 12%	31 18%	10 7%	16 12%	12 16%	18 25%	44 11%	65 17%	22 11%	34 16%	110 10%	125 12%	9 5%	10 7%	25 7%	43 12%g	6 4%	19 10%u	18 9%	30 15%	88 10%	89 11%
8	(8) 38 19%	45 22%	60 27%	55 25%	46 27%f	23 13%	25 18%	31 23%	11 15%	14 20%	82 21%	68 18%	36 22%	46 22%	239 22%	224 21%	30 19%	32 21%	72 20%	79 22%	37 23%	44 23%	37 18%	44 22%	190 22%	173 21%
7	(7) 37 18%	37 18%	33 15%	45 21%	16 9%	30 17%	21 15%	20 14%	11 16%	13 18%	48 13%	63 16%	32 15%	33 16%	182 17%	208 19%	21 14%	34 22%	48 14%	65 18%	25 15%	35 18%	24 12%	34 17%	152 18%	168 20%
6	(6) 25 12%	20 10%	15 7%	13 6%	8 5%	13 7%	10 7%	7 5%	7 10%	2 2%	25 6%	21 6%	17 8%	9 4%	102 9%	87 8%	20 13%	13 9%	33 9%	32 9%	13 8%	22 11%	17 8%	16 8%	89 10%	69 8%
5	(5) 41 20%	38 19%	33 15%	21 10%	9 5%	13 8%	16 11%	11 8%	2 3%	3 4%	27 7%	27 7%	18 9%	14 7%	139 13%	135 12%	20 13%	12 8%	49 14%	44 12%	27 17%	25 13%	37 18%	21 11%	106 12%	97 12%
4	(4) 4 2%	4 2%	10 4%	4 2%	4 2%	2 1%	1 1%	3 2%	1 1%	1 2%	6 1%	6 2%	2 1%	4 2%	35 3%p	18 2%	9 6%	7 4%	14 4%	8 2%	9 6%v	2 1%	5 3%	5 3%	28 3%	15 2%
3	(3) 3 1%	3 2%	* *	6 3%c	2 1%	6 3%	2 2%	- -	- -	- -	5 1%	6 2%	2 1%	- -	9 1%	23 2%o	6 4%	6 4%	1 *	7 2%	1 1%	1 *	* *	7 3%w	13 2%	20 2%
2	(2) - -	3 1%	1 *	1 1%	1 1%	1 1%	1 1%	- -	- -	- -	2 1%	1 *	1 *	- -	11 1%	7 1%	- -	1 *	2 1%	1 *	2 1%	1 *	* *	1 *	9 1%	6 1%
1	(1) 3 1%	1 *	1 *	1 *	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 *	1 *	3 *	3 *	2 1%	- -	2 1%	2 1%	2 1%	1 *	- -	1 *	4 *	2 *
no responsibility (0)	3 2%	3 1%	3 1%	4 2%	3 2%	2 1%	3 2%	2 1%	- -	- -	5 1%	4 1%	3 1%	2 1%	15 1%	15 1%	2 1%	4 2%	4 1%	6 2%	2 2%	5 3%	3 1%	- -	16 2%	12 1%
NET: 8-10	89 44%	95 47%	126 57%	123 56%	131 75%f	105 61%	85 61%	93 68%	51 70%	53 74%	267 69%	252 66%	136 64%	146 70%	588 54%	584 54%	78 49%	75 49%	199 56%	201 55%	81 50%	100 52%	123 59%	115 57%	449 52%	447 53%
NET: 4-7	106 52%	98 49%	91 41%	83 38%	37 21%	58 34%e	47 34%	41 30%	22 30%	19 26%	106 27%	118 31%	69 32%	60 29%	458 42%	448 41%	70 45%	66 44%	145 41%	149 41%	74 46%	84 44%	82 40%	77 38%	375 43%	350 42%
NET: 0-3	9 4%	9 5%	5 2%	12 6%	7 4%	9 5%	7 5%	3 2%	- -	- -	13 3%	12 3%	7 3%	3 1%	39 4%	48 4%	10 6%	10 7%	9 3%	15 4%	7 4%	8 4%	4 2%	8 4%	42 5%	40 5%
Mean	7.02	7.11	7.44	7.49	8.17	7.87	7.82	8.06	8.46	8.41	8.10	8.04	8.04	8.18	7.44	7.48	7.18	7.26	7.57	7.48	7.18	7.34	7.71	7.58	7.30	7.47
Standard deviation	2.14	2.09	2.10	2.15	2.07	2.17	2.28	2.03	1.61	1.47	2.08	2.01	2.09	1.86	2.12	2.10	2.32	2.26	2.16	2.12	2.29	2.18	2.17	1.98	2.18	2.11
Standard error	0.15	0.14	0.14	0.15	0.16	0.18	0.20	0.18	0.25	0.20	0.11	0.11	0.16	0.14	0.07	0.07	0.16	0.16	0.11	0.11	0.18	0.16	0.15	0.14	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 284

**Q5. Responsibility - A third party or external body such as a regulator**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**A third party or external body such as a regulator**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Full responsibility (10)	217 25%	189 23%	52 17%	80 19%	257 22%	233 21%	122 18%	134 20%	70 18%	88 21%	227 22%	213 21%	57 16%	67 19%	23 13%	31 19%	21 14%	27 18%	9 14%	4 11%	5 10%	2 4%	10 13%	6 9%
9	77 9%	95 11%	28 9%	41 10%	104 9%	116 10%	59 9%	67 10%	34 9%	34 8%	100 10%	112 11%	30 8%	28 8%	18 10%	17 10%	14 9%	12 8%	5 8%	4 10%	4 8%	2 6%	6 8%	12 19%
8	182 21%	163 19%	65 21%	95 23%	248 21%	232 21%	172 25%	138 20%	85 22%	90 21%	224 22%	214 21%	86 24%	74 20%	36 20%	25 15%	40 27%	26 17%	16 26%	6 16%	8 15%	7 18%	17 23%	13 20%
7	129 15%	163 20%	66 22%	81 20%	186 16%	222 20%	123 18%	141 21%	64 16%	84 20%	177 17%	205 20%	55 15%	85 24%	35 20%	45 28%	31 20%	36 24%	14 21%	12 31%	10 19%	4 11%	15 20%	15 24%
6	86 10%	72 9%	31 10%	30 7%	123 11%	93 8%	76 11%	66 10%	43 11%	35 8%	107 10%	85 8%	42 12%	32 9%	20 11%	6 3%	17 11%	14 10%	7 10%	3 7%	5 10%	5 14%	7 9%	7 11%
5	105 12%	93 11%	46 15%	57 14%	148 13%	142 13%	85 12%	95 14%	55 14%	57 13%	124 12%	124 12%	53 14%	49 14%	27 15%	24 15%	16 11%	16 15%	9 15%	5 13%	8 17%	5 13%	13 17%	5 9%
4	30 3%	19 2%	9 3%	6 2%	40 3%	25 2%	24 4%	17 2%	17 4%	13 3%	35 3%	21 2%	24 6%	11 3%	10 6%	5 3%	5 3%	6 4%	1 1%	3 7%	3 6%	3 8%	4 5%	1 2%
3	13 2%	22 3%	1 *	7 2%	16 1%	25 2%	13 2%	14 2%	10 3%	9 2%	12 1%	22 2%	7 2%	6 2%	2 1%	3 2%	3 2%	2 2%	2 3%	1 2%	1 2%	2 6%	1 2%	3 5%
2	9 1%	3 *	1 *	5 1%	11 1%	8 1%	7 1%	2 *	5 1%	2 *	8 1%	6 1%	4 1%	1 *	6 3%	2 1%	2 1%	3 1%	1 1%	1 1%	3 6%	1 3%	1 2%	- 2%
1	5 1%	1 *	- *	2 *	5 *	3 *	3 *	1 *	1 *	1 *	3 *	3 *	1 *	1 *	- *	- *	1 *	- *	- *	- *	- *	1 1%	1 1%	- *
no responsibility (0)	14 2%	15 2%	4 1%	4 1%	20 2%	18 2%	7 1%	9 1%	6 2%	9 2%	15 1%	14 1%	6 2%	5 1%	1 1%	4 2%	2 1%	1 1%	1 1%	- 1%	3 7%	5 15%	1 1%	1 2%
NET: 8-10	476 55%	447 54%	144 48%	216 53%	609 53%	582 52%	354 51%	339 50%	189 48%	212 50%	550 53%	539 53%	173 48%	168 47%	76 43%	73 45%	75 50%	65 44%	30 48%	14 37%	17 34%	10 28%	33 44%	30 48%
NET: 4-7	349 40%	346 41%	152 50%	174 43%	497 43%	482 43%	308 45%	318 47%	179 46%	189 45%	444 43%	435 43%	174 48%	178 49%	91 51%	79 49%	69 45%	78 52%	30 48%	22 59%	26 51%	17 46%	39 51%	28 45%
NET: 0-3	42 5%	41 5%	6 2%	18 4%	52 5%	54 5%	30 4%	26 4%	22 6%	21 5%	38 4%	45 4%	18 5%	14 4%	9 5%	9 6%	8 5%	6 4%	3 5%	1 4%	8 15%	10 26%	4 5%	4 7%
Mean	7.43	7.47	7.30	7.39	7.34	7.38	7.27	7.34	7.12	7.28	7.42	7.44	7.02	7.25	6.94	7.21	7.18	7.20	7.18	6.99	6.16v	5.24	6.94	7.20
Standard deviation	2.25	2.16	1.95	2.06	2.20	2.14	2.05	2.05	2.20	2.20	2.12	2.09	2.17	2.06	2.10	2.24	2.04	2.04	1.96	1.90	2.68	2.97	2.06	2.02
Standard error	0.08	0.08	0.11	0.10	0.06	0.06	0.07	0.07	0.10	0.10	0.07	0.06	0.10	0.10	0.12	0.14	0.12	0.12	0.17	0.18	0.23	0.27	0.15	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 285

**Q5. Responsibility - A third party or external body such as a regulator**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**A third party or external body such as a regulator**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	43 17%	53 18%	233 23%	214 23%	83 18%	103 21%	199 25%	166 22%
9	(9) 20 8%	19 7%	98 10%	117 13%	38 8%	51 10%	80 10%	86 12%
8	(8) 56 23%	69 23%	212 21%	187 20%	83 18%	99 20%	188 24%	158 21%
7	(7) 41 16%	57 19%	162 16%	185 20%	90 20%	113 23%	115 14%	131 18%
6	(6) 30 12%	25 9%	96 10%	76 8%	49 11% <sup>f</sup>	32 6%	77 10%	70 9%
5	(5) 33 13%	40 13%	123 12%	102 11%	72 16%	65 13%	88 11%	85 11%
4	(4) 9 4%	6 2%	34 3%	19 2%	21 5%	13 3%	22 3%	13 2%
3	(3) 5 2%	11 4%	11 1%	18 2%	9 2%	10 2%	7 1%	19 3% <sup>g</sup>
2	(2) 6 2%	5 2%	5 1%	3 *	6 1%	4 1%	5 1%	4 1%
1	(1) 1 .	1 .	5 .	2 .	2 .	2 .	3 .	1 .
no responsibility (0)	5 2%	9 3%	15 2%	11 1%	6 1%	9 2%	14 2%	11 1%
NET: 8-10	119 48%	141 48%	543 55%	517 55%	204 44%	253 51%	467 58%	410 55%
NET: 4-7	113 45%	127 43%	415 42%	382 41%	232 51%	223 44%	303 38%	298 40%
NET: 0-3	16 7%	26 9%	36 4%	34 4%	23 5%	24 5%	29 4%	35 5%
Mean	7.06	7.03	7.46	7.59	7.07	7.36	7.57	7.50
Standard deviation	2.25	2.35	2.15	2.04	2.17	2.16	2.16	2.11
Standard error	0.13	0.12	0.07	0.07	0.09	0.09	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 286

**Q5. Responsibility - The police**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The police**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243	
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212	
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187	
Full responsibility	(10)	173 14%	163 13%	69 11%	72 12%	104 16%	90 14%	45 13%	49 14%	45 12%	36 15%	38 15%	44 16%	37 14%	90 13%	85 12%	82 15%	76 14%	8	14	166	148	15	18	21	21	
9	(9)	92 7%	78 6%	35 6%	32 5%	57 9%	44 7%	28 8%	19 6%	18 5%	16 4%	23 9%	17 6%	22 8%	27 10%	46 6%	34 5%	45 8%	43 9%	8 5%	4 7%	84 6%	73 6%	15 10%	6 4%	12 5%	9 4%
8	(8)	200 16%	201 16%	89 14%	93 15%	111 17%	106 17%	66 19%	49 15%	49 13%	69 19%	44 17%	34 15%	41 17%	115 16%	118 17%	84 16%	82 15%	22 25%	18 21%	177 15%	183 16%	25 18%	19 13%	33 15%	36 17%	
7	(7)	197 16%	250 20%a	90 15%	112 18%	107 17%	138 22%e	48 14%	76 23%g	73 20%	81 22%	40 15%	41 16%	37 13%	51 19%	120 17%	158 22%o	77 14%	92 17%	14 16%	12 14%	183 16%	237 21%u	23 16%	40 28%w	41 19%	40 19%
6	(6)	160 13%	150 12%	76 12%	74 12%	84 13%	73 12%	39 11%	44 13%	43 12%	37 14%	35 13%	42 15%	29 10%	82 11%	87 12%	79 15%	63 12%	9	11	151	139	17	22	25	32	
5	(5)	215 17%	219 18%	105 17%	121 20%	110 17%	97 15%	48 14%	55 16%	74 20%	73 20%	42 16%	47 18%	48 17%	122 17%	128 18%	90 17%	88 17%	9	16	206	203	27	21	38	47	
4	(4)	61 5%	44 4%	40 6%	24 4%	22 3%	20 7%	23 4%	12 4%	23 6%	16 4%	9 3%	5 2%	6 4%	12 6%	28 4%	15 3%	16 3%	4	1	57	43	11	7	14	7	
3	(3)	50 4%	49 4%	33 5%	26 4%	17 3%	23 4%	16 5%	11 3%	15 4%	12 3%	8 3%	18 7%	11 4%	31 4%	23 3%	19 3%	26 5%	3	3	47	45	1	4	12	6	
2	(2)	31 2%	35 3%	26 4%	21 3%	5 1%	14 2%	11 3%	5 2%	7 1%	7 2%	7 3%	11 4%	8 3%	10 4%	16 2%	12 2%	15 3%	2	3	29	32	6	*	5	8	
1	(1)	22 2%	12 1%	19 3% <sup>d</sup>	5 1%	3 1%	7 1%	2 1%	5 2%	12 3% <sup>j</sup>	3 1%	2 1%	3 2%	3 1%	6 2%	1 1%	15 2%	8 1%	8	4	-	3	22	9	2	3	
no responsibility	(0)	58 5%	43 3%	38 6%	24 4%	20 3%	19 3%	17 5%	12 3%	13 4%	10 3%	12 4%	8 3%	15 6%	12 4%	30 4%	21 3%	27 5%	10	1	48	42	1	3	9	4	
NET: 8-10		465 37%	441 35%	193 31%	197 33%	272 42%	241 38%	138 40%	116 34%	113 30%	121 33%	105 40%	89 35%	106 38%	112 41%	251 35%	237 34%	211 39%	201 38%	38 43%	37 42%	427 36%	404 35%	55 39%	43 31%	66 30%	66 31%
NET: 4-7		633 50%	662 53%	310 50%	332 55%	323 50%	328 52%	158 46%	187 56% <sup>g</sup>	213 57%	213 58%	128 49%	127 50%	133 48%	132 48%	371 52%	400 57%	261 48%	259 49%	36 41%	40 45%	597 51%	623 54%	78 54%	91 64%	119 55%	125 59%
NET: 0-3		161 13%	139 11%	115 19% <sup>d</sup>	77 13%	46 7%	63 10%	46 13%	33 10%	46 12%	31 9%	28 11%	40 16%	40 14%	31 11%	92 13% <sup>p</sup>	65 9%	68 13%	71 13%	14 16%	11 12%	147 13%	129 11%	10 7%	7 5%	31 14%	21 10%
Mean		6.39	6.50	5.91	6.30 <sup>c</sup>	6.86	6.69	6.42	6.58	6.21	6.47	6.62	6.36	6.40	6.62	6.31	6.52	6.50	6.50	6.27	6.64	6.40	6.49	6.61	6.72	6.11	6.35
Standard deviation		2.59	2.43	2.75	2.46	2.34	2.38	2.62	2.41	2.50	2.20	2.52	2.57	2.72	2.52	2.56	2.30	2.63	2.55	2.86	2.50	2.57	2.42	2.23	2.07	2.50	2.23
Standard error		0.07	0.07	0.10	0.10	0.10	0.10	0.14	0.13	0.13	0.11	0.16	0.16	0.16	0.16	0.09	0.08	0.12	0.11	0.26	0.25	0.08	0.07	0.18	0.19	0.16	0.14

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 287

**Q5. Responsibility - The police**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The police**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
Full responsibility (10)	20 10%	24 12%	28 13%	19 9%	38 22%	25 15%	28 21%	23 17%	15 20%	18 24%	81 21%	66 17%	43 20%	41 19%	149 14%	140 13%	20 12%	22 14%	66 19%t	37 10%	22 14%	21 11%	44 21%	21 10%	103 12%	120 14%	
9	(9) 10%b	19 6	6 3	15 7%	23 10%	7 4%	14 8%	10 7%	5 4%	6 8%	11 15%	23 6%	30 8%	16 7%	16 8%	79 7%	67 6%	12 8%	10 6%	26 7%	22 6%	11 7%	10 5%	12 6%	14 7%	64 7%	54 6%
8	(8)	31 15%	33 16%	27 12%	35 16%	26 15%	25 14%	21 15%	21 19%	14 19%	14 16%	60 16%	60 16%	35 17%	35 17%	180 17%	176 16%	19 12%	24 16%	43 12%	69 19%r	18 11%	33 17%	28 13%	43 21%	151 17%	127 15%
7	(7)	29 14%	38 19%	37 17%	39 18%	25 14%	38 22%	18 13%	31 22%	9 13%	11 16%	53 14%	80 21%k	27 13%	42 20%	168 15%	203 19%	28 18%	42 27%q	49 14%	71 19%	24 15%	32 18%	36 18%	142 16%	168 20%	
6	(6)	28 14%	23 12%	31 14%	28 13%	26 15%	17 10%	9 7%	13 9%	14 20%j	3 5%	50 13%	33 9%	24 11%	16 8%	139 13%	132 12%	18 11%	16 11%	49 14%	40 11%	19 12%	20 10%	23 11%	24 12%	103 12%	106 13%
5	(5)	46 22%	42 21%	34 15%	37 17%	30 17%	23 14%	24 17%	25 9%	7 11%	8 16%	61 15%	56 15%	31 15%	33 16%	183 17%	202 19%	31 19%	14 9%	61 17%	65 18%	34 21%	42 22%	37 18%	37 18%	145 17%	148 18%
4	(4)	6 3%	4 2%	19 8%	10 5%	4 2%	8 4%	2 2%	4 3%	1 2%	3 5%	8 2%	15 4%	3 2%	7 3%	53 5%	39 4%	8 5%	5 4%	13 4%	13 4%	11 7%	9 5%	7 4%	7 4%	45 5%	27 3%
3	(3)	8 4%	10 5%	10 4%	7 3%	7 4%	9 5%	5 4%	7 5%	4 6%	2 3%	16 4%	18 5%	10 4%	9 4%	45 4%	42 4%	5 3%	6 4%	13 4%	16 4%	5 3%	7 3%	5 3%	6 3%	36 4%	30 4%
2	(2)	- 4%a	8 3%	6 3%	7 3%	2 1%	4 2%	9 7%	4 3%	1 1%	- 3%	12 2%	9 2%	10 5%	4 2%	26 2%	32 3%	4 2%	3 2%	11 3%	11 3%	7 4%	7 3%	5 3%	5 2%	19 2%	21 3%
1	(1)	6 3%b	-	3 1%	3 1%	3 1%	2 1%	3 2%	2 1%	-	-	5 1%	3 1%	3 1%	2 1%	19 2%	12 1%	4 2%	* 2%	6 1%	4 1%	2 2%	3 2%	4 2%	2 1%	16 2%	8 1%
no responsibility (0)	10 5%	14 7%	12 5%	10 4%	7 4%	7 4%	8 6%	3 2%	2 3%	1 2%	17 4%	12 3%	10 5%	4 2%	44 4%	34 3%	10 7%	9 6%	15 4%	17 5%	8 5%	8 4%	10 5%	5 3%	43 5%	26 3%	
NET: 8-10	71 35%	62 31%	71 32%	77 35%	71 41%	64 37%	60 43%	49 36%	34 47%	42 59%	165 43%	156 41%	93 44%	91 44%	408 38%	383 35%	51 32%	56 37%	135 38%	128 35%	51 32%	63 33%	84 40%	77 39%	318 37%	301 36%	
NET: 4-7	109 53%	108 53%	120 54%	115 53%	86 49%	86 50%	54 39%	72 52%g	31 43%	26 36%	171 44%	184 48%	85 40%	98 47%	542 50%	576 53%	84 53%	77 51%	172 49%	189 52%	88 55%	103 54%	99 48%	104 52%	434 50%	450 54%	
NET: 0-3	25 12%	31 16%	30 14%	27 12%	18 10%	22 13%	25 18%	16 12%	8 10%	4 5%	51 13%	42 11%	33 16%	20 9%	134 12%	120 11%	23 14%	18 12%	45 13%	48 13%	22 14%	25 13%	26 12%	19 9%	114 13%	86 10%	
Mean	6.27	6.12	6.19	6.33	6.75	6.56	6.44	6.61	6.99	7.57	6.69	6.77	6.63	6.94	6.44	6.48	6.15	6.64	6.52	6.32	6.13	6.19	6.59	6.57	6.34	6.58	
Standard deviation	2.53	2.61	2.62	2.48	2.57	2.56	2.95	2.43	2.45	2.24	2.69	2.48	2.79	2.40	2.55	2.41	2.72	2.55	2.68	2.49	2.66	2.51	2.74	2.30	2.58	2.40	
Standard error	0.18	0.17	0.18	0.17	0.20	0.21	0.26	0.22	0.38	0.30	0.15	0.14	0.22	0.18	0.08	0.07	0.19	0.18	0.14	0.13	0.21	0.18	0.19	0.16	0.09	0.08	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 288

**Q5. Responsibility - The police**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The police**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Full responsibility (10)	125 14%	106 13%	40 13%	57 14%	154 13%	140 12%	77 11%	87 13%	45 12%	56 13%	143 14%	130 13%	40 11%	45 12%	17 9%	26 16%	12 8%	21 14%	8 12%	5 13%	2 5%	2 4%	7 9%	5 8%
9	52 6%	54 6%	32 10% <sup>d</sup>	24 6%	78 7%	72 6%	54 8%	42 6%	37 10%	24 6%	79 8%	70 7%	36 10%	24 7%	12 7%	10 6%	15 10%	9 6%	5 7%	3 7%	4 7%	3 7%	8 11%	4 6%
8	136 16%	128 15%	41 14%	73 18%	185 16%	178 16%	130 19%	107 16%	66 17%	74 18%	166 16%	173 17%	70 19%	64 18%	39 22%	23 14%	30 20%	28 19%	13 20%	13 34%	10 19%	6 17%	15 20%	12 19%
7	130 15%	173 21% <sup>a</sup>	52 17%	76 19%	180 16%	218 19% <sup>e</sup>	114 17%	141 21%	67 17%	77 18%	170 16%	203 20%	55 15%	71 20%	25 14%	33 20%	20 13%	28 18%	9 15%	8 21%	6 13%	3 9%	11 14%	10 17%
6	106 12%	103 12%	45 15%	47 12%	149 13%	134 12%	87 13%	88 13%	43 11%	57 14%	128 12%	124 12%	39 11%	48 13%	16 9%	13 8%	21 14%	17 12%	7 12%	1 4%	5 11%	5 14%	8 11%	6 10%
5	151 17%	137 16%	55 18%	81 20%	194 17%	199 18%	117 17%	132 19%	60 15%	71 17%	168 16%	179 18%	56 15%	73 20%	26 15%	33 21%	22 14%	26 17%	8 13%	4 11%	7 15%	8 21%	12 15%	15 24%
4	43 5%	34 4%	14 5%	10 2%	60 5%	44 4%	36 5%	22 3%	19 5%	13 3%	53 5%	36 4%	29 8% <sup>n</sup>	6 2%	14 8%	6 4%	13 9%	7 5%	8 12%	1 3%	3 6%	1 2%	5 6%	3 5%
3	38 4%	35 4%	8 3%	14 3%	50 4%	46 4%	24 4%	23 3%	18 5%	18 4%	42 4%	43 4%	11 3%	10 3%	10 5% <sup>p</sup>	3 2%	5 4%	5 3%	1 4%	2 4%	3 7%	1 3%	5 6%	3 5%
2	26 3%	25 3%	3 1%	10 2%	29 2%	35 3%	11 2%	19 3%	8 2%	14 3%	26 3%	24 2%	10 3%	12 3%	2 1%	5 3%	5 3%	4 3%	1 2%	1 4%	2 3%	4 10%	2 3%	3 5%
1	19 2% <sup>b</sup>	7 1%	3 1%	5 1%	22 2%	11 1%	12 2%	7 1%	7 2%	5 1%	15 1%	8 1%	6 2%	3 1%	7 4%	2 1%	3 2%	2 2%	2 3%	- -	2 4%	* *	1 2%	* *
no responsibility (0)	39 4%	32 4%	10 3%	12 3%	57 5%	42 4%	29 4%	16 2%	20 5%	13 3%	41 4%	27 3%	13 4%	6 2%	9 5%	8 5%	6 4%	3 2%	1 2%	* 1%	6 12%	5 13%	2 3%	1 2%
NET: 8-10	314 36%	288 34%	113 37%	153 38%	417 36%	390 35%	262 38%	236 35%	149 38%	154 37%	388 38%	373 37%	146 40%	132 37%	68 38%	59 36%	57 38%	57 38%	25 40%	20 53%	16 31%	10 28%	30 40%	21 34%
NET: 4-7	430 50%	448 54%	165 55%	214 53%	584 50%	595 53%	354 51%	382 56%	188 48%	218 52%	520 50%	542 53%	179 49%	198 55%	81 46%	86 53%	75 50%	78 52%	33 52%	14 38%	22 43%	17 45%	35 47%	34 55%
NET: 0-3	123 14%	99 12%	24 8%	41 10%	157 14%	134 12%	76 11%	65 10%	53 14%	50 12%	124 12%	104 10%	40 11%	30 8%	28 16%	17 11%	19 13%	14 10%	6 9%	3 9%	13 25%	10 27%	10 14%	7 12%
Mean	6.32	6.45	6.65	6.59	6.32	6.43	6.45	6.56	6.40	6.51	6.47	6.58	6.46	6.66	6.15	6.52	6.25	6.61	6.47	7.13	5.44	5.24	6.38	6.28
Standard deviation	2.64	2.45	2.36	2.37	2.61	2.46	2.47	2.30	2.61	2.42	2.54	2.34	2.50	2.21	2.67	2.57	2.52	2.35	2.45	2.11	2.97	2.48	2.48	2.26
Standard error	0.09	0.09	0.13	0.11	0.08	0.07	0.09	0.08	0.11	0.11	0.08	0.07	0.12	0.10	0.15	0.16	0.15	0.14	0.22	0.20	0.26	0.27	0.18	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 289

**Q5. Responsibility - The police**

**Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.**

**Base: All respondents**

**The police**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Full responsibility (10)	22 9%	34 12%	149 15%	126 13%	59 13%	74 15%	114 14%	88 12%
9	(9) 16 6%	17 6%	74 7%	60 6%	42 9%	39 8%	50 6%	39 5%
8	(8) 44 18%	46 16%	151 15%	155 17%	75 16%	90 18%	124 16%	111 15%
7	(7) 43 17%	63 21%	154 15%	184 20% <sup>c</sup>	71 15%	101 20%	126 16%	148 20%
6	(6) 28 11%	35 12%	132 13%	115 12%	55 12%	56 11%	105 13%	94 13%
5	(5) 33 13%	52 18%	176 18%	161 17%	76 16%	80 16%	139 17%	138 19%
4	(4) 18 7% <sup>ab</sup>	6 2%	42 4%	37 4%	25 5% <sup>f</sup>	13 3%	36 5%	31 4%
3	(3) 21 9% <sup>b</sup>	11 4%	28 3%	38 4%	18 4%	12 2%	32 4%	37 5%
2	(2) 6 2%	11 4%	25 3%	23 2%	7 1%	12 2%	24 3%	22 3%
1	(1) 6 2%	5 2%	16 2%	8 1%	13 3% <sup>f</sup>	2 *	9 1%	10 1%
no responsibility (0)	12 5%	15 5%	46 5%	28 3%	19 4%	19 4%	39 5%	24 3%
NET: 8-10	82 33%	97 33%	375 38%	340 36%	176 38%	203 41%	289 36%	238 32%
NET: 4-7	122 49%	155 53%	504 51%	496 53%	227 49%	251 50%	406 51%	412 55%
NET: 0-3	44 18%	41 14%	116 12%	97 10%	57 12%	46 9%	104 13%	93 13%
Mean	6.05	6.30	6.47	6.56	6.42	6.75	6.38	6.33
Standard deviation	2.59	2.57	2.59	2.38	2.59	2.41	2.59	2.42
Standard error	0.15	0.13	0.09	0.08	0.11	0.10	0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 290

**Q6. Awareness of safety measures**

**Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Very aware	(4)	84 7%	69 6%	57 9%	36 6%	28 4%	31 5%	30 9%	23 7%	18 5%	16 4%	12 5%	13 5%	20 7%	16 6%	48 7%	39 6%	33 6%	30 6%	12 14%	7 8%	72 6%	62 5%	16 11%	21 15%	21 10%	15 7%	
Quite aware	(3)	376 30%	431 35% <sup>a</sup>	192 31%	219 36%	184 29%	213 34%	111 32%	121 36%	100 27%	117 32%	84 36%	93 36%	81 29%	93 34%	211 30%	238 34%	165 30%	186 35%	32 36%	40 45%	344 29%	392 34% <sup>u</sup>	73 51%	56 40%	86 40%	93 44%	
Not very aware	(2)	629 50%	609 49%	289 47%	287 47%	340 53%	317 50%	158 46%	153 45%	205 55%	197 54%	129 50%	125 49%	134 48%	132 48%	363 51%	350 50%	264 49%	258 48%	40 46%	36 41%	589 50%	573 50%	46 32%	54 38%	86 40%	88 41%	
Not at all aware	(1)	170 14%	134 11%	81 13%	64 11%	89 14%	70 11%	43 13%	40 12%	48 13%	35 10%	35 14%	25 10%	44 16%	34 12%	91 13%	75 11%	79 15%	58 11%	4 4%	5 6%	166 14%	129 11%	8 6%	10 7%	22 10%	16 8%	
NET: Very/ Quite aware		460 37%	500 40%	249 40%	255 42%	211 33%	244 39%	141 41%	144 43%	118 32%	133 36%	96 37%	107 42%	101 36%	109 40%	259 36%	277 39%	198 37%	216 41%	44 50%	47 53%	415 35%	454 39%	89 62%	78 55%	107 50%	108 51%	
NET: Not at all/ Not very aware		799 63%	743 60%	370 60%	351 58%	429 67%	388 61%	201 59%	193 57%	253 68%	232 64%	164 63%	150 58%	178 64%	166 60%	454 64%	425 61%	343 63%	316 59%	44 50%	41 47%	755 65%	702 61%	54 38%	64 45%	108 50%	104 49%	
Mean		2.30	2.35	2.36	2.38	2.23	2.32	2.37	2.38	2.24	2.31	2.28	2.37	2.28	2.33	2.30	2.34	2.28	2.35	2.60	2.55	2.27	2.33	2.68	2.63	2.49	2.50	
Standard deviation		0.78	0.74	0.82	0.75	0.74	0.74	0.82	0.78	0.73	0.75	0.73	0.75	0.73	0.81	0.77	0.78	0.74	0.79	0.75	0.78	0.73	0.78	0.74	0.75	0.82	0.81	0.74
Standard error		0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.03	0.03	0.03	0.03	0.07	0.07	0.02	0.02	0.06	0.07	0.05	0.05	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 291

**Q6. Awareness of safety measures**

**Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828		
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836		
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674		
Very aware	(4)	13 6%	11 6%	12 5%	8 3%	5 3%	3 2%	3 2%	2 1%	3 4%	2 2%	10 3%	7 2%	5 3%	3 2%	68 6%	58 5%	16 10%	10 7%	18 5%	19 5%	6 4%	11 6%	8 4%	13 6%	63 7%	48 6%	
Quite aware	(3)	72 35%	86 42%	58 26%	82 37% <sup>c</sup>	30 17%	36 21%	18 13%	24 17%	7 9%	16 22%	55 14%	75 20%	24 12%	39 19%	312 29%	364 34% <sup>o</sup>	57 36%	64 42%	95 27%	121 33%	46 28%	70 36%	54 26%	56 28%	266 31%	296 35%	
Not very aware	(2)	96 47%	92 45%	128 58% <sup>d</sup>	103 47%	112 64%	111 64%	82 59%	85 62%	38 53%	40 56%	233 60%	236 62%	121 57%	126 60%	554 51%	541 50%	70 44%	63 41%	183 52%	192 52%	91 56%	93 48%	105 50%	110 55%	431 50%	397 47%	
Not at all aware	(1)	24 12%	13 6%	23 10%	26 12%	28 16%	23 13%	36 26%	26 19%	25 34%	14 20%	89 23%	63 17%	61 29%	40 19%	150 14%	116 11%	15 9%	15 10%	57 16% <sup>t</sup>	33 9%	19 11%	18 9%	41 20% <sup>x</sup>	21 11%	107 12%	96 11%	
NET: Very/ Quite aware		85 41%	97 48%	70 32%	89 41%	35 20%	39 22%	20 15%	25 19%	9 13%	17 24%	65 17%	82 21%	30 14%	43 20%	381 35%	422 39%	73 46%	74 49%	113 32%	140 38%	52 32%	81 42%	63 30%	69 35%	328 38%	344 41%	
NET: Not at all/ Not very aware		120 59%	105 52%	151 68%	129 59%	140 80%	134 78%	118 85%	111 81%	63 87%	55 76%	322 83%	300 79%	182 86%	166 80%	704 65%	657 61%	85 54%	78 51%	239 68%	225 62%	110 68%	111 58%	146 70%	131 65%	538 62%	493 59%	
Mean		2.36	2.47	2.27	2.32	2.07	2.11	1.91	2.01	1.82	2.06	1.96	2.06	1.88	2.03	2.28	2.34	2.47	2.45	2.21	2.34 <sup>s</sup>	2.25	2.39	2.14	2.30	2.33	2.35	
Standard deviation		0.77	0.70	0.72	0.73	0.66	0.64	0.68	0.65	0.75	0.72	0.69	0.66	0.70	0.67	0.78	0.74	0.80	0.76	0.77	0.72	0.70	0.74	0.77	0.74	0.78	0.76	
Standard error		0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.06	0.12	0.10	0.04	0.04	0.05	0.05	0.02	0.02	0.06	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.03	0.03	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 292

**Q6. Awareness of safety measures**

**Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Very aware (4)	39 4%	34 4%	33 11%	35 9%	69 6%	61 5%	52 8%	46 7%	38 10%	39 9%	76 7%	62 6%	48 13%	33 9%	22 12%	21 13%	18 12%	17 12%	15 23%	7 19%	10 19%	7 20%	12 16%	10 16%
Quite aware (3)	215 25%	252 30%a	127 42%	180 44%	364 31%	405 36%e	266 38%	281 41%	169 43%	173 41%	333 32%	364 36%	149 41%	167 46%	89 51%	84 52%	66 44%	69 46%	31 49%	23 62%	25 50%	19 50%	32 42%	30 48%
Not very aware (2)	467 54%	447 54%	121 40%	162 40%	577 50%	539 48%	324 47%	296 43%	146 38%	182 43%	508 49%	495 49%	142 39%	137 38%	55 31%	43 27%	53 35%	53 35%	14 23%	5 13%	12 23%	9 25%	26 34%	20 33%
Not at all aware (1)	146 17%b	103 12%	21 7%	31 8%	147 13%	113 10%	50 7%	60 9%	36 9%	28 7%	116 11%	98 10%	26 7%	23 6%	10 6%	13 8%	13 9%	10 7%	3 5%	2 6%	4 8%	2 4%	6 8%	2 3%
NET: Very/ Quite aware	254 29%	285 34%	160 53%	215 53%	434 37%	466 42%	318 46%	327 48%	207 53%	212 50%	409 40%	426 42%	197 54%	201 56%	111 63%	105 65%	85 56%	86 58%	46 72%	30 81%	35 69%	26 70%	44 58%	40 65%
NET: Not at all/ Not very aware	613 71%	549 66%	142 47%	194 47%	725 63%	653 58%	374 54%	356 52%	182 47%	210 50%	623 60%	593 58%	168 46%	159 44%	65 37%	56 35%	67 44%	63 42%	18 28%	7 19%	16 31%	11 30%	32 42%	22 35%
Mean	2.17	2.26a	2.57	2.53	2.31	2.37	2.46	2.46	2.54	2.53	2.36	2.38	2.60	2.59	2.70	2.70	2.59	2.63	2.90	2.93	2.81	2.86	2.67	2.78
Standard deviation	0.75	0.72	0.78	0.76	0.77	0.74	0.74	0.75	0.80	0.75	0.78	0.74	0.80	0.75	0.76	0.80	0.82	0.78	0.82	0.76	0.84	0.79	0.85	0.75
Standard error	0.03	0.03	0.04	0.04	0.02	0.02	0.03	0.03	0.04	0.03	0.02	0.02	0.04	0.04	0.04	0.05	0.05	0.05	0.07	0.07	0.07	0.07	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 293

**Q6. Awareness of safety measures**

**Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Very aware (4)	26 11%	28 10%	58 6%	39 4%	84 18%	69 14%	-	-
Quite aware (3)	90 36%	138 47%a	282 28%	287 31%	376 82%	431 86%	-	-
Not very aware (2)	110 44%	110 37%	511 51%	493 53%	-	-	629 79%	609 82%
Not at all aware (1)	23 9%	17 6%	143 14%	115 12%	-	-	170 21%	134 18%
NET: Very/ Quite aware	116 47%	166 57%a	340 34%	326 35%	460 100%	500 100%	-	-
NET: Not at all/ Not very aware	132 53%b	127 43%	654 66%	608 65%	-	-	799 100%	743 100%
Mean	2.48	2.61	2.26	2.27	3.18	3.14	1.79	1.82
Standard deviation	0.80	0.74	0.77	0.73	0.39	0.34	0.41	0.38
Standard error	0.04	0.04	0.03	0.02	0.02	0.01	0.02	0.01

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 294

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187
Facebook	405 33%	198 33%	206 33%	112 33%	112 31%	91 35%	83 30%	225 32%	174 33%	32 37%	372 32%	63 45%	85 40%
YouTube	404 32%	219 36%	183 29%	118 35%	101 28%	88 34%	91 33%	219 31%	179 34%	42 48%	362 31%	71 50%	95 45%
Instagram	265 21%	108 18%	156 25%	87 26%	65 18%	57 22%	53 19%	151 22%	110 21%	34 39%	232 20%	51 36%	70 33%
TikTok	153 12%	73 12%	78 12%	43 13%	40 11%	35 14%	29 11%	84 12%	65 12%	24 27%	129 11%	40 28%	36 17%
Snapchat	152 12%	64 11%	86 14%	50 15%	36 10%	33 13%	29 11%	86 12%	62 12%	29 33%	123 11%	41 29%	37 17%
Twitch	79 6%	52 9%	27 4%	29 9%	25 7%	13 5%	10 4%	55 8%	23 4%	12 14%	67 6%	20 14%	21 10%
Vimeo	58 5%	41 7%	17 3%	24 7%	18 5%	12 5%	4 1%	42 6%	15 3%	11 13%	47 4%	11 7%	12 6%
Vuepay	27 2%	16 3%	11 2%	9 3%	8 2%	6 2%	3 1%	18 3%	8 2%	10 11%	17 1%	4 3%	5 2%
OnlyFans	25 2%	19 3%	6 1%	8 2%	8 2%	4 1%	6 2%	15 2%	10 2%	-	25 2%	3 2%	9 4%
Triller	23 2%	14 2%	9 1%	12 3%	5 1%	4 1%	1 *	16 2%	5 1%	7 8%	16 1%	5 4%	5 2%
Recast	22 2%	11 2%	11 2%	10 3%	5 1%	5 2%	1 1%	15 2%	6 1%	7 8%	15 1%	3 2%	4 2%
Fruitleab	20 2%	11 2%	9 1%	8 2%	7 2%	3 1%	1 *	15 2%	4 1%	7 8%	13 1%	4 3%	3 2%
Bitchute	18 1%	11 2%	7 1%	4 1%	5 1%	6 2%	3 1%	9 1%	9 2%	-	18 2%	2 2%	3 1%
PocketStars	14 1%	10 2%	4 1%	6 2%	3 1%	4 1%	2 1%	9 1%	5 1%	-	14 1%	2 2%	6 3%
Fanzworld	13 1%	9 2%	4 1%	6 2%	3 1%	2 1%	1 *	9 1%	4 1%	-	13 1%	4 3%	3 2%
Xpanded.com	12 1%	8 1%	5 1%	4 1%	3 1%	2 1%	3 1%	7 1%	4 1%	-	12 1%	3 2%	3 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 294

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
UK Babe Channels Video	12 1%	8 1%	3 1%	4 1%	3 1%	2 1%	2 1%	8 1%	4 1%	-	12 1%	2 2%	4 2%
Admire.Me	12 1%	7 1%	4 1%	5 1%	3 1%	2 1%	2 1%	7 1%	4 1%	-	12 1%	3 2%	3 2%
TV Girls Plaza	11 1%	7 1%	3 1%	4 1%	3 1%	2 1%	1 *	7 1%	4 1%	-	11 1%	3 2%	4 2%
None of the above	729 59%	346 57%	378 60%	195 58%	221 61%	146 57%	164 59%	416 59%	309 58%	36 41%	693 60%	57 40%	100 47%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 295  
**Q6b. Awareness of measures - NET: Aware summary**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Aware summary**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	231	215	153	126	54	333	180	1037	194	372	191	206	828
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Effective base	180	179	136	115	45	293	157	870	137	310	161	168	674
Facebook	81 40%	70 32%	37 21%	22 16%	14 19%	73 19%	36 17%	343 32%	61 40%	115 31%	55 29%	65 33%	276 33%
YouTube	75 37%	62 28%	30 17%	18 13%	10 15%	59 15%	29 14%	330 31%	69 46%	119 33%	68 36%	63 32%	266 32%
Instagram	57 28%	33 15%	12 7%	7 5%	2 2%	21 5%	8 4%	208 19%	56 37%	70 19%	46 24%	39 19%	184 22%
TikTok	23 11%	22 10%	6 4%	1 1%	- -	7 2%	1 1%	121 11%	31 21%	38 10%	25 13%	21 10%	104 12%
Snapchat	21 11%	19 9%	3 2%	1 1%	- -	5 1%	1 1%	119 11%	32 21%	40 11%	25 13%	20 10%	105 13%
Twitch	17 9%	8 4%	1 1%	* *	- -	1 *	* *	61 6%	18 12%	21 6%	13 7%	10 5%	53 6%
Vimeo	13 6%	7 3%	1 1%	3 2%	- -	4 1%	3 1%	42 4%	16 10%	18 5%	11 6%	10 5%	36 4%
Vuepay	5 2%	2 1%	- -	* *	- -	* *	* *	18 2%	8 5%	7 2%	4 2%	6 3%	19 2%
OnlyFans	8 4%	3 2%	1 *	* *	- -	1 *	* *	19 2%	6 4%	6 2%	3 1%	4 2%	18 2%
Triller	3 2%	2 1%	1 *	* *	- -	1 *	* *	14 1%	9 6%	7 2%	3 2%	6 3%	15 2%
Recast	6 3%	2 1%	- -	- -	- -	- -	- -	14 1%	8 5%	7 2%	4 2%	6 3%	13 2%
Fruittab	5 2%	2 1%	- -	- -	- -	- -	- -	13 1%	8 5%	7 2%	4 2%	6 3%	12 1%
Bitchute	5 2%	5 2%	1 1%	1 1%	- -	2 1%	1 1%	12 1%	6 4%	5 1%	3 2%	1 1%	13 1%
PocketStars	4 2%	2 1%	1 *	- -	- -	1 *	- -	9 1%	5 4%	2 1%	1 *	1 1%	11 1%
Fanzworld	3 2%	2 1%	- -	- -	- -	- -	- -	8 1%	5 4%	3 1%	1 *	2 1%	9 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 295

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Xpanded.com	4 2%	2 1%	-	-	-	-	-	6 1%	6 4%	3 1%	1 1%	2 1%	8 1%
UK Babe Channels Video	3 2%	2 1%	-	*	-	*	*	5 *	7 5%	2 1%	1 *	1 1%	9 1%
Admire.Me	3 1%	2 1%	*	*	-	*	*	6 1%	6 4%	2 1%	1 *	1 1%	9 1%
TV Girls Plaza	3 1%	2 1%	-	*	-	*	*	5 *	6 4%	2 *	*	1 1%	8 1%
None of the above	104 51%	135 62%	130 75%	111 81%	57 80%	298 78%	168 81%	653 60%	70 46%	211 58%	108 56%	119 59%	499 60%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 296

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitleab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	773	469	1141	760	522	1043	449	255	263	111	119	179
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Effective base	663	355	928	594	383	842	323	163	166	54	74	122
Facebook	232 28%	173 42%	379 34%	288 42%	183 43%	405 40%	180 50%	79 49%	76 51%	27 72%	21 55%	36 57%
YouTube	226 27%	178 44%	404 36%	277 41%	186 44%	352 35%	174 48%	95 59%	92 62%	29 78%	23 62%	36 58%
Instagram	126 15%	140 34%	251 22%	265 39%	160 38%	248 24%	154 43%	70 43%	69 46%	24 65%	15 41%	29 47%
TikTok	66 8%	86 21%	148 13%	137 20%	153 36%	143 14%	118 33%	53 33%	52 35%	20 55%	13 35%	22 35%
Snapchat	62 7%	90 22%	143 13%	134 20%	113 27%	144 14%	152 42%	57 35%	44 30%	21 55%	12 32%	19 31%
Twitch	35 4%	44 11%	78 7%	60 9%	57 13%	69 7%	56 16%	79 49%	42 28%	20 52%	11 29%	20 32%
Vimeo	21 2%	37 9%	57 5%	50 7%	43 10%	54 5%	40 11%	37 23%	58 39%	22 59%	12 33%	15 24%
Vuepay	5 1%	22 6%	27 2%	26 4%	24 6%	27 3%	24 7%	22 14%	24 16%	17 45%	9 25%	10 15%
OnlyFans	11 1%	14 3%	24 2%	22 3%	19 5%	23 2%	18 5%	16 10%	14 9%	9 23%	8 22%	25 40%
Triller	5 1%	18 4%	23 2%	22 3%	18 4%	23 2%	20 6%	19 12%	21 14%	17 45%	9 24%	8 13%
Recast	3 *	20 5%	22 2%	22 3%	18 4%	22 2%	19 5%	21 13%	19 13%	16 41%	9 24%	9 15%
Fruitleab	3 *	17 4%	20 2%	19 3%	17 4%	20 2%	18 5%	17 10%	19 13%	20 54%	8 22%	8 13%
Bitchute	10 1%	8 2%	18 2%	11 2%	11 3%	15 1%	11 3%	9 6%	10 7%	8 20%	18 48%	8 12%
PocketStars	4 *	11 3%	14 1%	14 2%	13 3%	14 1%	14 4%	12 7%	13 8%	10 26%	9 23%	10 16%
Fanzworld	2 *	11 3%	13 1%	12 2%	12 3%	13 1%	12 3%	12 7%	13 8%	9 24%	9 24%	9 14%
Xpanded.com	3 *	10 2%	12 1%	11 2%	11 3%	12 1%	11 3%	10 6%	10 7%	9 23%	9 25%	9 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 296

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruillab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
UK Babe Channels Video	3 *	9 2%	12 1%	12 2%	11 3%	12 1%	11 3%	10 6%	10 7%	8 22%	9 23%	9 15%
Admire.Me	3 *	9 2%	11 1%	11 2%	11 3%	11 1%	11 3%	10 6%	10 7%	8 21%	8 21%	9 15%
TV Girls Plaza	2 *	8 2%	10 1%	10 1%	10 2%	10 1%	10 3%	10 6%	10 7%	9 23%	9 23%	9 14%
None of the above	542 65%	187 46%	634 57%	326 48%	186 44%	564 55%	139 39%	49 30%	48 32%	5 14%	9 24%	19 31%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 297

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	364	862	570	673
Weighted base	293	933	500	743
Effective base	263	740	432	586
Facebook	149 51%	250 27%	342 68%	62 8%
YouTube	145 49%	255 27%	363 73%	41 5%
Instagram	119 41%	143 15%	231 46%	35 5%
TikTok	84 29%	66 7%	133 27%	19 3%
Snapchat	78 27%	71 8%	138 28%	13 2%
Twitch	49 17%	28 3%	70 14%	9 1%
Vimeo	30 10%	28 3%	54 11%	4 1%
Vuepay	18 6%	9 1%	26 5%	1 *
OnlyFans	12 4%	13 1%	23 5%	1 *
Triller	15 5%	8 1%	21 4%	2 *
Recast	18 6%	4 *	21 4%	1 *
Fruitleab	16 6%	4 *	20 4%	1 *
Bitchute	9 3%	9 1%	17 3%	1 *
PocketStars	8 3%	6 1%	14 3%	1 *
Fanzworld	9 3%	4 *	13 3%	1 *
Xpanded.com	8 3%	3 *	11 2%	1 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 297

**Q6b. Awareness of measures - NET: Aware summary**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Aware summary**

	Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Weighted base	293	933	500	743
UK Babe Channels Video	8 3%	4 *	11 2%	1 *
Admire.Me	8 3%	4 *	11 2%	1 *
TV Girls Plaza	8 3%	2 *	10 2%	1 *
None of the above	107 37%	612 66%	71 14%	658 89%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 298

**Q6b. Awareness of measures - YouTube**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1141	628	508	334	347	224	227	681	451	97	1044	114	231
Weighted base	1119	569	544	310	329	228	242	638	470	84	1034	132	201
Effective base	928	501	427	268	285	185	185	552	369	90	842	90	178
Very aware	(4) 6%	42 7%	25 5%	24 8%	16 5%	13 6%	13 5%	40 6%	26 5%	7 8%	61 6%	17 13%	15 7%
Quite aware	(3) 30%	178 31%	158 29%	94 30%	85 26%	75 33%	78 32%	179 28%	153 33%	35 41%	301 29%	54 41%	80 40%
Not very aware	(2) 47%	261 46%	256 47%	130 42%	172 52%	111 49%	105 43%	302 47%	216 46%	32 38%	488 47%	42 32%	75 37%
Not at all aware	(1) 17%	89 16%	104 19%	61 20%	56 17%	29 13%	46 19%	118 18%	75 16%	11 13%	184 18%	19 15%	32 16%
NET: Very/ Quite aware	404 36%	219 39%	183 34%	118 38%	101 31%	88 39%	91 38%	219 34%	179 38%	42 49%	362 35%	71 54%	95 47%
NET: Not at all/ Not very aware	715 64%	350 61%	361 66%	191 62%	228 69%	140 61%	151 62%	419 66%	291 62%	43 51%	672 65%	61 46%	106 53%
Mean	2.25	2.30	2.19	2.26	2.19	2.31	2.24	2.22	2.27	2.44	2.23	2.52	2.39
Standard deviation	0.81	0.82	0.79	0.86	0.77	0.77	0.82	0.82	0.79	0.82	0.81	0.90	0.84
Standard error	0.02	0.03	0.04	0.05	0.04	0.05	0.05	0.03	0.04	0.08	0.03	0.08	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 299  
**Q6b. Awareness of measures - YouTube**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**YouTube**

		Age - 35-44	Age - 45-54	Age - 55-64	Age - 65-74	Age - 75-84	Age - 55+	Age - 65+	Ethnicity - White	Ethnicity - Minority Ethnic background	Impacting/ limiting condition - Any	Impacting/ limiting condition - Mental condition	Impacting/ limiting condition - Physical condition	No Impacting/ limiting condition
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)	Wave 2 (z)
Unweighted base		221	193	136	109	40	285	149	943	187	341	180	183	762
Weighted base		188	193	149	117	53*	319	170	964	144	331	182	176	752
Effective base		172	159	121	99	33	250	130	787	132	284	153	148	616
Very aware	(4)	14 8%	10 5%	3 2%	* *	2 3%	5 2%	2 1%	51 5%	17 12%	21 6%	14 8%	13 7%	45 6%
Quite aware	(3)	61 32%	52 27%	27 18%	18 16%	9 17%	54 17%	27 16%	279 29%	52 36%	98 29%	55 30%	50 29%	221 29%
Not very aware	(2)	91 48%	95 49%	92 62%	68 58%	27 50%	186 58%	94 55%	462 48%	54 37%	158 48%	81 44%	81 46%	350 46%
Not at all aware	(1)	22 12%	36 19%	28 19%	31 27%	16 30%	75 23%	47 28%	172 18%	21 15%	55 16%	33 18%	32 18%	136 18%
NET: Very/ Quite aware		75 40%	62 32%	30 20%	18 16%	10 20%	59 18%	29 17%	330 34%	69 48%	119 36%	68 38%	63 36%	266 35%
NET: Not at all/ Not very aware		113 60%	131 68%	119 80%	99 84%	43 80%	261 82%	141 83%	634 66%	75 52%	213 64%	113 62%	113 64%	486 65%
Mean		2.36	2.19	2.04	1.89	1.92	1.96	1.90	2.22	2.45	2.26	2.27	2.25	2.23
Standard deviation		0.79	0.79	0.67	0.65	0.77	0.68	0.69	0.80	0.88	0.81	0.84	0.84	0.81
Standard error		0.05	0.06	0.06	0.06	0.12	0.04	0.06	0.03	0.06	0.04	0.06	0.06	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 300

**Q6b. Awareness of measures - YouTube**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	694	446	1141	719	512	949	431	250	259	110	117	176
Weighted base	737	381	1119	632	412	904	341	159	148	37	37	61
Effective base	591	338	928	558	376	760	309	160	164	53	73	120
Very aware (4)	35 5%	33 9%	68 6%	54 8%	42 10%	62 7%	40 12%	32 20%	25 17%	13 36%	10 26%	11 17%
Quite aware (3)	191 26%	145 38%	336 30%	224 35%	144 35%	290 32%	135 40%	63 40%	66 45%	16 43%	14 37%	25 41%
Not very aware (2)	363 49%	157 41%	520 47%	259 41%	168 41%	411 45%	115 34%	50 31%	39 27%	5 14%	11 28%	20 33%
Not at all aware (1)	148 20%	46 12%	195 17%	96 15%	59 14%	141 16%	52 15%	14 9%	17 11%	2 7%	3 9%	5 8%
NET: Very/ Quite aware	226 31%	178 47%	404 36%	277 44%	186 45%	352 39%	174 51%	95 60%	92 62%	29 80%	23 63%	36 58%
NET: Not at all/ Not very aware	512 69%	203 53%	715 64%	355 56%	226 55%	553 61%	167 49%	64 40%	56 38%	8 20%	14 37%	25 42%
Mean	2.15	2.43	2.25	2.37	2.41	2.30	2.48	2.71	2.68	3.09	2.80	2.68
Standard deviation	0.79	0.81	0.81	0.84	0.86	0.81	0.89	0.89	0.89	0.88	0.94	0.86
Standard error	0.03	0.04	0.02	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.09	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 301

**Q6b. Awareness of measures - YouTube**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		354	774	541	600
Weighted base		284	822	466	653
Effective base		256	662	411	519
Very aware	(4)	38 14%	30 4%	67 14%	1 *
Quite aware	(3)	106 37%	225 27%	297 64%	39 6%
Not very aware	(2)	105 37%	411 50%	90 19%	431 66%
Not at all aware	(1)	34 12%	156 19%	13 3%	182 28%
NET: Very/ Quite aware		145 51%	255 31%	363 78%	41 6%
NET: Not at all/ Not very aware		139 49%	567 69%	103 22%	612 94%
Mean		2.52	2.16	2.90	1.79
Standard deviation		0.87	0.76	0.66	0.55
Standard error		0.05	0.03	0.03	0.02

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 302

**Q6b. Awareness of measures - Instagram**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	760	374	382	231	241	146	138	472	284	80	680	103	190
Weighted base	683	287	391	197	209	139	134	405	273	69	614	111	154
Effective base	594	278	319	178	189	115	110	367	225	75	523	81	142
Very aware	(4) 44 6%	25 9%	19 5%	21 11%	9 4%	5 4%	7 5%	30 7%	12 4%	5 8%	39 6%	9 8%	8 5%
Quite aware	(3) 221 32%	83 29%	137 35%	66 34%	56 27%	52 37%	46 34%	122 30%	98 36%	28 41%	193 31%	42 38%	62 40%
Not very aware	(2) 298 44%	137 48%	157 40%	79 40%	105 50%	60 43%	53 40%	184 45%	113 41%	28 41%	270 44%	38 34%	58 37%
Not at all aware	(1) 120 18%	42 15%	78 20%	31 16%	39 19%	22 16%	27 20%	70 17%	50 18%	7 11%	112 18%	22 20%	27 17%
NET: Very/ Quite aware	265 39%	108 38%	156 40%	87 44%	65 31%	57 41%	53 40%	151 37%	110 40%	34 49%	232 38%	51 46%	70 45%
NET: Not at all/ Not very aware	418 61%	179 62%	235 60%	110 56%	144 69%	82 59%	80 60%	254 63%	163 60%	36 51%	382 62%	60 54%	84 55%
Mean	2.28	2.31	2.25	2.39	2.17	2.28	2.25	2.27	2.27	2.45	2.26	2.35	2.33
Standard deviation	0.83	0.83	0.83	0.88	0.77	0.78	0.84	0.83	0.81	0.79	0.83	0.89	0.82
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.07	0.04	0.05	0.09	0.03	0.09	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Absolutes/col percents

Table 303

**Q6b. Awareness of measures - Instagram**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (j)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	161	128	61	28	9	98	37	585	166	210	127	109	524
Weighted base	127	120	62	27**	13**	102	40*	553	123	187	123	95	474
Effective base	119	100	55	24	8	86	31	473	114	165	104	82	411
Very aware (4)	14 11%	7 6%	* *	- -	- -	* *	- -	33 6%	11 9%	8 4%	5 4%	6 6%	31 7%
Quite aware (3)	44 34%	25 21%	12 20%	7 24%	2 12%	20 20%	8 20%	174 32%	45 37%	61 33%	41 34%	33 35%	153 32%
Not very aware (2)	56 44%	64 53%	35 56%	15 56%	4 35%	55 54%	20 49%	249 45%	43 35%	84 45%	53 43%	40 42%	204 43%
Not at all aware (1)	14 11%	23 20%	15 24%	5 20%	7 53%	27 26%	12 30%	96 17%	24 19%	33 18%	23 19%	16 17%	86 18%
NET: Very/ Quite aware	57 45%	33 27%	12 20%	7 24%	2 12%	21 20%	8 20%	208 38%	56 46%	70 37%	46 38%	39 41%	184 39%
NET: Not at all/ Not very aware	70 55%	87 73%	49 80%	21 76%	11 88%	81 80%	32 80%	345 62%	67 54%	117 63%	76 62%	57 59%	290 61%
Mean	2.45	2.14	1.97	2.04	1.59	1.94	1.90	2.26	2.35	2.24	2.23	2.29	2.27
Standard deviation	0.83	0.80	0.67	0.67	0.72	0.69	0.71	0.81	0.89	0.80	0.80	0.82	0.83
Standard error	0.07	0.07	0.09	0.13	0.24	0.07	0.12	0.03	0.07	0.05	0.07	0.08	0.04

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 304

**Q6b. Awareness of measures - Instagram**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	395	364	719	760	455	699	408	226	239	109	103	165
Weighted base	391	292	632	683	353	618	315	134	129	35	28	55
Effective base	329	266	558	594	329	541	292	140	148	54	63	111
Very aware (4)	19 5%	25 8%	43 7%	44 6%	31 9%	43 7%	30 9%	21 16%	19 15%	8 24%	5 19%	9 17%
Quite aware (3)	106 27%	115 39%	208 33%	221 32%	129 36%	205 33%	124 39%	48 36%	50 39%	16 46%	10 36%	20 37%
Not very aware (2)	184 47%	114 39%	278 44%	298 44%	148 42%	267 43%	112 36%	52 39%	43 33%	9 25%	9 31%	21 38%
Not at all aware (1)	81 21%	39 13%	103 16%	120 18%	45 13%	103 17%	49 16%	13 10%	17 13%	2 6%	4 14%	5 8%
NET: Very/ Quite aware	126 32%	140 48%	251 40%	265 39%	160 45%	248 40%	154 49%	70 52%	69 53%	24 70%	15 54%	29 54%
NET: Not at all/ Not very aware	265 68%	153 52%	381 60%	418 61%	193 55%	370 60%	161 51%	65 48%	60 47%	11 30%	13 46%	25 46%
Mean	2.16	2.43	2.30	2.28	2.41	2.31	2.43	2.58	2.55	2.88	2.58	2.63
Standard deviation	0.81	0.83	0.82	0.83	0.82	0.83	0.86	0.87	0.90	0.85	0.97	0.87
Standard error	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.10	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 305

**Q6b. Awareness of measures - Instagram**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		303	450	415	345
Weighted base		227	450	327	356
Effective base		212	378	305	292
Very aware	(4)	24 11%	20 4%	41 13%	3 1%
Quite aware	(3)	95 42%	124 27%	190 58%	32 9%
Not very aware	(2)	83 37%	213 47%	88 27%	210 59%
Not at all aware	(1)	25 11%	93 21%	9 3%	111 31%
NET: Very/ Quite aware		119 52%	143 32%	231 70%	35 10%
NET: Not at all/ Not very aware		108 48%	307 68%	97 30%	321 90%
Mean		2.52	2.16	2.80	1.79
Standard deviation		0.83	0.80	0.68	0.63
Standard error		0.05	0.04	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Absolutes/col percents

Table 306

**Q6b. Awareness of measures - TikTok**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	522	280	238	166	158	103	91	324	194	79	443	73	136
Weighted base	422	193	223	123	124	88	84	246	171	70	352	73	98
Effective base	383	194	190	120	118	75	69	237	144	74	311	53	93
Very aware	(4) 29 7%	17 9%	10 4%	12 10%	5 4%	4 5%	4 5%	18 7%	8 5%	4 5%	25 7%	11 15%	4 4%
Quite aware	(3) 124 29%	56 29%	68 30%	31 25%	35 28%	31 36%	25 30%	66 27%	56 33%	20 29%	104 29%	29 40%	32 33%
Not very aware	(2) 187 44%	91 47%	93 42%	50 41%	62 50%	42 47%	33 40%	112 46%	75 44%	31 45%	156 44%	25 34%	41 41%
Not at all aware	(1) 82 19%	29 15%	53 24%	29 23%	22 18%	11 12%	21 25%	50 20%	32 18%	15 21%	67 19%	8 11%	21 22%
NET: Very/ Quite aware	153 36%	73 38%	78 35%	43 35%	40 32%	35 40%	29 35%	84 34%	65 38%	24 34%	129 37%	40 55%	36 37%
NET: Not at all/ Not very aware	269 64%	120 62%	146 65%	79 65%	84 68%	52 60%	54 65%	163 66%	107 62%	46 66%	223 63%	33 45%	62 63%
Mean	2.23	2.32	2.15	2.22	2.19	2.33	2.15	2.21	2.24	2.17	2.25	2.59	2.19
Standard deviation	0.84	0.84	0.83	0.92	0.77	0.75	0.86	0.85	0.81	0.83	0.84	0.88	0.82
Standard error	0.04	0.05	0.05	0.07	0.06	0.07	0.09	0.05	0.06	0.09	0.04	0.10	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Absolutes/col percents

Table 307

**Q6b. Awareness of measures - TikTok**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	106	84	33	44	387	133	148	88	75	353
Weighted base	69	73	31**	39*	336	85	119	81	55*	286
Effective base	71	61	29	38	298	85	107	67	50	263
Very aware (4)	4 5%	6 8%	1 3%	1 2%	24 7%	5 5%	9 8%	6 8%	7 12%	17 6%
Quite aware (3)	19 28%	16 22%	5 18%	7 17%	97 29%	26 31%	29 24%	19 23%	14 26%	86 30%
Not very aware (2)	35 50%	37 51%	14 45%	19 49%	151 45%	36 42%	57 48%	36 45%	27 50%	127 44%
Not at all aware (1)	11 16%	13 18%	11 35%	13 33%	64 19%	18 21%	24 20%	20 24%	7 12%	55 19%
NET: Very/ Quite aware	23 33%	22 31%	6 21%	7 19%	121 36%	31 37%	38 32%	25 31%	21 38%	104 36%
NET: Not at all/ Not very aware	46 67%	50 69%	24 79%	32 81%	215 64%	54 63%	81 68%	56 69%	34 62%	182 64%
Mean	2.22	2.21	1.88	1.88	2.24	2.21	2.19	2.15	2.38	2.23
Standard deviation	0.78	0.84	0.80	0.76	0.84	0.84	0.85	0.88	0.86	0.83
Standard error	0.08	0.09	0.14	0.12	0.04	0.07	0.07	0.09	0.10	0.04

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 308

**Q6b. Awareness of measures - TikTok**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	230	291	512	455	522	470	354	207	211	99	90	148
Weighted base	209	213	412	353	422	372	257	117	106	30*	20	47
Effective base	181	203	376	329	383	339	243	125	125	46	59	97
Very aware (4)	17 8%	12 6%	28 7%	27 8%	29 7%	29 8%	23 9%	17 14%	14 13%	8 26%	5 25%	7 14%
Quite aware (3)	49 24%	74 35%	120 29%	110 31%	124 29%	115 31%	95 37%	36 31%	38 36%	13 43%	8 39%	15 33%
Not very aware (2)	100 48%	87 41%	184 45%	152 43%	187 44%	162 44%	97 38%	45 39%	36 34%	7 22%	5 26%	17 38%
Not at all aware (1)	43 20%	40 19%	80 19%	64 18%	82 19%	67 18%	42 16%	18 16%	19 17%	3 9%	2 9%	7 16%
NET: Very/ Quite aware	66 32%	86 41%	148 36%	137 39%	153 36%	143 39%	118 46%	53 46%	52 49%	20 69%	13 65%	22 47%
NET: Not at all/ Not very aware	143 68%	127 59%	264 64%	216 61%	269 64%	228 61%	139 54%	64 54%	54 51%	9 31%	7 35%	25 53%
Mean	2.19	2.28	2.23	2.28	2.23	2.28	2.38	2.44	2.45	2.85	2.81	2.45
Standard deviation	0.85	0.83	0.84	0.85	0.84	0.85	0.86	0.92	0.93	0.92	0.94	0.93
Standard error	0.06	0.05	0.04	0.04	0.04	0.04	0.05	0.06	0.06	0.09	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 309

**Q6b. Awareness of measures - TikTok**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		261	256	300	222
Weighted base		192	225	212	210
Effective base		174	205	205	180
Very aware	(4)	18 9%	10 5%	28 13%	1 *
Quite aware	(3)	66 35%	56 25%	106 50%	18 9%
Not very aware	(2)	69 36%	117 52%	68 32%	119 57%
Not at all aware	(1)	39 20%	42 19%	10 5%	72 34%
NET: Very/ Quite aware		84 44%	66 29%	133 63%	19 9%
NET: Not at all/ Not very aware		108 56%	159 71%	78 37%	191 91%
Mean		2.33	2.15	2.71	1.75
Standard deviation		0.90	0.77	0.75	0.62
Standard error		0.06	0.05	0.04	0.04

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 310

**Q6b. Awareness of measures - Facebook**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1043	547	491	303	308	217	207	611	424	73	970	109	219
Weighted base	1019	484	529	280	289	219	223	568	442	63	956	126	185
Effective base	842	427	415	238	251	178	170	488	348	69	777	85	167
Very aware	(4) 7%	47 10%	25 5%	29 10%	16 5%	12 5%	13 6%	44 8%	25 6%	7 12%	65 7%	16 13%	16 9%
Quite aware	(3) 33%	151 31%	182 34%	84 30%	97 33%	79 36%	70 31%	180 32%	149 34%	25 40%	308 32%	47 38%	69 38%
Not very aware	(2) 43%	210 43%	224 42%	112 40%	124 43%	104 48%	98 44%	236 41%	203 46%	23 37%	416 44%	38 30%	75 40%
Not at all aware	(1) 17%	75 16%	98 19%	55 20%	53 18%	24 11%	42 19%	108 19%	66 15%	8 12%	167 17%	25 20%	25 14%
NET: Very/ Quite aware	405 40%	198 41%	206 39%	112 40%	112 39%	91 41%	83 37%	225 40%	174 39%	32 51%	372 39%	63 50%	85 46%
NET: Not at all/ Not very aware	614 60%	286 59%	323 61%	167 60%	176 61%	129 59%	140 63%	344 60%	268 61%	31 49%	584 61%	63 50%	100 54%
Mean	2.30	2.35	2.25	2.31	2.26	2.36	2.24	2.28	2.30	2.51	2.28	2.43	2.41
Standard deviation	0.83	0.86	0.81	0.90	0.82	0.75	0.83	0.86	0.79	0.86	0.83	0.95	0.83
Standard error	0.03	0.04	0.04	0.05	0.05	0.05	0.06	0.03	0.04	0.10	0.03	0.09	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 311  
**Q6b. Awareness of measures - Facebook**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**Facebook**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (j)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	202	180	122	95	43	260	138	868	167	319	166	179	690
Weighted base	172	180	132	102	58*	293	160	888	124	308	165	170	681
Effective base	155	147	110	87	36	229	120	721	115	264	139	144	554
Very aware (4)	19 11%	8 5%	3 2%	- -	3 5%	6 2%	3 2%	54 6%	18 15%	19 6%	12 7%	11 7%	50 7%
Quite aware (3)	62 36%	62 34%	34 26%	22 22%	11 19%	67 23%	33 21%	289 33%	43 35%	95 31%	44 26%	54 32%	226 33%
Not very aware (2)	69 40%	81 45%	72 55%	53 52%	28 48%	153 52%	81 50%	393 44%	42 34%	146 47%	80 49%	74 44%	284 42%
Not at all aware (1)	21 12%	29 16%	23 18%	27 27%	16 28%	67 23%	43 27%	152 17%	20 16%	47 15%	30 18%	30 18%	121 18%
NET: Very/ Quite aware	81 47%	70 39%	37 28%	22 22%	14 24%	73 25%	36 22%	343 39%	61 49%	115 37%	55 33%	65 38%	276 41%
NET: Not at all/ Not very aware	91 53%	110 61%	96 72%	80 78%	44 76%	220 75%	124 78%	545 61%	63 51%	193 63%	110 67%	105 62%	405 59%
Mean	2.46	2.28	2.12	1.95	2.01	2.04	1.97	2.28	2.48	2.28	2.22	2.27	2.30
Standard deviation	0.85	0.79	0.71	0.70	0.82	0.73	0.74	0.81	0.94	0.80	0.82	0.83	0.84
Standard error	0.06	0.06	0.06	0.07	0.13	0.05	0.06	0.03	0.07	0.04	0.06	0.06	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 312

**Q6b. Awareness of measures - Facebook**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	630	412	949	699	470	1043	422	232	246	110	106	172
Weighted base	670	349	904	618	372	1019	336	137	133	37	30	58
Effective base	539	304	760	541	339	842	301	143	153	53	64	116
Very aware (4)	35 5%	37 11%	66 7%	52 8%	35 10%	72 7%	35 10%	27 19%	21 16%	10 27%	8 26%	9 15%
Quite aware (3)	197 29%	135 39%	314 35%	236 38%	147 40%	333 33%	145 43%	53 38%	55 41%	17 46%	13 42%	27 46%
Not very aware (2)	315 47%	125 36%	382 42%	228 37%	131 35%	440 43%	100 30%	40 29%	40 30%	6 16%	7 24%	17 30%
Not at all aware (1)	124 18%	51 15%	144 16%	101 16%	58 16%	175 17%	56 17%	18 13%	18 13%	4 11%	2 8%	5 9%
NET: Very/ Quite aware	232 35%	173 50%	379 42%	288 47%	183 49%	405 40%	180 54%	79 58%	76 57%	27 73%	21 68%	36 61%
NET: Not at all/ Not very aware	439 65%	176 50%	525 58%	330 53%	189 51%	614 60%	156 46%	58 42%	57 43%	10 27%	10 32%	23 39%
Mean	2.21	2.46	2.33	2.39	2.43	2.30	2.47	2.64	2.60	2.89	2.87	2.67
Standard deviation	0.80	0.87	0.83	0.86	0.87	0.83	0.89	0.94	0.91	0.94	0.91	0.85
Standard error	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.09	0.09	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 313

**Q6b. Awareness of measures - Facebook**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		333	695	499	544
Weighted base		263	742	426	593
Effective base		237	593	371	472
Very aware	(4)	32 12%	40 5%	68 16%	4 1%
Quite aware	(3)	117 45%	210 28%	274 64%	59 10%
Not very aware	(2)	79 30%	356 48%	69 16%	371 63%
Not at all aware	(1)	35 13%	136 18%	15 4%	160 27%
NET: Very/ Quite aware		149 57%	250 34%	342 80%	62 11%
NET: Not at all/ Not very aware		114 43%	492 66%	84 20%	531 89%
Mean		2.55	2.21	2.93	1.84
Standard deviation		0.87	0.80	0.68	0.61
Standard error		0.05	0.03	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 314

**Q6b. Awareness of measures - Snapchat**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	449	233	212	150	138	81	76	288	157	71	378	85	122
Weighted base	360	155	200	111	108	68	70	219	138	62	298	87	86
Effective base	323	155	169	106	99	58	58	204	116	67	259	65	82
Very aware	(4) 27 7%	17 11%	10 5%	12 11%	5 5%	3 4%	5 7%	17 8%	7 5%	4 7%	22 7%	6 7%	6 6%
Quite aware	(3) 125 35%	47 30%	76 38%	38 34%	31 29%	30 45%	24 34%	69 32%	54 40%	24 39%	101 34%	36 41%	31 36%
Not very aware	(2) 137 38%	59 38%	74 37%	40 36%	47 44%	24 36%	26 36%	87 40%	50 36%	25 41%	112 37%	25 29%	33 39%
Not at all aware	(1) 72 20%	32 20%	40 20%	21 19%	25 23%	10 15%	16 22%	46 21%	26 19%	8 13%	64 21%	21 24%	16 19%
NET: Very/ Quite aware	152 42%	64 41%	86 43%	50 45%	36 34%	33 49%	29 41%	86 39%	62 45%	29 46%	123 41%	41 47%	37 42%
NET: Not at all/ Not very aware	209 58%	91 59%	114 57%	61 55%	72 66%	35 51%	41 59%	133 61%	76 55%	33 54%	175 59%	46 53%	50 58%
Mean	2.30	2.31	2.28	2.36	2.15	2.38	2.26	2.32	2.32	2.40	2.27	2.31	2.30
Standard deviation	0.87	0.92	0.84	0.92	0.83	0.79	0.89	0.88	0.84	0.81	0.88	0.91	0.85
Standard error	0.04	0.06	0.06	0.07	0.07	0.09	0.10	0.05	0.07	0.10	0.05	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 315  
**Q6b. Awareness of measures - Snapchat**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**Snapchat**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	95	52	17	24	320	126	118	71	59	312
Weighted base	62	39*	16**	24**	278	81	95	64	45*	252
Effective base	63	33	15	19	242	80	83	53	37	229
Very aware (4)	6 10%	5 12%	- -	- -	21 7%	6 7%	8 9%	4 7%	5 11%	17 7%
Quite aware (3)	15 24%	14 36%	3 21%	5 19%	98 35%	26 33%	32 34%	21 33%	15 32%	88 35%
Not very aware (2)	29 48%	12 32%	9 53%	11 47%	108 39%	28 35%	36 38%	23 35%	17 37%	95 38%
Not at all aware (1)	11 18%	8 20%	4 26%	8 33%	52 19%	20 25%	19 20%	16 25%	9 20%	51 20%
NET: Very/ Quite aware	21 35%	19 48%	3 21%	5 19%	119 43%	32 40%	40 42%	25 40%	20 43%	105 42%
NET: Not at all/ Not very aware	40 65%	20 52%	13 79%	19 81%	159 57%	48 60%	55 58%	38 60%	26 57%	146 58%
Mean	2.28	2.40	1.95	1.86	2.31	2.23	2.30	2.22	2.35	2.28
Standard deviation	0.88	0.95	0.71	0.73	0.86	0.91	0.89	0.90	0.93	0.87
Standard error	0.09	0.13	0.17	0.15	0.05	0.08	0.08	0.11	0.12	0.05

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 316

**Q6b. Awareness of measures - Snapchat**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	179	269	431	408	354	422	449	190	191	102	89	134
Weighted base	167	193	341	315	257	336	360	104	91	32*	19	39
Effective base	139	186	309	292	243	301	323	111	110	49	59	86
Very aware (4)	10 6%	17 9%	25 7%	25 8%	22 9%	25 7%	27 7%	16 16%	13 15%	8 26%	5 25%	4 11%
Quite aware (3)	52 31%	73 38%	118 35%	109 35%	91 36%	120 36%	125 35%	41 39%	31 34%	13 39%	7 37%	15 39%
Not very aware (2)	66 40%	71 37%	132 39%	121 38%	101 39%	128 38%	137 38%	32 31%	32 35%	7 22%	5 26%	16 40%
Not at all aware (1)	39 23%	33 17%	66 19%	60 19%	43 17%	65 19%	72 20%	14 14%	14 16%	4 13%	2 11%	4 10%
NET: Very/ Quite aware	62 37%	90 46%	143 42%	134 42%	113 44%	144 43%	152 42%	57 55%	44 49%	21 65%	12 62%	19 50%
NET: Not at all/ Not very aware	105 63%	103 54%	198 58%	181 58%	144 56%	192 57%	209 58%	47 45%	46 51%	11 35%	7 38%	19 50%
Mean	2.19	2.38	2.30	2.31	2.36	2.31	2.30	2.57	2.48	2.78	2.76	2.52
Standard deviation	0.86	0.87	0.86	0.87	0.86	0.86	0.87	0.92	0.93	0.99	0.98	0.83
Standard error	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.07	0.07	0.10	0.10	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 317

**Q6b. Awareness of measures - Snapchat**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		230	214	281	168
Weighted base		163	193	201	159
Effective base		152	168	191	134
Very aware	(4)	20 12%	6 3%	27 13%	- -
Quite aware	(3)	58 36%	65 34%	112 56%	13 8%
Not very aware	(2)	58 35%	78 41%	53 26%	84 53%
Not at all aware	(1)	27 16%	44 23%	10 5%	62 39%
NET: Very/ Quite aware		78 48%	71 37%	138 69%	13 8%
NET: Not at all/ Not very aware		84 52%	122 63%	62 31%	146 92%
Mean		2.44	2.17	2.77	1.69
Standard deviation		0.91	0.81	0.74	0.62
Standard error		0.06	0.06	0.04	0.05

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 318

**Q6b. Awareness of measures - Twitch**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	255	177	76	93	76	48	36	169	84	39	216	41	76
Weighted base	161	108	52	58	47*	28**	27**	105	55	37*	124	33**	41*
Effective base	163	111	51	61	46	30	25	106	55	37	126	25	47
Very aware	(4) 25 16%	14 13%	11 21%	10 18%	7 16%	4 13%	3 13%	18 17%	7 13%	4 11%	21 17%	11 33%	3 7%
Quite aware	(3) 54 34%	38 35%	16 31%	19 33%	18 38%	9 34%	7 25%	37 35%	16 29%	8 21%	46 37%	9 28%	18 45%
Not very aware	(2) 58 36%	40 37%	17 33%	21 36%	13 28%	14 49%	11 40%	34 32%	24 45%	17 47%	41 33%	8 23%	16 40%
Not at all aware	(1) 24 15%	16 15%	8 15%	8 13%	9 19%	1 4%	6 23%	16 16%	7 13%	8 21%	16 13%	5 15%	4 9%
NET: Very/ Quite aware	79 49%	52 48%	27 52%	29 51%	25 54%	13 47%	10 38%	55 52%	23 42%	12 32%	67 54%	20 62%	21 51%
NET: Not at all/ Not very aware	82 51%	56 52%	25 48%	29 49%	22 46%	15 53%	17 62%	50 48%	32 58%	25 68%	57 46%	12 38%	20 49%
Mean	2.50	2.46	2.59	2.55	2.51	2.55	2.28	2.53	2.42	2.22	2.59	2.80	2.49
Standard deviation	0.93	0.90	0.99	0.94	0.98	0.78	0.97	0.95	0.88	0.91	0.92	1.08	0.76
Standard error	0.06	0.07	0.11	0.10	0.11	0.11	0.16	0.07	0.10	0.15	0.06	0.17	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 319

**Q6b. Awareness of measures - Twitch**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	63	32	173	80	66	39	34	175
Weighted base	32*	16**	120	39*	41*	29**	18**	112
Effective base	38	18	117	45	40	26	18	117
Very aware (4)	4 14%	3 20%	21 17%	4 11%	4 10%	3 10%	2 13%	20 18%
Quite aware (3)	13 40%	5 31%	40 33%	14 35%	17 41%	10 35%	7 41%	33 29%
Not very aware (2)	14 43%	3 17%	44 37%	12 31%	14 35%	11 37%	6 31%	42 37%
Not at all aware (1)	1 3%	5 32%	15 12%	9 23%	5 13%	5 18%	3 14%	18 16%
NET: Very/ Quite aware	17 54%	8 51%	61 51%	18 46%	21 51%	13 45%	10 54%	53 47%
NET: Not at all/ Not very aware	15 46%	8 49%	59 49%	21 54%	20 49%	16 55%	8 46%	60 53%
Mean	2.64	2.38	2.56	2.35	2.48	2.37	2.53	2.48
Standard deviation	0.77	1.16	0.92	0.96	0.86	0.91	0.92	0.97
Standard error	0.10	0.21	0.07	0.11	0.11	0.15	0.16	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 320

**Q6b. Awareness of measures - Twitch**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	90	164	250	226	207	232	190	255	163	99	85	115
Weighted base	69	92	159	134	117	137	104	161	75	31*	17	30
Effective base	62	103	160	140	125	143	111	163	88	46	60	72
Very aware (4)	8 12%	17 19%	25 16%	20 15%	18 16%	23 17%	20 19%	25 16%	14 19%	8 27%	5 29%	6 22%
Quite aware (3)	27 40%	27 29%	53 33%	40 30%	38 33%	46 33%	36 35%	54 34%	28 37%	11 37%	6 35%	13 44%
Not very aware (2)	24 35%	34 37%	58 36%	53 39%	42 36%	46 34%	31 30%	58 36%	24 32%	8 25%	6 33%	8 26%
Not at all aware (1)	9 14%	14 15%	24 15%	21 16%	18 15%	22 16%	17 16%	24 15%	9 13%	3 11%	1 3%	2 8%
NET: Very/ Quite aware	35 51%	44 48%	78 49%	60 45%	57 49%	69 51%	56 54%	79 49%	42 56%	20 64%	11 64%	20 66%
NET: Not at all/ Not very aware	34 49%	48 52%	81 51%	74 55%	60 51%	68 49%	48 46%	82 51%	33 44%	11 36%	6 36%	10 34%
Mean	2.49	2.51	2.50	2.44	2.49	2.52	2.57	2.50	2.62	2.80	2.90	2.80
Standard deviation	0.87	0.97	0.93	0.93	0.94	0.96	0.98	0.93	0.93	0.98	0.88	0.88
Standard error	0.09	0.08	0.06	0.06	0.07	0.06	0.07	0.06	0.07	0.10	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 321

**Q6b. Awareness of measures - Twitch**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		154	98	186	69
Weighted base		87	73	105	56
Effective base		91	70	113	51
Very aware	(4)	16 18%	9 12%	25 23%	1 1%
Quite aware	(3)	33 38%	20 27%	45 43%	9 15%
Not very aware	(2)	25 28%	34 47%	32 30%	27 48%
Not at all aware	(1)	13 15%	10 14%	3 3%	20 36%
NET: Very/ Quite aware		49 57%	28 39%	70 67%	9 17%
NET: Not at all/ Not very aware		38 43%	44 61%	35 33%	47 83%
Mean		2.60	2.37	2.87	1.82
Standard deviation		0.96	0.88	0.81	0.73
Standard error		0.08	0.09	0.06	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 322

**Q6b. Awareness of measures - Vimeo**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months  
Vimeo**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	263	177	84	109	80	47	26	189	73	37	226	33	67
Weighted base	149	97	51	64	49*	25**	10**	113	35*	33*	116	19**	29*
Effective base	166	110	55	73	49	29	14	122	44	34	132	17	38
Very aware	(4) 10 7%	8 8%	2 5%	6 10%	2 4%	1 5%	*	8 7%	2 5%	2 7%	8 7%	3 14%	1 5%
Quite aware	(3) 48 32%	33 34%	15 29%	17 27%	16 33%	10 42%	3 31%	33 29%	14 39%	9 27%	39 34%	8 42%	11 37%
Not very aware	(2) 61 41%	37 38%	23 46%	26 40%	20 41%	10 39%	6 56%	46 40%	15 44%	13 38%	48 42%	5 26%	13 43%
Not at all aware	(1) 30 20%	20 21%	10 20%	15 24%	11 22%	3 14%	1 8%	26 23%	4 12%	10 29%	21 18%	3 18%	5 15%
NET: Very/ Quite aware	58 39%	41 42%	17 34%	24 36%	18 37%	12 47%	4 35%	42 37%	15 44%	11 33%	47 40%	11 56%	12 42%
NET: Not at all/ Not very aware	91 61%	57 58%	34 66%	41 64%	31 63%	13 53%	7 65%	72 63%	20 56%	22 67%	69 60%	8 44%	17 58%
Mean	2.25	2.29	2.19	2.22	2.20	2.38	2.32	2.21	2.37	2.12	2.29	2.51	2.31
Standard deviation	0.86	0.89	0.81	0.93	0.83	0.80	0.73	0.88	0.77	0.92	0.84	0.97	0.80
Standard error	0.05	0.07	0.09	0.09	0.09	0.12	0.14	0.06	0.09	0.15	0.06	0.17	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 323

**Q6b. Awareness of measures - Vimeo**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	<u>Age - 35-44</u> Wave 2 (b)	<u>Age - 45-54</u> Wave 2 (d)	<u>Age - 55+</u> Wave 2 (l)	<u>Ethnicity - White</u> Wave 2 (p)	<u>Ethnicity - Minority Ethnic background</u> Wave 2 (r)	<u>Impacting/ limiting condition - Any</u> Wave 2 (t)	<u>Impacting/ limiting condition - Mental condition</u> Wave 2 (v)	<u>Impacting/ limiting condition - Physical condition</u> Wave 2 (x)	<u>No Impacting/ limiting condition</u> Wave 2 (z)
Unweighted base	63	40	23	177	85	77	43	44	174
Weighted base	29*	20**	19**	111	38*	43*	27**	23**	98
Effective base	35	24	19	117	50	49	28	26	114
Very aware (4)	3 10%	1 5%	-	7 6%	4 10%	3 7%	1 5%	3 12%	7 7%
Quite aware (3)	10 36%	6 30%	4 20%	36 32%	12 32%	15 34%	10 36%	7 31%	29 30%
Not very aware (2)	14 47%	8 39%	10 51%	48 43%	12 32%	21 48%	13 48%	12 51%	39 40%
Not at all aware (1)	2 7%	5 26%	5 28%	20 18%	10 26%	5 11%	3 11%	1 5%	23 23%
NET: Very/ Quite aware	13 46%	7 35%	4 20%	42 38%	16 41%	18 41%	11 41%	10 43%	36 36%
NET: Not at all/ Not very aware	16 54%	13 65%	15 80%	68 62%	22 59%	25 59%	16 59%	13 57%	62 64%
Mean	2.48	2.15	1.92	2.26	2.24	2.38	2.35	2.51	2.20
Standard deviation	0.78	0.89	0.71	0.83	0.96	0.78	0.76	0.79	0.88
Standard error	0.10	0.14	0.15	0.06	0.10	0.09	0.12	0.12	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 324

**Q6b. Awareness of measures - Vimeo**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	99	163	259	239	211	246	191	163	263	105	86	118
Weighted base	65	84	148	129	106	133	91	75	149	33	19	27
Effective base	68	98	164	148	125	153	110	88	166	51	55	84
Very aware (4)	1 1%	10 11%	10 7%	10 8%	8 7%	10 7%	8 9%	9 12%	10 7%	5 14%	3 14%	4 13%
Quite aware (3)	20 31%	28 33%	47 32%	40 31%	35 33%	45 33%	33 36%	28 37%	48 32%	17 52%	10 50%	11 41%
Not very aware (2)	30 46%	31 37%	61 41%	51 40%	38 35%	53 40%	32 36%	23 30%	61 41%	9 28%	5 25%	8 30%
Not at all aware (1)	15 22%	15 18%	30 20%	28 22%	25 24%	26 19%	18 20%	15 20%	30 20%	2 7%	2 11%	4 16%
NET: Very/ Quite aware	21 31%	37 45%	57 39%	50 39%	43 41%	54 41%	40 45%	37 50%	58 39%	22 66%	12 65%	15 54%
NET: Not at all/ Not very aware	45 69%	46 55%	91 61%	79 61%	63 59%	79 59%	50 55%	38 50%	91 61%	11 34%	7 35%	13 46%
Mean	2.10	2.38	2.25	2.25	2.24	2.29	2.34	2.42	2.25	2.73	2.68	2.51
Standard deviation	0.75	0.92	0.86	0.88	0.91	0.87	0.89	0.95	0.86	0.79	0.87	0.92
Standard error	0.08	0.07	0.05	0.06	0.06	0.06	0.06	0.07	0.05	0.08	0.09	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 325

**Q6b. Awareness of measures - Vimeo**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		143	119	178	85
Weighted base		67	82	86	63
Effective base		83	84	105	63
Very aware	(4)	6 9%	4 5%	10 12%	-
Quite aware	(3)	24 35%	24 29%	43 50%	4 7%
Not very aware	(2)	19 28%	42 52%	27 31%	34 54%
Not at all aware	(1)	19 28%	11 14%	6 7%	25 39%
NET: Very/ Quite aware		30 44%	28 34%	54 62%	4 7%
NET: Not at all/ Not very aware		38 56%	54 66%	33 38%	58 93%
Mean		2.25	2.25	2.67	1.68
Standard deviation		0.97	0.76	0.77	0.60
Standard error		0.08	0.07	0.06	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 326

**Q6b. Awareness of measures - Fruitlab**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG ABC1 Wave 2 (p)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)
Unweighted base	111	73	37	39	39	78	13	98
Weighted base	38	23*	14**	14**	15**	29*	13**	25*
Effective base	54	36	18	22	17	38	12	47
Very aware	(4) 7 19%	4 18%	3 20%	3 19%	4 25%	6 22%	2 15%	5 20%
Quite aware	(3) 13 35%	7 30%	6 43%	6 42%	3 21%	9 31%	5 41%	8 32%
Not very aware	(2) 9 25%	7 30%	2 17%	3 22%	4 27%	7 25%	3 23%	7 26%
Not at all aware	(1) 8 21%	5 22%	3 19%	2 16%	4 27%	6 22%	3 20%	5 21%
NET: Very/ Quite aware	20 54%	11 48%	9 64%	8 61%	7 46%	15 53%	7 57%	13 53%
NET: Not at all/ Not very aware	17 46%	12 52%	5 36%	5 39%	8 54%	14 47%	5 43%	12 47%
Mean	2.52	2.44	2.65	2.64	2.44	2.53	2.52	2.52
Standard deviation	1.03	1.04	1.05	1.00	1.18	1.08	1.02	1.06
Standard error	0.10	0.12	0.17	0.16	0.19	0.12	0.28	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 327

**Q6b. Awareness of measures - Fruitlab**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	61	48	29	73
Weighted base	24**	13**	11**	24*
Effective base	30	25	13	36
Very aware (4)	4 17%	3 22%	2 16%	5 22%
Quite aware (3)	8 36%	5 36%	5 50%	7 29%
Not very aware (2)	7 28%	3 21%	2 19%	7 29%
Not at all aware (1)	4 19%	3 21%	2 15%	5 20%
NET: Very/ Quite aware	13 53%	8 58%	7 66%	12 51%
NET: Not at all/ Not very aware	11 47%	6 42%	4 34%	12 49%
Mean	2.52	2.60	2.66	2.53
Standard deviation	1.01	1.09	0.96	1.06
Standard error	0.13	0.16	0.18	0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 328

**Q6b. Awareness of measures - Fruitlab**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	87	110	109	99	110	102	99	105	111	73	81
Weighted base	29*	37	35	30*	37	32*	31*	33	38	12	14
Effective base	42	53	54	46	53	49	46	51	54	69	69
Very aware (4)	5 18%	7 19%	6 16%	6 19%	7 19%	6 18%	5 18%	6 17%	7 19%	2 15%	2 14%
Quite aware (3)	12 40%	13 36%	13 38%	11 36%	13 36%	12 39%	11 37%	13 40%	13 35%	6 53%	6 42%
Not very aware (2)	7 25%	9 24%	9 27%	8 27%	9 26%	8 25%	9 30%	9 27%	9 25%	3 25%	5 33%
Not at all aware (1)	5 17%	8 21%	7 19%	5 18%	7 19%	6 19%	5 15%	5 16%	8 21%	1 7%	2 11%
NET: Very/ Quite aware	17 59%	20 55%	19 54%	17 56%	20 55%	18 57%	17 55%	19 57%	20 54%	8 68%	8 56%
NET: Not at all/ Not very aware	12 41%	17 45%	16 46%	13 44%	17 45%	14 43%	14 45%	14 43%	17 46%	4 32%	6 44%
Mean	2.60	2.53	2.51	2.57	2.54	2.56	2.57	2.58	2.52	2.76	2.59
Standard deviation	0.99	1.04	0.99	1.01	1.02	1.00	0.97	0.97	1.03	0.83	0.89
Standard error	0.11	0.10	0.09	0.10	0.10	0.10	0.10	0.09	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 329

**Q6b. Awareness of measures - Fruitlab**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)
Unweighted base		76	34	89
Weighted base		26*	11**	30*
Effective base		36	18	42
Very aware	(4)	7 26%	* 3%	7 23%
Quite aware	(3)	9 36%	4 32%	13 42%
Not very aware	(2)	5 21%	4 36%	7 22%
Not at all aware	(1)	4 17%	3 30%	4 13%
NET: Very/ Quite aware		16 62%	4 34%	20 65%
NET: Not at all/ Not very aware		10 38%	7 66%	11 35%
Mean		2.71	2.07	2.75
Standard deviation		1.06	0.88	0.97
Standard error		0.12	0.15	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 330

**Q6b. Awareness of measures - Triller**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Triller**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG ABC1 Wave 2 (p)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 25-34 Wave 2 (z)
Unweighted base	124	83	40	54	36	90	13	111	39
Weighted base	45	28*	17**	23*	11**	34	13**	32	10**
Effective base	69	44	24	33	17	50	12	64	25
Very aware	(4) 8 17%	5 17%	3 18%	3 14%	1 7%	4 12%	3 22%	5 15%	2 24%
Quite aware	(3) 15 33%	9 33%	6 35%	9 38%	4 35%	12 37%	4 33%	11 33%	2 21%
Not very aware	(2) 15 33%	9 33%	6 33%	8 35%	5 43%	13 38%	3 22%	12 38%	4 41%
Not at all aware	(1) 7 17%	5 18%	3 15%	3 13%	2 15%	5 14%	3 23%	5 14%	1 14%
NET: Very/ Quite aware	23 50%	14 49%	9 53%	12 52%	5 42%	16 49%	7 55%	16 48%	5 45%
NET: Not at all/ Not very aware	22 50%	14 51%	8 47%	11 48%	6 58%	17 51%	6 45%	17 52%	6 55%
Mean	2.51	2.48	2.55	2.53	2.34	2.47	2.55	2.49	2.55
Standard deviation	0.97	0.99	0.97	0.92	0.85	0.89	1.11	0.93	1.05
Standard error	0.09	0.11	0.15	0.12	0.14	0.09	0.31	0.09	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 331

**Q6b. Awareness of measures - Triller**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Triller**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	69	55	36	25	80
Weighted base	28*	17*	13**	11**	30*
Effective base	40	30	18	13	46
Very aware (4)	5 17%	3 17%	3 22%	3 25%	4 14%
Quite aware (3)	9 31%	6 38%	4 31%	3 28%	11 35%
Not very aware (2)	10 34%	5 31%	5 36%	4 36%	10 33%
Not at all aware (1)	5 18%	2 14%	1 11%	1 11%	6 18%
NET: Very/ Quite aware	14 47%	9 55%	7 53%	6 53%	15 49%
NET: Not at all/ Not very aware	15 53%	7 45%	6 47%	5 47%	15 51%
Mean	2.46	2.58	2.64	2.66	2.44
Standard deviation	0.99	0.95	0.98	1.02	0.96
Standard error	0.12	0.13	0.16	0.20	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Absolutes/col percents

Table 332

**Q6b. Awareness of measures - Triller**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Triller**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	30	93	121	119	109	123	114	102	108	91	74	78
Weighted base	15**	30*	44	43	37	45	38	33	35	26*	13	14
Effective base	21	48	67	65	58	68	62	51	57	46	67	62
Very aware (4)	2 11%	6 20%	8 17%	7 17%	6 17%	8 17%	8 20%	7 21%	7 19%	6 22%	3 27%	2 16%
Quite aware (3)	3 24%	12 38%	15 34%	15 35%	12 33%	15 34%	13 34%	12 37%	14 40%	11 43%	6 44%	6 43%
Not very aware (2)	6 42%	9 29%	15 33%	14 33%	14 39%	15 33%	13 35%	10 30%	10 29%	6 24%	3 22%	5 38%
Not at all aware (1)	3 23%	4 14%	7 15%	7 15%	4 12%	7 17%	4 11%	4 12%	4 12%	3 11%	1 7%	* 3%
NET: Very/ Quite aware	5 35%	18 58%	23 52%	22 52%	18 50%	23 51%	20 53%	19 58%	21 59%	17 65%	9 71%	8 59%
NET: Not at all/ Not very aware	9 65%	13 42%	21 48%	20 48%	18 50%	22 49%	18 47%	14 42%	14 41%	9 35%	4 29%	6 41%
Mean	2.23	2.64	2.54	2.54	2.55	2.51	2.62	2.68	2.66	2.77	2.90	2.71
Standard deviation	0.96	0.96	0.96	0.96	0.92	0.97	0.94	0.95	0.93	0.93	0.92	0.79
Standard error	0.18	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.10	0.11	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 333

**Q6b. Awareness of measures - Triller**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Triller**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		83	40	100	24
Weighted base		29*	16**	33	12**
Effective base		44	24	52	16
Very aware	(4)	5 18%	2 14%	8 23%	- -
Quite aware	(3)	9 32%	5 35%	13 41%	2 13%
Not very aware	(2)	10 35%	5 30%	10 29%	5 44%
Not at all aware	(1)	4 15%	3 20%	2 7%	5 43%
NET: Very/ Quite aware		15 50%	8 50%	21 64%	2 13%
NET: Not at all/ Not very aware		15 50%	8 50%	12 36%	10 87%
Mean		2.54	2.44	2.80	1.70
Standard deviation		0.97	1.00	0.89	0.72
Standard error		0.11	0.16	0.09	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 334

**Q6b. Awareness of measures - Recast**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Recast**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG ABC1 Wave 2 (p)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)
Unweighted base	124	83	41	53	87	15	109
Weighted base	42	27*	16**	22**	31*	15**	28
Effective base	61	38	23	27	42	14	54
Very aware	(4) 6 13%	3 13%	2 15%	3 13%	4 13%	2 13%	4 14%
Quite aware	(3) 17 39%	8 29%	9 58%	7 33%	11 34%	5 36%	11 41%
Not very aware	(2) 14 33%	10 36%	4 27%	7 33%	11 34%	4 29%	10 35%
Not at all aware	(1) 6 14%	6 23%	- -	5 22%	6 19%	3 23%	3 10%
NET: Very/ Quite aware	22 53%	11 41%	11 73%	10 46%	15 47%	7 49%	15 55%
NET: Not at all/ Not very aware	20 47%	16 59%	4 27%	12 54%	17 53%	7 51%	12 45%
Mean	2.52	2.31	2.88	2.37	2.41	2.39	2.59
Standard deviation	0.91	0.98	0.66	0.98	0.96	1.01	0.86
Standard error	0.08	0.11	0.10	0.13	0.10	0.26	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 335

**Q6b. Awareness of measures - Recast**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Recast**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	72	51	33	83
Weighted base	28*	14**	10**	28*
Effective base	36	27	15	45
Very aware (4)	3 12%	2 17%	2 17%	3 11%
Quite aware (3)	11 38%	6 43%	6 57%	10 35%
Not very aware (2)	11 38%	3 21%	2 23%	11 40%
Not at all aware (1)	4 12%	3 19%	* 4%	4 13%
NET: Very/ Quite aware	14 50%	8 60%	7 74%	13 47%
NET: Not at all/ Not very aware	14 50%	5 40%	3 26%	15 53%
Mean	2.49	2.58	2.87	2.45
Standard deviation	0.87	1.02	0.76	0.87
Standard error	0.10	0.14	0.13	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 336

**Q6b. Awareness of measures - Recast**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Recast**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	29	95	122	121	114	123	113	105	108	89	72	86
Weighted base	11**	32*	42	41	35	42	35	34*	34	25*	12	15
Effective base	14	47	60	59	55	60	54	48	52	43	68	79
Very aware (4)	1 7%	5 15%	6 14%	5 13%	5 14%	6 14%	5 14%	5 16%	5 14%	4 17%	3 23%	3 19%
Quite aware (3)	2 18%	15 47%	17 40%	17 40%	13 37%	17 40%	14 40%	15 44%	15 42%	11 46%	6 51%	7 44%
Not very aware (2)	6 52%	8 26%	14 33%	13 33%	11 32%	13 32%	11 32%	8 22%	10 29%	8 31%	2 20%	5 31%
Not at all aware (1)	2 22%	4 12%	6 14%	6 14%	6 17%	6 15%	5 14%	6 18%	5 14%	2 6%	1 5%	1 5%
NET: Very/ Quite aware	3 26%	20 62%	22 53%	22 53%	18 51%	22 54%	19 54%	21 60%	19 56%	16 63%	9 74%	9 64%
NET: Not at all/ Not very aware	8 74%	12 38%	20 47%	19 47%	17 49%	19 46%	16 46%	14 40%	15 44%	9 37%	3 26%	5 36%
Mean	2.11	2.66	2.53	2.51	2.47	2.53	2.54	2.58	2.56	2.73	2.92	2.78
Standard deviation	0.87	0.89	0.91	0.90	0.95	0.91	0.91	0.97	0.91	0.83	0.83	0.85
Standard error	0.16	0.09	0.08	0.08	0.09	0.08	0.09	0.09	0.09	0.09	0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 337

**Q6b. Awareness of measures - Recast**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Recast**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)
Unweighted base		90	32	101
Weighted base		31*	10**	32*
Effective base		42	18	48
Very aware	(4)	4 14%	1 8%	5 16%
Quite aware	(3)	13 42%	3 31%	16 49%
Not very aware	(2)	8 24%	6 61%	9 27%
Not at all aware	(1)	6 19%	- -	3 8%
NET: Very/ Quite aware		18 56%	4 39%	21 65%
NET: Not at all/ Not very aware		14 44%	6 61%	11 35%
Mean		2.51	2.47	2.72
Standard deviation		0.97	0.67	0.83
Standard error		0.10	0.12	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 338

**Q6b. Awareness of measures - Vuepay**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vuepay**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)
Unweighted base	131	88	42	52	41	93	37	18	113
Weighted base	46	30*	16**	20**	14**	34	11**	17**	29
Effective base	73	48	25	30	21	51	23	17	69
Very aware	(4) 6 12%	4 15%	1 9%	4 17%	1 9%	5 14%	1 9%	2 11%	4 13%
Quite aware	(3) 21 46%	12 41%	9 56%	6 29%	7 50%	13 38%	7 66%	8 46%	13 46%
Not very aware	(2) 14 29%	8 26%	6 35%	8 40%	3 21%	11 33%	2 22%	5 31%	8 29%
Not at all aware	(1) 6 12%	6 19%	- -	3 13%	3 20%	5 16%	* 3%	2 12%	4 12%
NET: Very/ Quite aware	27 58%	16 55%	11 65%	9 47%	8 59%	18 52%	8 75%	10 57%	17 59%
NET: Not at all/ Not very aware	19 42%	13 45%	6 35%	11 53%	6 41%	17 48%	3 25%	7 43%	12 41%
Mean	2.59	2.51	2.73	2.51	2.48	2.50	2.82	2.57	2.59
Standard deviation	0.87	0.98	0.63	0.95	0.94	0.93	0.65	0.87	0.88
Standard error	0.08	0.10	0.10	0.13	0.15	0.10	0.11	0.20	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 339

**Q6b. Awareness of measures - Vuepay**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vuepay**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	72	58	34	89
Weighted base	26*	19*	12**	32
Effective base	41	31	16	52
Very aware (4)	4 15%	2 10%	2 21%	3 10%
Quite aware (3)	14 54%	6 33%	5 42%	16 49%
Not very aware (2)	6 23%	7 39%	3 24%	10 31%
Not at all aware (1)	2 8%	3 18%	2 13%	3 10%
NET: Very/ Quite aware	18 68%	8 43%	7 63%	19 59%
NET: Not at all/ Not very aware	8 32%	11 57%	4 37%	13 41%
Mean	2.74	2.35	2.70	2.58
Standard deviation	0.82	0.91	0.99	0.82
Standard error	0.10	0.12	0.17	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 340

**Q6b. Awareness of measures - Vuepay**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vuepay**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	107	128	125	119	127	119	112	118	93	76	87
Weighted base	39	46	44	39	44	40	37	39	27*	13	15
Effective base	59	71	68	64	70	64	58	64	46	66	73
Very aware (4)	5 13%	6 12%	5 12%	6 14%	5 12%	5 13%	6 15%	5 13%	4 16%	3 21%	3 17%
Quite aware (3)	17 45%	21 46%	20 47%	18 47%	21 48%	19 48%	17 45%	19 49%	12 47%	6 50%	7 45%
Not very aware (2)	13 33%	14 30%	12 28%	11 29%	13 30%	12 30%	11 30%	10 26%	8 29%	4 27%	4 27%
Not at all aware (1)	3 9%	5 12%	5 13%	4 10%	5 10%	4 10%	4 10%	5 12%	2 8%	* 3%	2 11%
NET: Very/ Quite aware	22 58%	27 58%	26 59%	24 61%	27 60%	24 61%	22 60%	24 62%	17 63%	9 71%	10 63%
NET: Not at all/ Not very aware	16 42%	19 42%	18 41%	15 39%	18 40%	16 39%	15 40%	15 38%	10 37%	4 29%	6 37%
Mean	2.63	2.58	2.59	2.66	2.62	2.64	2.65	2.64	2.70	2.89	2.69
Standard deviation	0.83	0.86	0.87	0.85	0.84	0.84	0.86	0.87	0.85	0.78	0.91
Standard error	0.08	0.08	0.08	0.08	0.07	0.08	0.08	0.08	0.09	0.09	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 341

**Q6b. Awareness of measures - Vuepay**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**Vuepay**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		94	36	109	22
Weighted base		32	14**	36	10**
Effective base		51	22	60	13
Very aware	(4)	5 15%	1 7%	6 16%	- -
Quite aware	(3)	13 41%	8 57%	20 55%	1 13%
Not very aware	(2)	11 32%	3 23%	8 23%	5 54%
Not at all aware	(1)	4 12%	2 13%	2 7%	3 33%
NET: Very/ Quite aware		18 55%	9 65%	26 71%	1 13%
NET: Not at all/ Not very aware		14 45%	5 35%	11 29%	9 87%
Mean		2.58	2.59	2.80	1.80
Standard deviation		0.90	0.83	0.79	0.68
Standard error		0.09	0.14	0.08	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 342

**Q6b. Awareness of measures - Bitchute**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Bitchute**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)
Unweighted base	119	76	42	40	28	75	44	119
Weighted base	37	23*	15**	13**	10**	21*	16**	37
Effective base	74	46	28	25	18	47	28	74
Very aware	(4) 5 13%	4 16%	1 9%	1 7%	2 18%	2 8%	3 20%	5 13%
Quite aware	(3) 13 35%	7 33%	6 39%	4 31%	4 42%	7 34%	6 37%	13 35%
Not very aware	(2) 14 37%	8 37%	5 37%	5 37%	4 34%	8 39%	6 35%	14 37%
Not at all aware	(1) 5 14%	3 14%	2 15%	3 25%	1 6%	4 19%	1 8%	5 14%
NET: Very/ Quite aware	18 48%	11 49%	7 48%	5 38%	6 60%	9 42%	9 57%	18 48%
NET: Not at all/ Not very aware	19 52%	12 51%	8 52%	8 62%	4 40%	12 58%	7 43%	19 52%
Mean	2.48	2.51	2.42	2.21	2.73	2.32	2.68	2.48
Standard deviation	0.90	0.94	0.87	0.94	0.87	0.89	0.91	0.90
Standard error	0.08	0.11	0.13	0.15	0.16	0.10	0.14	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 343

**Q6b. Awareness of measures - Bitchute**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Bitchute**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	70	48	76
Weighted base	26*	11*	26*
Effective base	46	30	48
Very aware (4)	3 13%	2 15%	3 13%
Quite aware (3)	9 36%	4 35%	9 35%
Not very aware (2)	9 34%	5 43%	9 37%
Not at all aware (1)	4 17%	1 7%	4 15%
NET: Very/ Quite aware	12 48%	6 49%	13 49%
NET: Not at all/ Not very aware	13 52%	6 51%	13 51%
Mean	2.44	2.57	2.48
Standard deviation	0.94	0.87	0.92
Standard error	0.11	0.13	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 344

**Q6b. Awareness of measures - Bitchute**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	47	71	117	103	90	106	89	85	86	73	119	75
Weighted base	23*	15*	37	28	20	30	19	17	19	12	37	12
Effective base	36	47	73	63	59	64	59	60	55	69	74	69
Very aware (4)	2 11%	3 17%	5 13%	3 12%	3 14%	4 12%	3 16%	3 17%	3 14%	2 20%	5 13%	2 19%
Quite aware (3)	8 34%	6 38%	13 35%	8 28%	8 41%	11 36%	8 39%	6 36%	7 39%	5 43%	13 35%	5 43%
Not very aware (2)	8 35%	6 40%	14 37%	12 42%	7 34%	11 37%	7 37%	7 42%	7 38%	4 35%	14 37%	4 35%
Not at all aware (1)	5 20%	1 4%	5 14%	5 19%	2 11%	4 14%	2 8%	1 6%	2 9%	*	5 14%	* 3%
NET: Very/ Quite aware	10 44%	8 56%	18 48%	11 40%	11 55%	15 49%	11 55%	9 52%	10 53%	8 63%	18 48%	8 62%
NET: Not at all/ Not very aware	13 56%	7 44%	19 52%	17 60%	9 45%	16 51%	9 45%	8 48%	9 47%	5 37%	19 52%	5 38%
Mean	2.34	2.69	2.47	2.33	2.58	2.47	2.62	2.63	2.59	2.80	2.48	2.79
Standard deviation	0.94	0.84	0.91	0.93	0.88	0.90	0.87	0.86	0.86	0.82	0.90	0.81
Standard error	0.14	0.10	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.10	0.08	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 345

**Q6b. Awareness of measures - Bitchute**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Bitchute**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		69	49	93	26
Weighted base		15*	22*	26	11**
Effective base		47	35	58	18
Very aware	(4)	3 19%	2 9%	5 19%	- -
Quite aware	(3)	6 40%	7 31%	12 45%	1 12%
Not very aware	(2)	5 30%	9 43%	8 30%	6 55%
Not at all aware	(1)	2 11%	4 17%	2 6%	4 33%
NET: Very/ Quite aware		9 59%	9 40%	17 64%	1 12%
NET: Not at all/ Not very aware		6 41%	13 60%	9 36%	10 88%
Mean		2.68	2.33	2.77	1.79
Standard deviation		0.93	0.88	0.84	0.67
Standard error		0.11	0.13	0.09	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 346

**Q6b. Awareness of measures - OnlyFans**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**OnlyFans**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 25-34 Wave 2 (z)
Unweighted base	179	139	59	56	32	32	115	64	179	61
Weighted base	62	53	21*	18*	10**	12**	40	23*	62	20*
Effective base	122	98	39	37	22	24	76	46	122	41
Very aware	(4) 5 9%	3 6%	2 10%	2 9%	1 6%	1 8%	4 10%	2 7%	5 9%	2 8%
Quite aware	(3) 19 31%	16 30%	5 25%	6 33%	3 29%	5 40%	11 29%	8 35%	19 31%	7 35%
Not very aware	(2) 27 44%	24 45%	10 47%	7 38%	6 55%	4 36%	17 43%	10 45%	27 44%	8 37%
Not at all aware	(1) 10 17%	10 19%	4 18%	4 20%	1 10%	2 15%	8 19%	3 13%	10 17%	4 20%
NET: Very/ Quite aware	25 40%	19 36%	8 35%	8 42%	4 34%	6 49%	15 38%	10 42%	25 40%	9 43%
NET: Not at all/ Not very aware	38 60%	34 64%	14 65%	11 58%	7 66%	6 51%	24 62%	13 58%	38 60%	12 57%
Mean	2.32	2.23	2.28	2.31	2.30	2.41	2.29	2.36	2.32	2.31
Standard deviation	0.86	0.83	0.90	0.92	0.77	0.88	0.89	0.81	0.86	0.90
Standard error	0.06	0.07	0.12	0.12	0.14	0.16	0.08	0.10	0.06	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 347

**Q6b. Awareness of measures - OnlyFans**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44	Ethnicity - White	Ethnicity - Minority Ethnic background	Impacting/ limiting condition - Any	No Impacting/ limiting condition
	Wave 2 (b)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (z)
Unweighted base	52	124	54	50	119
Weighted base	19*	50	13*	15*	44
Effective base	39	90	34	35	81
Very aware (4)	2 11%	3 6%	2 18%	1 9%	4 9%
Quite aware (3)	6 33%	16 32%	3 27%	5 31%	14 32%
Not very aware (2)	9 45%	22 45%	5 36%	6 41%	19 42%
Not at all aware (1)	2 11%	8 16%	2 18%	3 19%	8 17%
NET: Very/ Quite aware	8 44%	19 38%	6 45%	6 40%	18 41%
NET: Not at all/ Not very aware	11 56%	31 62%	7 55%	9 60%	26 59%
Mean	2.45	2.29	2.45	2.30	2.33
Standard deviation	0.85	0.82	1.03	0.91	0.87
Standard error	0.12	0.07	0.14	0.13	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 348

**Q6b. Awareness of measures - OnlyFans**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	82	96	176	165	148	172	134	115	118	81	75	179
Weighted base	38	24	61	55	47	58	39	30	27	14	12	62
Effective base	66	59	120	111	97	116	86	72	84	69	69	122
Very aware (4)	2 4%	4 16%	5 9%	5 10%	4 8%	5 8%	4 12%	3 11%	3 11%	3 19%	2 20%	5 9%
Quite aware (3)	10 25%	10 40%	18 30%	17 30%	15 33%	19 32%	13 35%	13 43%	11 39%	6 42%	6 47%	19 31%
Not very aware (2)	18 48%	9 36%	27 44%	23 42%	19 40%	26 45%	14 37%	8 27%	10 35%	5 34%	4 29%	27 44%
Not at all aware (1)	8 22%	2 8%	10 17%	10 18%	9 18%	9 15%	6 16%	6 19%	4 14%	1 6%	1 4%	10 17%
NET: Very/ Quite aware	11 29%	14 56%	24 39%	22 40%	19 41%	23 40%	18 46%	16 54%	14 51%	9 61%	8 67%	25 40%
NET: Not at all/ Not very aware	27 71%	11 44%	37 61%	33 60%	27 59%	35 60%	21 54%	14 46%	14 49%	6 39%	4 33%	38 60%
Mean	2.11	2.64	2.31	2.32	2.31	2.33	2.41	2.46	2.48	2.74	2.83	2.32
Standard deviation	0.80	0.87	0.86	0.89	0.87	0.84	0.91	0.93	0.89	0.86	0.83	0.86
Standard error	0.09	0.09	0.06	0.07	0.07	0.06	0.08	0.09	0.08	0.10	0.10	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 349

**Q6b. Awareness of measures - OnlyFans**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**OnlyFans**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		106	73	130	49
Weighted base		31	32	40	22*
Effective base		68	55	87	37
Very aware	(4)	3 10%	2 7%	5 14%	- -
Quite aware	(3)	9 28%	11 33%	18 45%	1 6%
Not very aware	(2)	12 38%	15 49%	14 35%	13 59%
Not at all aware	(1)	7 23%	3 10%	3 7%	8 35%
NET: Very/ Quite aware		12 39%	13 41%	23 58%	1 6%
NET: Not at all/ Not very aware		19 61%	19 59%	17 42%	21 94%
Mean		2.26	2.38	2.65	1.71
Standard deviation		0.94	0.78	0.80	0.58
Standard error		0.09	0.09	0.07	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 350

**Q6b. Awareness of measures - Xpanded.com**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Xpanded.com**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	109	74	71	109
Weighted base	23	15	14	23
Effective base	89	63	61	89
Very aware	(4) 4 15%	2 13%	2 17%	4 15%
Quite aware	(3) 9 37%	6 39%	5 36%	9 37%
Not very aware	(2) 6 24%	4 25%	3 24%	6 24%
Not at all aware	(1) 6 24%	3 23%	3 23%	6 24%
NET: Very/ Quite aware	12 52%	8 51%	7 52%	12 52%
NET: Not at all/ Not very aware	11 48%	7 49%	7 48%	11 48%
Mean	2.43	2.40	2.46	2.43
Standard deviation	1.03	1.01	1.06	1.03
Standard error	0.10	0.12	0.13	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 351

**Q6b. Awareness of measures - Xpanded.com**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Xpanded.com**

	Ethnicity - White	No Impacting/ limiting condition
	Wave 2 (p)	Wave 2 (z)
Unweighted base	60	71
Weighted base	14*	16
Effective base	48	57
Very aware (4)	2 13%	2 13%
Quite aware (3)	4 28%	6 35%
Not very aware (2)	4 27%	4 23%
Not at all aware (1)	4 32%	5 29%
NET: Very/ Quite aware	6 42%	8 48%
NET: Not at all/ Not very aware	8 58%	8 52%
Mean	2.23	2.32
Standard deviation	1.08	1.06
Standard error	0.14	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 352

**Q6b. Awareness of measures - Xpanded.com**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Xpanded.com**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	80	104	98	97	104	96	86	92	74	71	81
Weighted base	16	22	20	19	22	19	16	18	14	12	14
Effective base	65	85	82	83	86	81	74	80	64	65	76
Very aware (4)	2 15%	4 16%	3 15%	4 18%	4 16%	3 17%	3 20%	3 16%	2 14%	2 19%	2 15%
Quite aware (3)	7 44%	9 38%	8 41%	7 37%	8 39%	8 41%	7 41%	7 41%	7 49%	7 58%	7 48%
Not very aware (2)	4 24%	6 26%	5 28%	5 26%	6 26%	5 25%	4 24%	5 27%	3 24%	2 16%	3 24%
Not at all aware (1)	3 17%	4 20%	3 16%	4 19%	4 18%	3 17%	2 14%	3 16%	2 12%	1 8%	2 13%
NET: Very/ Quite aware	10 59%	12 54%	11 56%	11 55%	12 55%	11 58%	10 62%	10 57%	9 63%	9 76%	9 63%
NET: Not at all/ Not very aware	7 41%	10 46%	9 44%	8 45%	10 45%	8 42%	6 38%	8 43%	5 37%	3 24%	5 37%
Mean	2.57	2.50	2.55	2.55	2.53	2.58	2.67	2.57	2.65	2.87	2.65
Standard deviation	0.97	1.01	0.96	1.02	0.99	0.99	0.99	0.97	0.90	0.84	0.92
Standard error	0.11	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 353

**Q6b. Awareness of measures - Xpanded.com**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Xpanded.com**

		Any exposure to harmful content	Aware of safety measures
		Wave 2 (b)	Wave 2 (f)
Unweighted base		72	86
Weighted base		14	18
Effective base		62	72
Very aware	(4)	2 18%	4 20%
Quite aware	(3)	6 43%	8 45%
Not very aware	(2)	3 23%	3 19%
Not at all aware	(1)	2 16%	3 15%
NET: Very/ Quite aware		8 61%	11 66%
NET: Not at all/ Not very aware		5 39%	6 34%
Mean		2.62	2.70
Standard deviation		1.00	0.99
Standard error		0.12	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 354

**Q6b. Awareness of measures - TV Girls Plaza**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**TV Girls Plaza**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	93	64	63	93
Weighted base	18	12	12	18
Effective base	81	54	54	81
Very aware	(4) 2 14%	2 15%	2 14%	2 14%
Quite aware	(3) 8 47%	5 45%	5 45%	8 47%
Not very aware	(2) 4 24%	3 24%	3 25%	4 24%
Not at all aware	(1) 3 15%	2 17%	2 16%	3 15%
NET: Very/ Quite aware	11 60%	7 59%	7 59%	11 60%
NET: Not at all/ Not very aware	7 40%	5 41%	5 41%	7 40%
Mean	2.58	2.57	2.57	2.58
Standard deviation	0.93	0.98	0.95	0.93
Standard error	0.10	0.12	0.12	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 355

**Q6b. Awareness of measures - TV Girls Plaza**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**TV Girls Plaza**

		No Impacting/ limiting condition Wave 2 (z)
Unweighted base		62
Weighted base		12
Effective base		52
Very aware	(4)	2 13%
Quite aware	(3)	6 52%
Not very aware	(2)	2 19%
Not at all aware	(1)	2 15%
NET: Very/ Quite aware		8 65%
NET: Not at all/ Not very aware		4 35%
Mean		2.63
Standard deviation		0.93
Standard error		0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 356

**Q6b. Awareness of measures - TV Girls Plaza**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**TV Girls Plaza**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	73	90	90	87	92	85	85	88	75	74	79
Weighted base	13	17	17	16	17	15	15	16	13	12	13
Effective base	66	78	78	75	80	76	76	79	69	69	73
Very aware (4)	2 14%	2 14%	2 14%	2 14%	2 14%	2 15%	2 14%	2 14%	2 17%	2 19%	2 18%
Quite aware (3)	7 51%	8 47%	8 46%	8 49%	8 46%	8 49%	8 49%	8 49%	6 49%	6 50%	6 46%
Not very aware (2)	4 27%	4 24%	4 25%	3 21%	4 25%	4 25%	4 25%	4 25%	3 25%	3 24%	4 29%
Not at all aware (1)	1 7%	3 15%	3 15%	3 17%	3 16%	2 11%	2 12%	2 11%	1 8%	1 6%	1 7%
NET: Very/ Quite aware	8 65%	10 61%	10 60%	10 62%	10 60%	10 65%	10 63%	10 63%	9 66%	9 70%	9 64%
NET: Not at all/ Not very aware	5 35%	7 39%	7 40%	6 38%	7 40%	5 35%	6 37%	6 37%	4 34%	4 30%	5 36%
Mean	2.72	2.60	2.59	2.59	2.58	2.69	2.65	2.66	2.75	2.83	2.75
Standard deviation	0.83	0.93	0.94	0.95	0.94	0.88	0.89	0.88	0.87	0.84	0.86
Standard error	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.09	0.10	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 357

**Q6b. Awareness of measures - TV Girls Plaza**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**TV Girls Plaza**

		Any exposure to harmful content Wave 2 (b)	Aware of safety measures Wave 2 (f)
Unweighted base		67	78
Weighted base		12	14
Effective base		61	70
Very aware	(4)	2 16%	2 17%
Quite aware	(3)	6 50%	8 54%
Not very aware	(2)	2 19%	3 20%
Not at all aware	(1)	2 16%	1 10%
NET: Very/ Quite aware		8 66%	10 70%
NET: Not at all/ Not very aware		4 34%	4 30%
Mean		2.66	2.77
Standard deviation		0.96	0.87
Standard error		0.12	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 358

**Q6b. Awareness of measures - UK Babe Channels Video**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**UK Babe Channels Video**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	118	85	80	118
Weighted base	26	18	17	26
Effective base	96	72	66	96
Very aware	(4) 2 8%	2 9%	1 8%	2 8%
Quite aware	(3) 10 37%	7 38%	6 37%	10 37%
Not very aware	(2) 8 33%	6 34%	6 36%	8 33%
Not at all aware	(1) 6 21%	3 19%	3 19%	6 21%
NET: Very/ Quite aware	12 46%	8 47%	8 45%	12 46%
NET: Not at all/ Not very aware	14 54%	9 53%	9 55%	14 54%
Mean	2.33	2.38	2.35	2.33
Standard deviation	0.92	0.92	0.90	0.92
Standard error	0.08	0.10	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 359

**Q6b. Awareness of measures - UK Babe Channels Video**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**UK Babe Channels Video**

	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	60	56	80
Weighted base	13*	12*	19
Effective base	50	46	64
Very aware (4)	1 6%	1 11%	2 8%
Quite aware (3)	4 31%	6 46%	7 39%
Not very aware (2)	5 35%	4 31%	6 32%
Not at all aware (1)	3 27%	1 12%	4 21%
NET: Very/ Quite aware	5 38%	7 57%	9 47%
NET: Not at all/ Not very aware	8 62%	5 43%	10 53%
Mean	2.17	2.56	2.35
Standard deviation	0.93	0.88	0.93
Standard error	0.12	0.12	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 360

### Q6b. Awareness of measures - UK Babe Channels Video

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**UK Babe Channels Video**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	82	114	111	103	112	98	94	97	76	74	90
Weighted base	17	25	24	22	24	20	18	19	14	12	16
Effective base	69	92	89	84	93	79	81	83	64	70	84
Very aware (4)	2 11%	2 9%	2 9%	2 10%	2 9%	2 11%	2 11%	2 12%	2 14%	2 16%	2 12%
Quite aware (3)	7 41%	9 38%	9 39%	9 40%	9 40%	9 44%	8 45%	8 44%	6 43%	6 53%	7 46%
Not very aware (2)	5 32%	8 33%	8 33%	8 35%	8 33%	7 33%	6 32%	7 35%	5 33%	3 24%	5 31%
Not at all aware (1)	3 16%	5 20%	4 19%	3 15%	4 19%	2 12%	2 12%	2 9%	1 9%	1 7%	2 11%
NET: Very/ Quite aware	9 52%	12 47%	12 48%	11 50%	12 49%	11 55%	10 56%	10 56%	8 58%	9 69%	9 59%
NET: Not at all/ Not very aware	8 48%	13 53%	12 52%	11 50%	12 51%	9 45%	8 44%	8 44%	6 42%	4 31%	7 41%
Mean	2.46	2.35	2.38	2.46	2.39	2.54	2.55	2.58	2.63	2.79	2.60
Standard deviation	0.92	0.92	0.91	0.88	0.91	0.86	0.86	0.84	0.87	0.83	0.86
Standard error	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.10	0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 361

**Q6b. Awareness of measures - UK Babe Channels Video**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**UK Babe Channels Video**

		Any exposure to harmful content Wave 2 (b)	Aware of safety measures Wave 2 (f)
Unweighted base		82	95
Weighted base		17	20
Effective base		70	77
Very aware	(4)	2 11%	2 11%
Quite aware	(3)	6 37%	9 43%
Not very aware	(2)	5 33%	5 25%
Not at all aware	(1)	3 19%	4 21%
NET: Very/ Quite aware		8 48%	11 54%
NET: Not at all/ Not very aware		9 52%	9 46%
Mean		2.40	2.43
Standard deviation		0.95	0.96
Standard error		0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 362

**Q6b. Awareness of measures - Fanzworld**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Fanzworld**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	99	69	69	99
Weighted base	20	15	14	20
Effective base	77	51	52	77
Very aware	(4) 5 23%	4 26%	4 25%	5 23%
Quite aware	(3) 8 41%	6 38%	6 40%	8 41%
Not very aware	(2) 6 28%	4 25%	4 26%	6 28%
Not at all aware	(1) 2 8%	1 10%	1 9%	2 8%
NET: Very/ Quite aware	13 64%	9 65%	9 65%	13 64%
NET: Not at all/ Not very aware	7 36%	5 35%	5 35%	7 36%
Mean	2.79	2.81	2.81	2.79
Standard deviation	0.90	0.97	0.95	0.90
Standard error	0.09	0.12	0.11	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 363

**Q6b. Awareness of measures - Fanzworld**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Fanzworld**

	Ethnicity - White	No Impacting/ limiting condition
	Wave 2 (p)	Wave 2 (z)
Unweighted base	51	65
Weighted base	11*	14*
Effective base	37	49
Very aware (4)	3 24%	4 31%
Quite aware (3)	5 44%	5 38%
Not very aware (2)	3 28%	3 25%
Not at all aware (1)	* 4%	1 6%
NET: Very/ Quite aware	8 68%	9 68%
NET: Not at all/ Not very aware	4 32%	4 32%
Mean	2.88	2.93
Standard deviation	0.86	0.93
Standard error	0.12	0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 364

**Q6b. Awareness of measures - Fanzworld**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Fanzworld**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	76	96	94	91	97	89	86	89	76	76	79
Weighted base	15	20	19	18	20	18	17	18	14	13	13
Effective base	57	75	72	70	75	68	66	68	65	70	74
Very aware (4)	4 27%	5 24%	5 24%	4 24%	5 23%	5 26%	5 27%	5 26%	3 20%	3 23%	3 19%
Quite aware (3)	7 44%	8 42%	8 40%	8 42%	8 41%	8 43%	7 42%	8 44%	6 45%	6 47%	6 46%
Not very aware (2)	3 22%	5 26%	6 29%	5 26%	6 28%	4 23%	4 26%	4 24%	4 27%	3 25%	4 31%
Not at all aware (1)	1 7%	2 8%	1 7%	1 8%	2 8%	1 7%	1 4%	1 6%	1 8%	1 6%	1 4%
NET: Very/ Quite aware	11 71%	13 66%	12 64%	12 66%	13 64%	12 70%	12 69%	13 70%	9 65%	9 69%	9 64%
NET: Not at all/ Not very aware	4 29%	7 34%	7 36%	6 34%	7 36%	5 30%	5 31%	6 30%	5 35%	4 31%	5 36%
Mean	2.91	2.81	2.82	2.82	2.79	2.89	2.92	2.89	2.78	2.86	2.79
Standard deviation	0.90	0.91	0.90	0.91	0.91	0.90	0.87	0.88	0.89	0.87	0.82
Standard error	0.10	0.09	0.09	0.09	0.09	0.10	0.09	0.09	0.10	0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 365

**Q6b. Awareness of measures - Fanzworld**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Fanzworld**

		Any exposure to harmful content Wave 2 (b)	Aware of safety measures Wave 2 (f)
Unweighted base		69	82
Weighted base		14	17
Effective base		52	63
Very aware	(4)	4 27%	5 27%
Quite aware	(3)	5 36%	8 47%
Not very aware	(2)	4 28%	4 22%
Not at all aware	(1)	1 9%	1 4%
NET: Very/ Quite aware		9 63%	13 75%
NET: Not at all/ Not very aware		5 37%	4 25%
Mean		2.81	2.98
Standard deviation		0.97	0.83
Standard error		0.12	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 366

**Q6b. Awareness of measures - PocketStars**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**PocketStars**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	115	80	76	115
Weighted base	25	18	16	25
Effective base	91	64	62	91
Very aware	(4) 4 14%	2 13%	2 14%	4 14%
Quite aware	(3) 11 43%	8 43%	7 44%	11 43%
Not very aware	(2) 7 30%	5 31%	5 34%	7 30%
Not at all aware	(1) 3 13%	2 13%	1 8%	3 13%
NET: Very/ Quite aware	14 57%	10 56%	9 58%	14 57%
NET: Not at all/ Not very aware	11 43%	8 44%	7 42%	11 43%
Mean	2.59	2.56	2.64	2.59
Standard deviation	0.90	0.90	0.85	0.90
Standard error	0.08	0.10	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 367

**Q6b. Awareness of measures - PocketStars**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**PocketStars**

	Ethnicity - White	No Impacting/ limiting condition
	Wave 2 (p)	Wave 2 (z)
Unweighted base	64	75
Weighted base	15	17
Effective base	51	59
Very aware (4)	2 13%	3 17%
Quite aware (3)	7 47%	8 49%
Not very aware (2)	4 29%	4 23%
Not at all aware (1)	2 11%	2 10%
NET: Very/ Quite aware	9 61%	11 67%
NET: Not at all/ Not very aware	6 39%	5 33%
Mean	2.63	2.75
Standard deviation	0.87	0.89
Standard error	0.11	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 368

**Q6b. Awareness of measures - PocketStars**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**PocketStars**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	84	112	111	106	113	104	95	95	84	78	88
Weighted base	17	24	24	22	24	22	19	19	16	13	15
Effective base	67	89	87	87	90	82	81	78	67	72	82
Very aware (4)	3 16%	4 15%	4 15%	3 15%	4 15%	4 16%	3 16%	3 14%	2 14%	3 20%	3 17%
Quite aware (3)	8 46%	11 44%	10 43%	10 45%	11 45%	11 49%	9 48%	10 52%	8 47%	6 48%	7 48%
Not very aware (2)	5 30%	7 28%	7 30%	7 30%	7 30%	6 27%	5 29%	5 26%	5 29%	4 31%	4 29%
Not at all aware (1)	1 8%	3 13%	3 12%	2 9%	3 11%	2 9%	1 7%	1 8%	2 10%	* 1%	1 6%
NET: Very/ Quite aware	11 62%	14 59%	14 58%	13 61%	14 59%	14 65%	12 64%	13 66%	10 61%	9 68%	10 65%
NET: Not at all/ Not very aware	6 38%	10 41%	10 42%	9 39%	10 41%	8 35%	7 36%	6 34%	6 39%	4 32%	5 35%
Mean	2.71	2.60	2.61	2.67	2.63	2.72	2.73	2.72	2.65	2.86	2.76
Standard deviation	0.85	0.91	0.90	0.87	0.88	0.85	0.83	0.82	0.86	0.76	0.83
Standard error	0.09	0.09	0.09	0.08	0.08	0.08	0.08	0.08	0.09	0.09	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 369

**Q6b. Awareness of measures - PocketStars**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**PocketStars**

		Any exposure to harmful content Wave 2 (b)	Aware of safety measures Wave 2 (f)
Unweighted base		76	96
Weighted base		15	21
Effective base		65	75
Very aware	(4)	2 15%	4 17%
Quite aware	(3)	6 40%	10 49%
Not very aware	(2)	5 33%	5 23%
Not at all aware	(1)	2 12%	2 12%
NET: Very/ Quite aware		8 56%	14 66%
NET: Not at all/ Not very aware		7 44%	7 34%
Mean		2.59	2.71
Standard deviation		0.92	0.90
Standard error		0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 370

**Q6b. Awareness of measures - Admire.Me**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Admire.Me**

	Wave 2 (b)	Gender - Male Wave 2 (d)	SEG ABC1 Wave 2 (p)	Age - 18+ Wave 2 (v)
Unweighted base	109	73	74	109
Weighted base	22	15	14	22
Effective base	91	60	64	91
Very aware	(4) 3 12%	2 10%	2 12%	3 12%
Quite aware	(3) 9 40%	6 39%	6 40%	9 40%
Not very aware	(2) 8 36%	6 39%	5 33%	8 36%
Not at all aware	(1) 3 12%	2 12%	2 15%	3 12%
NET: Very/ Quite aware	12 52%	7 49%	7 52%	12 52%
NET: Not at all/ Not very aware	11 48%	8 51%	7 48%	11 48%
Mean	2.52	2.47	2.49	2.52
Standard deviation	0.87	0.86	0.92	0.87
Standard error	0.08	0.10	0.11	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 371

**Q6b. Awareness of measures - Admire.Me**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Admire.Me**

		Ethnicity - White	No Impacting/ limiting condition
		Wave 2 (p)	Wave 2 (z)
Unweighted base		58	72
Weighted base		12*	15
Effective base		47	61
Very aware	(4)	1 10%	2 11%
Quite aware	(3)	5 37%	7 47%
Not very aware	(2)	5 38%	6 37%
Not at all aware	(1)	2 14%	1 5%
NET: Very/ Quite aware		6 48%	9 58%
NET: Not at all/ Not very aware		7 52%	6 42%
Mean		2.43	2.65
Standard deviation		0.90	0.77
Standard error		0.12	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 372

**Q6b. Awareness of measures - Admire.Me**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Admire.Me**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	81	105	102	101	107	97	94	96	81	76	90
Weighted base	16	21	20	20	22	19	18	19	15	13	16
Effective base	69	89	89	85	89	81	82	84	70	70	83
Very aware (4)	2 13%	2 11%	2 12%	2 11%	2 11%	2 10%	2 13%	2 9%	1 9%	2 14%	2 11%
Quite aware (3)	7 42%	9 42%	8 42%	9 43%	9 41%	9 45%	8 43%	8 44%	7 44%	6 48%	8 48%
Not very aware (2)	5 33%	8 37%	7 37%	7 35%	8 35%	6 33%	7 36%	7 36%	5 35%	4 31%	5 35%
Not at all aware (1)	2 13%	2 9%	2 9%	2 11%	3 12%	2 11%	1 8%	2 10%	2 12%	1 7%	1 7%
NET: Very/ Quite aware	9 55%	11 54%	11 54%	11 54%	11 52%	11 55%	10 56%	10 53%	8 53%	8 62%	9 59%
NET: Not at all/ Not very aware	7 45%	10 46%	9 46%	9 46%	10 48%	9 45%	8 44%	9 47%	7 47%	5 38%	7 41%
Mean	2.55	2.56	2.57	2.54	2.51	2.55	2.61	2.51	2.50	2.70	2.63
Standard deviation	0.90	0.83	0.83	0.85	0.87	0.85	0.83	0.82	0.85	0.83	0.79
Standard error	0.10	0.08	0.08	0.08	0.08	0.09	0.09	0.08	0.09	0.10	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 373

**Q6b. Awareness of measures - Admire.Me**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All Adult respondents who have used ... in the past 3 months**

**Admire.Me**

		Any exposure to harmful content Wave 2 (b)	Aware of safety measures Wave 2 (f)
Unweighted base		76	87
Weighted base		14	17
Effective base		67	76
Very aware	(4)	2 12%	3 16%
Quite aware	(3)	6 41%	8 47%
Not very aware	(2)	5 38%	6 33%
Not at all aware	(1)	1 10%	1 5%
NET: Very/ Quite aware		8 53%	11 62%
NET: Not at all/ Not very aware		7 47%	6 38%
Mean		2.55	2.73
Standard deviation		0.85	0.80
Standard error		0.10	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 374

**Q6b. Awareness of measures - NET: Any VSP**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187
Very aware	(4) 116 9%	73 12%	42 7%	41 12%	27 7%	20 8%	25 9%	67 10%	45 8%	13 15%	103 9%	27 19%	25 12%
Quite aware	(3) 398 32%	187 31%	211 33%	101 30%	117 32%	91 36%	86 31%	218 31%	177 33%	38 44%	360 31%	57 40%	88 41%
Not very aware	(2) 530 43%	257 42%	269 43%	131 39%	164 45%	113 44%	119 43%	295 42%	232 44%	28 32%	502 43%	40 28%	72 34%
Not at all aware	(1) 199 16%	89 15%	110 17%	64 19%	57 16%	32 13%	45 16%	121 17%	77 15%	8 9%	191 17%	18 13%	27 13%
NET: Very/ Quite aware	514 41%	260 43%	253 40%	142 42%	144 39%	111 43%	112 41%	285 41%	222 42%	52 59%	463 40%	84 60%	113 53%
NET: Not at all/ Not very aware	729 59%	346 57%	378 60%	195 58%	221 61%	146 57%	164 59%	416 59%	309 58%	36 41%	693 60%	57 40%	100 47%
Mean	2.35	2.40	2.29	2.35	2.31	2.38	2.33	2.33	2.36	2.65	2.32	2.66	2.52
Standard deviation	0.86	0.88	0.83	0.92	0.82	0.80	0.86	0.87	0.83	0.85	0.85	0.93	0.86
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.03	0.04	0.08	0.03	0.08	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 375  
**Q6b. Awareness of measures - NET: Any VSP**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any VSP**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	231	215	153	126	54	333	180	1037	194	372	191	206	828
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Effective base	180	179	136	115	45	293	157	870	137	310	161	168	674
Very aware (4)	28 14%	15 7%	4 2%	1 1%	3 4%	8 2%	4 2%	89 8%	27 18%	36 10%	19 10%	23 11%	75 9%
Quite aware (3)	70 35%	69 31%	39 23%	25 18%	12 16%	76 20%	37 18%	338 31%	55 37%	118 32%	65 34%	58 29%	262 31%
Not very aware (2)	83 41%	97 45%	94 55%	74 54%	41 57%	210 55%	115 55%	480 44%	47 31%	161 44%	81 42%	88 44%	355 42%
Not at all aware (1)	21 10%	37 17%	35 20%	36 27%	16 23%	88 23%	53 25%	173 16%	23 15%	50 14%	27 14%	31 15%	145 17%
NET: Very/ Quite aware	98 49%	84 38%	43 25%	26 19%	15 20%	84 22%	41 19%	426 40%	82 54%	154 42%	84 44%	81 41%	337 40%
NET: Not at all/ Not very aware	104 51%	135 62%	130 75%	111 81%	57 80%	298 78%	168 81%	653 60%	70 46%	211 58%	108 56%	119 59%	499 60%
Mean	2.52	2.28	2.07	1.93	2.02	2.01	1.96	2.32	2.57	2.38	2.40	2.37	2.32
Standard deviation	0.86	0.83	0.72	0.68	0.75	0.71	0.71	0.84	0.95	0.84	0.85	0.88	0.86
Standard error	0.06	0.06	0.06	0.06	0.10	0.04	0.05	0.03	0.07	0.04	0.06	0.06	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 376

**Q6b. Awareness of measures - NET: Any VSP**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	No children aged 17 or under in HH	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	773	469	1141	760	522	1043	449	255	263	111	119	179
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Effective base	663	355	928	594	383	842	323	163	166	54	74	122
Very aware (4)	56 7%	60 15%	107 10%	90 13%	68 16%	107 10%	63 18%	50 31%	44 29%	21 56%	15 40%	20 32%
Quite aware (3)	237 28%	161 39%	377 34%	267 39%	168 40%	349 34%	157 44%	62 39%	58 39%	11 29%	14 37%	23 36%
Not very aware (2)	389 47%	141 35%	469 42%	235 34%	142 34%	419 41%	98 27%	38 24%	36 24%	4 10%	7 19%	16 26%
Not at all aware (1)	153 18%	46 11%	165 15%	91 13%	44 11%	145 14%	41 11%	11 7%	12 8%	1 4%	2 4%	3 5%
NET: Very/ Quite aware	293 35%	221 54%	485 43%	357 52%	236 56%	455 45%	221 61%	113 70%	101 68%	32 86%	29 76%	43 69%
NET: Not at all/ Not very aware	542 65%	187 46%	634 57%	326 48%	186 44%	564 55%	139 39%	49 30%	48 32%	5 14%	9 24%	19 31%
Mean	2.23	2.58	2.38	2.52	2.61	2.41	2.67	2.94	2.89	3.38	3.12	2.96
Standard deviation	0.82	0.88	0.85	0.88	0.88	0.86	0.90	0.90	0.92	0.84	0.88	0.90
Standard error	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.08	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 377

**Q6b. Awareness of measures - NET: Any VSP**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

		Any exposure to harmful content	No exposure to harmful content	Aware of safety measures	Not aware of safety measures
		Wave 2 (b)	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)
Unweighted base		364	862	570	673
Weighted base		293	933	500	743
Effective base		263	740	432	586
Very aware	(4)	59 20%	57 6%	108 22%	8 1%
Quite aware	(3)	127 43%	265 28%	322 64%	76 10%
Not very aware	(2)	80 27%	445 48%	62 12%	468 63%
Not at all aware	(1)	27 9%	167 18%	8 2%	191 26%
NET: Very/ Quite aware		186 63%	321 34%	430 86%	85 11%
NET: Not at all/ Not very aware		107 37%	612 66%	71 14%	658 89%
Mean		2.74	2.23	3.06	1.87
Standard deviation		0.89	0.81	0.64	0.62
Standard error		0.05	0.03	0.03	0.02

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 378  
**Q6b. Awareness of measures - NET: Any Selected VSP**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any Selected VSP**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187
Very aware	(4) 9%	115 12%	72 7%	41 12%	40 7%	27 8%	20 9%	25 9%	66 8%	45 15%	13 9%	102 19%	27 11%
Quite aware	(3) 32%	398 31%	187 33%	211 30%	102 32%	117 35%	86 31%	219 31%	177 33%	37 43%	361 31%	57 40%	88 42%
Not very aware	(2) 43%	531 43%	258 43%	269 43%	131 39%	164 45%	114 45%	119 43%	296 42%	233 44%	29 33%	502 43%	40 28%
Not at all aware	(1) 16%	199 15%	89 17%	110 17%	64 19%	57 16%	45 13%	121 16%	77 17%	8 15%	191 17%	18 13%	27 13%
NET: Very/ Quite aware	513 41%	259 43%	253 40%	142 42%	143 39%	110 43%	112 41%	285 41%	222 42%	51 58%	462 40%	84 60%	112 53%
NET: Not at all/ Not very aware	730 59%	347 57%	378 60%	195 58%	221 61%	146 57%	164 59%	416 59%	310 58%	37 42%	693 60%	57 40%	100 47%
Mean	2.34	2.40	2.29	2.35	2.31	2.38	2.33	2.33	2.36	2.64	2.32	2.66	2.51
Standard deviation	0.86	0.88	0.83	0.92	0.82	0.80	0.86	0.87	0.83	0.85	0.85	0.93	0.86
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.03	0.04	0.09	0.03	0.08	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 379  
**Q6b. Awareness of measures - NET: Any Selected VSP**  
**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any Selected VSP**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (j)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	231	215	153	126	54	333	180	1037	194	372	191	206	828
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Effective base	180	179	136	115	45	293	157	870	137	310	161	168	674
Very aware (4)	28 14%	15 7%	4 2%	1 1%	3 4%	8 2%	4 2%	88 8%	26 17%	35 10%	19 10%	23 11%	74 9%
Quite aware (3)	70 35%	69 31%	39 23%	25 18%	12 16%	76 20%	37 18%	338 31%	55 37%	118 32%	65 34%	58 29%	262 31%
Not very aware (2)	83 41%	97 45%	94 55%	74 54%	41 57%	210 55%	115 55%	480 44%	47 31%	161 44%	81 42%	88 44%	356 43%
Not at all aware (1)	21 10%	37 17%	35 20%	36 27%	16 23%	88 23%	53 25%	173 16%	23 15%	50 14%	27 14%	31 15%	145 17%
NET: Very/ Quite aware	98 49%	84 38%	43 25%	26 19%	15 20%	84 22%	41 19%	426 39%	82 54%	154 42%	84 44%	81 41%	336 40%
NET: Not at all/ Not very aware	104 51%	135 62%	130 75%	111 81%	57 80%	298 78%	168 81%	653 61%	70 46%	211 58%	108 56%	119 59%	501 60%
Mean	2.52	2.28	2.07	1.93	2.02	2.01	1.96	2.32	2.56	2.38	2.39	2.37	2.32
Standard deviation	0.86	0.83	0.72	0.68	0.75	0.71	0.71	0.84	0.95	0.84	0.85	0.88	0.86
Standard error	0.06	0.06	0.06	0.06	0.10	0.04	0.05	0.03	0.07	0.04	0.06	0.06	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 380

**Q6b. Awareness of measures - NET: Any Selected VSP**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any Selected VSP**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	773	469	1141	760	522	1043	449	255	263	111	119	179
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Effective base	663	355	928	594	383	842	323	163	166	54	74	122
Very aware (4)	55 7%	60 15%	106 9%	89 13%	67 16%	106 10%	63 17%	50 31%	43 29%	20 55%	14 38%	19 31%
Quite aware (3)	237 28%	161 39%	377 34%	266 39%	168 40%	348 34%	157 44%	62 38%	57 38%	11 30%	14 38%	23 37%
Not very aware (2)	389 47%	142 35%	470 42%	236 35%	143 34%	420 41%	99 28%	39 24%	37 25%	4 11%	7 20%	16 26%
Not at all aware (1)	153 18%	46 11%	165 15%	91 13%	45 11%	145 14%	41 11%	11 7%	12 8%	2 4%	2 5%	3 6%
NET: Very/ Quite aware	293 35%	220 54%	483 43%	356 52%	235 56%	454 45%	219 61%	111 69%	100 67%	32 85%	28 75%	42 68%
NET: Not at all/ Not very aware	542 65%	188 46%	635 57%	328 48%	187 44%	565 55%	141 39%	50 31%	49 33%	6 15%	9 25%	20 32%
Mean	2.23	2.57	2.38	2.52	2.61	2.41	2.67	2.93	2.88	3.35	3.08	2.94
Standard deviation	0.82	0.87	0.85	0.88	0.88	0.86	0.90	0.91	0.92	0.85	0.88	0.90
Standard error	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.06	0.06	0.08	0.08	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 381

**Q6b. Awareness of measures - NET: Any Selected VSP**

**Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any Selected VSP**

		Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base		364	862	570	673
Weighted base		293	933	500	743
Effective base		263	740	432	586
Very aware	(4)	58 20%	57 6%	107 21%	8 1%
Quite aware	(3)	127 43%	265 28%	322 64%	76 10%
Not very aware	(2)	81 28%	445 48%	63 13%	468 63%
Not at all aware	(1)	28 9%	167 18%	9 2%	191 26%
NET: Very/ Quite aware		185 63%	321 34%	428 86%	85 11%
NET: Not at all/ Not very aware		109 37%	612 66%	72 14%	658 89%
Mean		2.73	2.23	3.05	1.87
Standard deviation		0.88	0.81	0.64	0.62
Standard error		0.05	0.03	0.03	0.02

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)		
Unweighted base	531	570	322	326	209	242	170	172	141	159	102	116	115	116	311	331	217	232	61	52	470	518	101	74	130	141		
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108		
Effective base	400	432	234	235	168	198	127	123	111	123	74	92	87	89	238	246	161	180	50	49	352	385	78	53	91	101		
NET: Rules /action taken against harmful content	148 32%	206 41%a	83 34%	98 39%	65 31%	108 44%e	39 28%	61 43%g	47 40%	57 43%	38 39%	40 37%	24 23%	44 40% <sup>m</sup>	86 33%	119 43% <sup>o</sup>	61 31%	84 39%	16 35%	14 30%	132 32%	192 42% <sup>u</sup>	28 31%	28 36%	30 28%	39 36%		
Inappropriate content/ there are rules/ action taken against inappropriate content	47 10%	70 14%	29 12%	32 13%	18 8%	38 16% <sup>e</sup>	13 9%	26 18% <sup>g</sup>	19 16%	23 18%	8 8%	4 4%	7 7%	17 16%	31 12%	49 18%	15 8%	21 10%	5 11%	5 11%	42 10%	65 14%	5 6%	7 8%	7 6%	10 10%		
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	39 9%	33 7%	18 7%	20 8%	22 10%	14 6%	8 6%	12 9%	14 12% <sup>j</sup>	6 4%	11 11% <sup>l</sup>	3 3%	6 6%	12 11%	22 9%	18 7%	17 9%	15 7%	5 12%	4 8%	34 8%	30 7%	6 7%	10 13%	9 8%	6 6%		
Removal of content/ videos/ posts	26 6%	45 9%	12 5%	20 8%	14 6%	25 10%	8 6%	13 9%	6 5%	15 11%	6 7%	13 12%	5 5%	5 4%	14 5%	28 10%	11 6%	17 8%	6 14%	5 11%	19 5%	40 9% <sup>u</sup>	3 3%	4 5%	4 4%	7 6%		
Violent content/ there are rules/ action taken against violent content	21 5%	46 9% <sup>a</sup>	13 5%	20 8%	9 4%	25 10% <sup>e</sup>	6 5%	9 6%	4 3%	17 12% <sup>i</sup>	7 8%	7 7%	4 3%	11 10%	10 4%	26 9% <sup>o</sup>	11 6%	19 9%	* 1%	4 10%	21 5%	41 9% <sup>u</sup>	5 6%	5 6%	4 4%	8 7%		
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	7 2%	23 5% <sup>a</sup>	7 3%	12 5%	* *	11 5% <sup>e</sup>	2 1%	5 4%	3 3%	8 6%	- -	5 5%	2 2%	4 4%	5 2%	14 5%	2 1%	9 4%	1 2%	1 2%	6 2%	22 5% <sup>u</sup>	- -	- -	1 1%	5 4%		
Offensive content/ there are rules/ action taken against offensive content	7 1%	21 4% <sup>a</sup>	3 1%	12 5% <sup>c</sup>	4 2%	9 4%	2 1%	6 4%	1 1%	4 3%	1 1%	4 3%	1 1%	6 6%	3 2%	5 5%	4 1%	10 4%	3 2%	11 5%	1 3%	1 2%	5 1%	20 4% <sup>u</sup>	3 3%	- -	- -	1 1%
Sexual content/ there are rules/ action taken against sexual content	8 2%	19 4%	6 3%	6 2%	1 1%	13 5% <sup>e</sup>	2 1%	5 4%	4 3%	2 1%	- -	4 3%	2 2%	7 7%	6 2%	7 3%	2 1%	11 5% <sup>q</sup>	1 2%	1 2%	7 2%	18 4%	4 4%	2 3%	1 1%	2 2%		
Censored videos/ images/ content	15 3%	10 2%	8 3%	6 2%	7 3%	4 2%	3 2%	2 1%	5 5%	2 1%	5 5%	4 4%	2 2%	1 1%	8 3%	4 1%	7 3%	5 2%	- -	- -	15 4%	10 2%	6 7%	1 2%	1 1%	5 4%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108		
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	5 1%	12 2%	4 2%	8 3%	1 *	4 2%	2 2%	1 1%	1 1%	2 1%	1 1%	1 1%	1 1%	7 7%	3 1%	2 1%	2 1%	8 4%	-	-	5 1%	12 3%	-	3 4%	3 2%	2 2%		
Bullying/ there are rules/ action taken against bullying	5 1%	12 2%	2 1%	3 1%	4 2%	8 3%	2 1%	1 1%	2 2%	2 1%	1 1%	2 2%	*	5 4%	4 1%	3 1%	1 1%	7 3%	1 1%	1 3%	4 1%	10 2%	1 1%	2 2%	2 2%	2 2%	4 4%	
Harmful content/ there are rules/ action taken against harmful content	9 2%	6 1%	5 2%	1 *	4 2%	5 2%	4 3%	1 1%	1 1%	-	4 4%	5 5%	-	-	5 2%	1 *	4 2%	5 2%	-	-	9 2%	6 1%	*	-	4 4%	2 2%		
Adult/ mature content/ there are rules/ action taken against adult content	10 2%b	2 *	7 3%	2 1%	3 2%	1 *	5 4%	2 1%	2 2%	1 1%	2 2%	-	1 1%	-	8 3%	2 1%	3 1%	-	2 5%	1 2%	8 2%v	2 *	3 4%	-	1 1%	-		
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	5 1%	7 1%	2 1%	4 2%	3 1%	2 1%	3 2%	2 1%	*	3 2%	2 2%	2 1%	-	1 1%	3 1%	5 2%	2 1%	2 1%	2 4%	1 2%	4 1%	6 1%	*	-	1 1%	2 2%		
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	-	9 2%a	-	3 1%	-	5 2%	-	3 2%	-	4 3%	-	-	-	2 1%	-	7 3%o	-	2 1%	-	-	-	9 2%u	-	-	-	-	*	*
Illegal content/ there are rules/ action taken against illegal content	5 1%	1 *	3 1%	1 1%	2 1%	-	2 2%	-	2 2%	1 1%	-	-	-	*	5 2%	1 *	-	*	-	-	5 1%	1 *	2 2%	-	*	*		
Copyright / there are rules / actions taken against content that infringes copyright law	-	5 1%a	-	4 2%c	-	1 *	-	4 3%	-	1 1%	-	-	-	-	-	5 2%o	-	-	-	-	-	5 1%u	-	3 4%	-	1 1%		
Child abuse/ there are rules/ action taken against child abuse	3 1%	2 *	-	-	3 1%	2 1%	-	1 1%	-	-	2 2%	1 1%	1 1%	-	-	1 *	3 1%	1 1%	-	-	3 1%	2 *	1 1%	-	-	-		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	-	5 1%a	-	2 1%	-	3 1%	-	1 1%	-	1 1%	-	1 1%	-	2 2%	-	2 1%	-	3 1%	-	-	-	5 1%	-	-	-	1 1%
There is legislation in place / the online safety bill	-	3 1%	-	2 1%	-	2 1%	-	2 1%	-	1 1%	-	1 1%	-	-	-	2 1%	-	*	-	-	-	3 1%	-	2 2%	-	-
NET: Button / mechanism to report harmful content and accounts	104 23%	130 26%	57 23%	71 28%	47 22%	58 24%	29 20%	45 31%	37 32%	37 28%	17 18%	22 21%	21 21%	23 21%	66 26%	82 29%	38 19%	45 21%	10 22%	11 24%	95 23%	118 26%	18 20%	18 23%	27 25%	33 30%
Reporting buttons/ function/ system	58 13%	59 12%	29 12%	25 10%	28 13%	33 14%	18 13%	21 14%	18 15%	20 15%	10 11%	12 11%	12 12%	6 6%	36 14%	41 15%	22 11%	18 8%	5 11%	8 16%	53 13%	51 11%	8 9%	7 9%	16 15%	16 14%
Able to report content	21 4%	31 6%	15 6%	19 7%	6 3%	12 5%	6 4%	9 6%	6 5%	11 8%	4 4%	7 6%	5 5%	4 4%	12 5%	20 7%	8 4%	11 5%	3 7%	2 4%	18 4%	29 6%	3 4%	1 2%	4 4%	8 7%
Able to report pictures/ videos	16 3%	20 4%	10 4%	16 6%	6 3%	4 2%	2 1%	3 2%	10 9%	6 4%	2 2%	2 2%	2 2%	8 8%	12 5%	8 3%	4 2%	11 5%	*	-	15 4%	20 4%	3 4%	-	3 3%	7 6%
Able to report posts	13 3%	18 4%	5 2%	10 4%	7 4%	8 3%	2 2%	9 6%	6 5%	3 2%	1 1%	1 1%	3 3%	5 5%	9 3%	12 4%	4 2%	6 3%	2 4%	1 3%	11 3%	17 4%	5 5%	7 9%	4 4%	1 1%
Able to report users/ accounts	5 1%	12 2%	2 1%	9 3%	2 1%	3 1%	1 *	4 3%	1 1%	1 1%	-	2 2%	3 3%	2 2%	2 1%	6 2%	3 1%	4 2%	1 2%	1 3%	4 1%	10 2%	2 2%	3 3%	1 1%	3 2%
NET: Tools / people that check for potentially harmful content	91 20%	108 21%	47 19%	67 26%	44 21%	41 17%	25 18%	39 27%	26 22%	38 29%	19 19%	14 13%	20 20%	17 15%	52 20%	77 28%o	39 20%	31 14%	5 11%	11 24%	86 21%	96 21%	7 7%	12 16%	23 21%	16 15%
Monitoring/ checking / reviewing (non-specific/ other)	31 7%	44 9%	15 6%	28 11%	16 8%	16 7%	8 5%	20 14%g	8 7%	15 12%	5 5%	4 4%	10 10%	5 5%	16 6%	35 13%o	16 8%	9 4%	2 6%	3 7%	29 7%	41 9%	*	6 8%w	4 4%	6 6%
Human moderators that check content	30 7%	32 6%	17 7%	20 8%	14 6%	12 5%	10 7%	10 7%	9 8%	14 10%	7 7%	4 4%	4 4%	4 4%	19 8%	24 9%	11 5%	8 4%	2 4%	3 6%	29 7%	29 7%	1 1%	4 5%	10 10%	6 6%
Filters are put in place	20 4%	19 4%	13 5%	15 6%	7 3%	5 2%	5 4%	7 5%	5 4%	7 5%	5 5%	1 1%	5 5%	4 4%	10 4%	14 5%	10 5%	6 3%	1 2%	4 8%	19 5%	16 3%	2 2%	2 2%	8 7%	4 4%
Key words are monitored/ muted	14 3%	17 3%	5 2%	9 3%	10 5%	9 4%	4 3%	5 4%	5 4%	5 4%	4 4%	4 4%	2 2%	3 3%	9 3%	10 4%	6 3%	7 3%	1 1%	1 3%	14 3%	16 4%	3 4%	2 2%	4 4%	2 2%
NET: Age restrictions	74 16%	65 13%	41 16%	36 14%	33 16%	29 12%	27 19%	19 13%	20 17%	13 10%	15 16%	18 17%	12 12%	15 14%	47 18%p	32 12%	27 14%	33 15%	5 12%	5 11%	69 17%	60 13%	19 21%x	5 7%	15 14%	25 23%
Age verification/ restrictions/ 18+	74 16%	65 13%	41 16%	36 14%	33 16%	29 12%	27 19%	19 13%	20 17%	13 10%	15 16%	18 17%	12 12%	15 14%	47 18%p	32 12%	27 14%	33 15%	5 12%	5 11%	69 17%	60 13%	19 21%x	5 7%	15 14%	25 23%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108		
NET: System to block or ban harmful content and accounts	63 14%	71 14%	32 13%	31 12%	30 14%	41 17%	18 13%	19 13%	15 12%	18 14%	15 16%	18 16%	13 12%	17 15%	33 13%	37 13%	28 14%	34 16%	7 16%	8 17%	55 13%	64 14%	18 20%	11 15%	14 13%	11 10%		
Banning users from use/ accounts can be banned	19 4%	33 7%	11 4%	14 6%	8 4%	19 8%	3 2%	5 3%	8 7%	10 7%	5 5%	11 11%	3 3%	8 7%	11 4%	14 5%	8 4%	19 9%	1 1%	3 7%	18 4%	30 7%	7 7%	1 2%	4 4%	8 7%		
Blocking function/ system	17 4%	17 3%	6 2%	6 3%	11 5%	11 4%	4 3%	8 6%	4 3%	1 1%	1 1%	4 4%	6 6%	4 3%	8 3%	9 3%	7 4%	8 4%	4 8%	4 8%	13 3%	14 3%	1 1%	6 7%	5 5%	3 3%		
Able to block users/ accounts	16 3%	12 2%	10 4%	8 3%	6 3%	4 2%	4 3%	2 2%	2 1%	6 4%	1 6%	1 1%	4 4%	3 3%	6 2%	8 3%	9 5%	4 2%	1 2%	2 3%	15 4%	11 2%	6 6%	1 1%	3 3%	1 1%		
Able to block content	8 2%	8 2%	6 2%	4 1%	2 1%	5 2%	6 4%	1 1%	- 3%	3 2%	2 2%	2 2%	* 2%	2 2%	6 2%	4 2%	2 1%	4 2%	2 3%	- 2%	6 2%	8 2%	2 2%	1 2%	2 2%	- -		
Able to block posts	7 1%	3 1%	1 1%	* -	5 3%	3 1%	2 1%	1 1%	1 1%	- -	2 2%	- -	2 2%	3 2%	3 1%	1 *	4 2%	3 1%	1 2%	- -	6 1%	3 1%	2 2%	2 3%	1 1%	- -		
Able to block pictures/ videos	2 *	6 1%	1 *	1 *	1 1%	6 2%	- -	3 2%	2 2%	- -	* *	1 1%	- -	2 2%	2 1%	3 1%	* *	3 1%	- -	1 2%	2 *	5 1%	1 1%	4 5%	- -	1 1%		
NET: Site settings / terms of use	51 11%	73 15%	32 13%	42 16%	19 9%	31 13%	18 13%	22 15%	16 13%	21 16%	9 9%	16 15%	8 8%	15 14%	34 13%	42 15%	17 9%	31 14%	7 16%	7 16%	44 11%	66 15%	10 11%	12 16%	15 14%	10 9%		
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	30 6%	44 9%	18 7%	28 11%	12 6%	16 7%	10 7%	12 8%	12 10%	13 10%	4 4%	9 8%	4 4%	10 9%	22 8%	26 9%	8 4%	18 8%	3 7%	3 8%	27 6%	40 9%	6 7%	7 9%	7 6%	8 8%		
Privacy settings	8 2%	12 2%	4 2%	4 2%	4 2%	8 3%	4 3%	3 2%	2 2%	2 2%	1 1%	5 5%	1 1%	2 2%	6 2%	6 2%	2 1%	7 3%	1 2%	1 2%	7 2%	11 3%	2 3%	1 2%	3 3%	* *		
Safety settings are in place	6 1%	11 2%	3 1%	5 2%	2 1%	6 2%	2 1%	5 3%	3 3%	2 1%	- -	4 4%	1 1%	* *	5 2%	6 2%	1 *	5 2%	1 2%	- -	5 1%	11 2%	1 1%	4 5%	3 3%	1 *		
Restrictions/ limits on usage/ access	9 2%	7 1%	7 3%	3 1%	3 1%	5 2%	4 3%	2 1%	- -	2 1%	4 4%	1 1%	2 2%	3 3%	4 1%	3 1%	6 3%	4 2%	2 5%	3 6%	7 2%	4 1%	* 1%	- -	4 4%	* *		
Access to in app / website help and support	- -	3 1%	- -	3 1%	- -	- -	- -	1 1%	- -	2 1%	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	1 1%	- -	2 2%	
NET: Warnings / tips on staying safe	32 7%	51 10%	17 7%	21 8%	15 7%	30 12%	9 6%	11 8%	6 5%	15 11%	10 10%	9 9%	7 7%	15 14%	15 6%	26 9%	17 8%	24 11%	3 6%	2 5%	29 7%	48 11%	8 9%	10 13%	5 5%	7 7%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108
Warnings of content the user is about to see/ the option to view content or not	23 5%	35 7%	13 5%	19 7%	10 5%	16 7%	6 5%	10 7%	4 3%	11 9%	9 9%	6 5%	3 3%	8 7%	11 4%	22 8%	12 6%	14 6%	1 2%	2 4%	22 5%	34 7%	8 9%	8 11%	2 2%	5 5%
Warnings are given (non-specific/ other)	4 1%	10 2%	-	1 *	4 2%	9 4%	1 1%	* *	2 2%	3 2%	1 1%	2 2%	-	5 5% <sup>m</sup>	3 1%	3 1%	1 *	7 3%	1 3%	-	3 1%	10 2%	-	1 2%	2 1%	2 2%
Security tips are provided	3 1%	6 1%	3 1%	2 1%	1 *	3 1%	1 1%	1 1%	-	1 1%	-	1 1%	2 2%	2 2%	1 *	2 1%	2 1%	3 2%	1 2%	1 1%	2 1%	5 1%	-	* *	2 2%	-
Warnings about sharing personal information	2 *	3 1%	2 1%	-	* *	3 1%	* *	-	-	-	* *	1 1%	1 1%	2 2%	* *	-	2 1%	3 1%	-	-	2 *	3 1%	-	-	-	-
NET: Parental controls / child safety mechanisms	39 8%	27 5%	21 9%	11 4%	17 8%	16 7%	14 10%	9 6%	2 2%	7 5%	12 13%	6 5%	10 10%	5 5%	16 6%	16 6%	22 11% <sup>r</sup>	11 5%	3 7%	4 9%	36 9%	23 5%	4 4%	7 8%	10 10%	9 8%
Parental controls/ locks/ methods to restrict children	26 6%	19 4%	15 6% <sup>d</sup>	6 2%	11 5%	13 6%	8 6%	9 6%	1 1%	4 3%	8 9%	2 2%	8 8%	4 4%	9 4%	13 5%	16 8% <sup>r</sup>	6 3%	2 6%	4 9%	23 6%	15 3%	3 3%	3 5%	6 5%	6 5%
Child safety protocols	10 2%	8 2%	3 1%	4 2%	6 3%	3 1%	4 3%	-	1 1%	3 2%	4 4%	4 3%	1 1%	1 1%	5 2%	3 1%	5 2%	5 2%	-	-	10 2%	8 2%	1 1%	3 4%	5 4%	2 2%
Child friendly versions of websites/ apps	3 1%	1 *	3 1%	1 *	1 *	-	2 1%	-	-	1 1%	-	-	1 1%	-	2 1%	1 *	1 1%	-	1 1%	-	3 1%	1 *	-	-	* *	1 1%
Artificial intelligence/ algorithms that check content	24 5%	26 5%	15 6%	17 7%	10 5%	9 4%	8 6%	10 7%	11 9%	8 6%	3 3%	3 3%	2 2%	4 4%	19 7%	18 7%	5 3%	7 3%	1 1%	* 1%	24 6%	25 6%	5 5%	6 7%	7 6%	8 7%
NET: Account verification processes	23 5%	19 4%	14 6%	14 5%	9 4%	5 2%	7 5%	7 5%	6 5%	5 4%	5 5%	6 6%	6 6% <sup>n</sup>	1 1%	13 5%	12 4%	11 5%	7 3%	2 5%	2 3%	21 5%	17 4%	3 4%	2 2%	9 8%	4 4%
Passwords/ pin numbers required	12 3% <sup>b</sup>	4 1%	5 2%	2 1%	7 3%	2 1%	2 2%	* *	2 2%	2 2%	4 4%	1 1%	4 4%	-	4 2%	3 1%	8 4% <sup>r</sup>	1 *	1 2%	-	11 3%	4 1%	-	* *	5 5%	* *
Sign in for users before they can view content/ users must have an account to view content	5 1%	6 1%	5 2%	5 2%	-	2 1%	2 1%	3 2%	2 1%	* *	* *	3 3%	1 1%	1 *	4 1%	3 1%	1 1%	3 1%	1 1%	1 2%	4 1%	5 1%	* *	-	2 2%	2 1%
Identification/ users have to provide ID before use	3 1%	5 1%	3 1%	4 2%	-	1 1%	* *	1 1%	2 1%	2 1%	* *	3 2%	1 1%	* *	2 1%	3 1%	1 1%	3 1%	* 1%	-	3 1%	5 1%	-	1 1%	1 1%	2 2%
Verification methods are used	4 1%	3 1%	2 1%	3 1%	2 1%	* *	3 2%	3 2%	1 1%	* *	-	* *	* *	-	4 1%	3 1%	* *	* *	* 1%	1 2%	4 1%	3 1%	3 3%	1 1%	* *	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 382

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	460	500	249	255	211	244	141	144	118	133	96	107	101	109	259	277	198	216	44*	47*	415	454	89	78	107	108
Two factor authentication	2	*	2	*	-	-	*	*	*	*	1	-	-	-	1	*	1	-	-	-	2	*	-	-	1	*
NET: Regulatory bodies to regulate sites / apps	5	-	2	-	3	-	1	-	1	-	1	-	1	-	2	-	3	-	-	-	5	-	1	-	-	-
There are regulatory bodies/ sites/ apps are regulated	5	-	2	-	3	-	1	-	1	-	1	-	1	-	2	-	3	-	-	-	5	-	1	-	-	-
NET: Other/ None DK	95	95	53	41	42	53	28	24	25	25	18	16	23	25	53	49	41	41	4	12	91	83	22	21	20	15
Other answers	33	30	20	11	13	18	11	10	11	7	3	2	7	6	22	17	11	9	1	4	31	26	6	9	6	2
Nothing	25	12	13	6	12	5	6	2	7	3	5	3	6	3	13	5	11	6	1	2	25	10	8	1	6	3
Don't know/ No comment/ Invalid answer	37	54	20	23	17	29	10	12	7	15	10	11	10	16	18	26	19	27	2	7	35	47	8	10	8	10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	99	129	75	98	39	37	21	26	13	65	76	26	39	413	451	112	114	138	164	62	89	80	88	367	387
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344
Effective base	74	95	57	77	33	32	17	23	11	52	65	20	33	320	357	77	71	109	126	51	71	62	64	274	293
NET: Rules / action taken against harmful content	26	36	27	51	10	16	8	14	9	22	38	12	23	124	182	23	25	38	56	14	31	22	28	107	145
	31%	37%	38%	57% <sup>c</sup>	29%	40%	39%	54%	52%	34%	47%	39%	53%	32%	43% <sup>o</sup>	31%	33%	33%	40%	27%	38%	35%	40%	33%	42% <sup>y</sup>
Inappropriate content/ there are rules/ action taken against inappropriate content	9	13	12	22	4	3	3	6	4	9	13	6	11	42	63	4	7	10	16	4	12	7	6	35	54
	10%	13%	17%	24%	11%	7%	16%	25%	25%	14%	17%	19%	25%	11%	15%	6%	9%	9%	11%	7%	14%	11%	8%	11%	16%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	6	3	7	5	3	2	2	1	2	7	5	4	3	31	28	7	5	10	7	5	3	6	5	29	26
	7%	4%	9%	6%	9%	5%	9%	4%	9%	10%	6%	12%	6%	8%	7%	10%	7%	8%	5%	9%	4%	9%	7%	9%	8%
Removal of content/ videos/ posts	4	6	1	14	4	2	3	5	2	6	9	3	7	23	39	3	6	4	14	1	9	1	6	21	30
	5%	6%	2%	16% <sup>c</sup>	11%	5%	13%	21%	10%	10%	11%	9%	17%	6%	9%	4%	8%	3%	10% <sup>s</sup>	2%	11%	1%	8%	7%	9%
Violent content/ there are rules/ action taken against violent content	2	11	3	12	2	3	3	1	1	7	5	5	2	18	39	4	7	11	12	6	7	6	4	10	32
	2%	11% <sup>a</sup>	4%	14%	6%	8%	13%	6%	4%	11%	7%	16%	5%	5%	9% <sup>o</sup>	5%	9%	10%	8%	12%	8%	9%	6%	3%	9% <sup>y</sup>
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	2	5	2	5	-	6	1	2	-	1	8	1	2	6	22	1	1	3	7	1	2	2	4	5	16
	3%	5%	2%	6%	-	16% <sup>e</sup>	5%	6%	-	2%	9%	3%	4%	2%	5% <sup>o</sup>	2%	2%	2%	5%	2%	2%	3%	6%	1%	5% <sup>y</sup>
Offensive content/ there are rules/ action taken against offensive content	-	4	*	7	1	5	-	1	2	2	8	2	3	5	20	2	1	2	9	-	3	2	3	5	12
	-	4%	1%	8%	2%	14%	-	4%	11%	3%	10%	5%	6%	1%	5% <sup>o</sup>	2%	2%	2%	6%	-	4%	3%	4%	1%	4%
Sexual content/ there are rules/ action taken against sexual content	*	4	2	7	-	1	-	-	2	-	3	-	2	7	18	*	2	3	7	2	4	2	4	5	10
	*	4%	2%	8%	-	3%	-	-	9%	-	3%	-	4%	2%	4%	*	2%	2%	5%	4%	6%	3%	5%	1%	3%
Censored videos/ images/ content	4	*	2	2	-	1	1	1	-	1	2	1	1	12	9	2	1	3	1	2	*	2	1	11	9
	5%	*	3%	2%	-	2%	5%	4%	-	2%	2%	3%	2%	3%	2%	3%	1%	3%	1%	3%	*	3%	2%	3%	3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	-	4	3	3	-	-	-	-	-	-	-	-	-	4	11	1	1	3	6	2	3	1	3	3	6
Bullying/ there are rules/ action taken against bullying	1	4	-	*	1	-	-	*	-	1	*	-	*	5	10	-	2	3	5	-	3	3	5	2	6
Harmful content/ there are rules/ action taken against harmful content	2	-	2	2	-	1	1	1	-	1	2	1	1	5	4	3	2	2	1	-	-	1	1	6	5
Adult/ mature content/ there are rules/ action taken against adult content	1	1	-	-	-	1	1	-	-	3	1	3	-	10	2	1	-	3	-	2	-	1	-	7	2
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	-	2	-	-	2	1	-	1	-	2	2	-	1	5	7	*	-	*	1	-	1	*	-	5	6
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	-	-	-	4	-	4	-	-	-	-	4	-	-	-	9	-	-	-	5	-	2	-	1	-	4
Illegal content/ there are rules/ action taken against illegal content	2	1	*	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	*	-	-	-	*	5	1
Copyright / there are rules / actions taken against content that infringes copyright law	-	1	-	-	-	1	-	-	-	-	1	-	-	-	5	-	-	-	1	-	1	-	1	-	1

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 95+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344	
Child abuse/ there are rules/ action taken against child abuse	-	-	2	-	-	2	-	-	-	-	2	-	-	3	2	-	-	2	-	1	-	1	-	1	-	2
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	-	1	-	2	-	-	-	-	1	-	1	-	1	-	3	-	2	-	-	-	-	-	-	-	-	5
There is legislation in place / the online safety bill	-	1	-	-	-	-	-	1	-	-	1	-	1	-	3	-	-	-	1	-	1	-	-	-	-	2
NET: Button / mechanism to report harmful content and accounts	26	28	14	22	5	10	4	5	2	9	17	4	7	87	115	16	13	24	43	14	32	13	18	75	83	
Reporting buttons/ function/ system	19	11	6	11	3	3	-	2	2	3	7	-	4	49	53	8	6	10	18	6	16	6	4	44	39	
Able to report content	3	8	4	7	2	3	1	2	-	3	5	1	2	18	27	2	4	7	11	4	7	3	2	12	20	
Able to report pictures/ videos	3	7	4	4	1	3	2	-	2	3	2	-	12	17	4	4	3	7	2	5	2	5	12	12		
Able to report posts	1	4	*	2	-	2	2	1	-	2	3	2	1	12	17	1	-	4	6	3	4	2	6	9	12	
Able to report users/ accounts	-	2	*	2	-	1	-	-	-	-	1	-	-	4	11	1	1	2	3	2	1	*	2	2	7	
NET: Tools / people that check for potentially harmful content	19	23	18	17	10	12	4	12	4	20	27	10	16	77	96	13	12	24	30	13	14	15	15	66	74	
Monitoring/ checking / reviewing (non-specific/ other)	7	9	6	9	5	6	2	2	2	12	11	7	5	30	41	1	3	7	11	4	4	3	7	24	32	
Human moderators that check content	3	6	9	3	2	2	2	6	2	4	10	2	8	25	31	4	1	10	11	4	7	6	6	20	21	
Filters are put in place	6	5	2	5	1	-	-	-	-	1	-	-	-	16	14	4	5	4	3	2	1	2	1	16	15	
Key words are monitored/ muted	3	4	1	2	2	4	-	3	-	3	7	1	3	10	15	3	2	4	8	2	4	3	3	10	9	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

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Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344	
NET: Age restrictions	16 19%	13 13%	11 15%	9 10%	5 14%	3 9%	3 14%	2 10%	2 14%	8 12%	8 10%	3 9%	5 11%	64 17%	52 12%	9 12%	11 14%	16 14%	20 14%	7 14%	10 12%	9 14%	11 15%	55 17%	42 12%	
Age verification/ restrictions/ 18+	16 19%	13 13%	11 15%	9 10%	5 14%	3 9%	3 14%	2 10%	2 14%	8 12%	8 10%	3 9%	5 11%	64 17%	52 12%	9 12%	11 14%	16 14%	20 14%	7 14%	10 12%	9 14%	11 15%	55 17%	42 12%	
NET: System to block or ban harmful content and accounts	12 15%	18 19%	5 7%	18 20% <sup>c</sup>	3 7%	3 8%	2 9%	2 9%	-	6 10%	5 7%	4 13%	2 6%	50 13%	62 15%	12 17%	9 13%	16 14%	18 13%	7 13%	11 14%	7 11%	8 12%	46 14%	53 16%	
Banning users from use/ accounts can be banned	5 6%	8 8%	2 3%	11 12% <sup>c</sup>	* 1%	1 2%	1 3%	2 6%	-	1 1%	3 3%	1 2%	2 4%	15 4%	31 7%	4 5%	3 4%	3 2%	9 6%	3 5%	5 7%	-	5 7% <sup>w</sup>	16 5%	25 7%	
Blocking function/ system	5 6% <sup>b</sup>	* -	2 3%	3 3%	-	1 3%	-	1 3%	-	-	2 2%	-	1 2%	12 3%	16 4%	5 7%	2 2%	3 2%	7 5%	2 2%	5 6%	1 2%	4 6%	14 4%	10 3%	
Able to block users/ accounts	1 1%	6 6%	1 1%	3 3%	1 2%	-	1 6%	-	-	4 6% <sup>l</sup>	-	3 11%	-	12 3%	12 3%	3 4%	-	7 6%	4 3%	2 3%	4 5%	4 6%	1 2%	9 3%	8 2%	
Able to block content	1 1%	6 6%	1 1%	1 1%	1 2%	-	-	-	-	1 1%	-	-	-	6 2%	7 2%	2 3%	1 1%	3 3%	* 1%	-	* -	1 2%	-	5 1%	8 2%	
Able to block posts	3 4%	1 1%	-	* -	-	-	-	-	-	-	-	-	-	7 2% <sup>p</sup>	* -	-	3 4%	1 1%	* 1%	1 2%	* -	-	* -	6 2%	3 1%	
Able to block pictures/ videos	-	-	* -	-	1 2%	1 3%	-	-	-	1 1%	1 1%	-	-	2 1%	3 1%	-	3 5%	* -	1 1%	-	-	* -	1 2%	2 1%	5 2%	
NET: Site settings/ terms of use	10 12%	18 19%	6 8%	9 10%	2 7%	7 18%	-	6 25%	3 18%	2 4%	17 20% <sup>k</sup>	-	10 22%	41 11%	62 15%	9 13%	12 16%	14 12%	19 14%	5 10%	9 12%	9 14%	10 14%	37 11%	52 15%	
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	7 9%	11 11%	5 7%	4 4%	2 5%	3 7%	-	5 21%	3 18%	2 2%	11 14% <sup>k</sup>	-	9 20%	23 6%	40 9%	6 9%	4 6%	8 7%	13 9%	4 7%	7 8%	5 8%	6 9%	22 7%	31 9%	
Privacy settings	1 1%	2 2%	-	4 4%	1 2%	4 11%	-	-	-	1 1%	4 5%	-	-	6 2%	10 2%	2 3%	2 3%	1 1%	5 4%	1 2%	3 3%	-	2 3%	7 2%	6 2%	
Safety settings are in place	-	3 3%	1 1%	2 3%	-	-	-	1 4%	-	-	1 1%	-	1 2%	3 1%	6 1%	2 3%	5 7%	5 4%	2 1%	-	-	5 8%	2 3%	1 *	9 3% <sup>y</sup>	
Restrictions/ limits on usage/ access	2 2%	4 4%	-	-	1 2%	-	-	-	-	1 1%	-	-	-	9 2%	6 1%	1 1%	1 1%	1 1%	* 1%	* 1%	* 1%	-	-	8 3%	6 2%	

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Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)		
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344		
Access to in app / website help and support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1%	-	-	-	*	-	-	-	*	-	2	1%
NET: Warnings / tips on staying safe	3	14	6	8	4	6	2	2	2	7	10	4	4	25	45	7	4	12	17	6	10	5	7	18	33		
Warnings of content the user is about to see/ the option to view content or not	2	10	4	6	2	-	2	2	2	6	4	4	4	20	31	3	3	7	11	5	6	1	6	14	24		
Warnings are given (non-specific/ other)	1	3	-	2	1	2	-	-	-	1	2	-	-	2	9	2	1	2	3	-	2	2	-	3	8		
Security tips are provided	-	-	-	1	1	3	-	-	-	1	3	-	-	3	5	*	*	2	4	1	2	1	2	2	2		
Warnings about sharing personal information	1	-	1	-	-	3	-	-	-	-	3	-	-	*	3	2	-	1	2	*	-	1	2	*	1		
NET: Parental controls / child safety mechanisms	6	2	8	2	4	2	4	2	-	7	3	4	2	31	24	6	2	7	10	3	4	3	7	30	14		
Parental controls/ locks/ methods to restrict children	5	2	6	1	2	2	2	2	-	4	3	2	2	21	17	5	2	6	6	3	1	3	6	19	11		
Child safety protocols	1	*	2	1	-	1	2	-	-	2	1	2	-	2	8	8	1	-	1	4	-	2	-	2	3		
Child friendly versions of websites/ apps	1	-	-	-	1	-	-	-	-	1	-	-	-	3	1	*	-	-	1	-	1	-	-	3	-		
Artificial intelligence/ algorithms that check content	6	6	3	2	3	2	-	2	-	3	4	-	2	20	23	4	3	9	7	5	6	6	1	15	19		
NET: Account verification processes	3	5	4	5	1	1	2	-	-	3	1	2	-	20	17	3	2	7	5	3	4	7	3	16	13		
Passwords/ pin numbers required	2	1	2	1	-	1	2	-	-	2	1	2	-	11	4	1	*	3	2	1	1	3	*	9	2		
	2%	1%	3%	2%	-	2%	10%	-	-	3%	1%	7%	-	3% <sup>p</sup>	1%	1%	*	2%	1%	1%	2%	4%	*	3% <sup>z</sup>	1%		

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Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 383

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	85	97	70	89	35*	39*	20**	25**	17**	65	82	30**	43*	381	422	73	74	113	140	52	81	63	69	328	344
Sign in for users before they can view content/ users must have an account to view content	-	2	1	2	1	-	-	-	-	1	-	-	-	3	6	1	*	2	2	1	1	2	1	3	4
	-	2%	1%	2%	2%	-	-	-	-	1%	-	-	-	1%	1%	2%	*	1%	2%	1%	2%	2%	1%	1%	1%
Identification/ users have to provide ID before use	1	1	1	1	-	-	-	-	-	-	-	-	-	3	5	*	*	2	1	1	*	2	1	1	4
	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	1%	1%	1%	*	2%	1%	2%	*	3%	1%	*	1%
Verification methods are used	-	1	*	*	-	1	-	-	-	-	1	-	-	3	3	1	1	1	1	*	-	1	-	3	3
	-	1%	1%	*	-	2%	-	-	-	-	1%	-	-	1%	1%	1%	1%	1%	*	1%	-	2%	-	1%	1%
Two factor authentication	1	*	-	-	-	-	-	-	-	-	-	-	-	2	-	*	*	-	-	-	-	-	-	2	*
	2%	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	1%	-	-	-	-	-	-	1%	*
NET: Regulatory bodies to regulate sites / apps	2	-	-	-	2	-	-	-	-	2	-	-	-	4	-	1	-	1	-	-	-	-	1	-	4
	2%	-	-	-	6%	-	-	-	-	3%	-	-	-	1%	-	1%	-	1%	-	-	-	-	1%	-	1%
There are regulatory bodies/ sites/ apps are regulated	2	-	-	-	2	-	-	-	-	2	-	-	-	4	-	1	-	1	-	-	-	-	1	-	4
	2%	-	-	-	6%	-	-	-	-	3%	-	-	-	1%	-	1%	-	1%	-	-	-	-	1%	-	1%
NET: Other/ None DK	20	18	18	16	10	5	*	4	5	11	13	*	8	78	76	15	17	17	25	6	12	11	16	72	66
	24%	18%	26%	18%	29%	13%	2%	15%	26%	16%	16%	2%	19%	20%	18%	21%	23%	15%	18%	12%	15%	17%	23%	22%	19%
Other answers	8	7	8	5	3	1	-	2	-	3	4	-	2	29	25	3	5	8	8	2	5	6	6	25	20
	9%	7%	11%	5%	10%	4%	-	9%	-	5%	5%	-	6%	8%	6%	5%	7%	7%	6%	5%	6%	10%	8%	7%	6%
Nothing	8	2	2	3	1	1	-	-	-	1	1	-	-	17	7	6	4	5	3	1	2	3	1	15	8
	9%	2%	3%	3%	2%	2%	-	-	-	1%	1%	-	-	4%p	2%	9%	5%	5%	2%	2%	2%	5%	2%	5%	2%
Don't know/ No comment/ Invalid answer	5	9	9	9	6	3	*	1	5	6	9	*	6	32	44	5	8	4	14	3	6	1	9	32	37
	5%	9%	12%	10%	17%	7%	2%	5%	26%	10%	10%	2%	14%	8%	10%	7%	11%	4%	10%	5%	7%	2%	13%w	10%	11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Unweighted base	277	296	190	273	510	541	401	415	300	300	478	499	276	281	196	186	169	178	100	89	95	93	127	130
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40
Effective base	218	242	132	190	384	411	295	305	216	205	358	371	192	191	134	113	119	105	63	42	72	58	107	87
NET: Rules / action taken against harmful content	87 34%	129 45%a	44 28%	78 36%	141 33%	192 41%e	108 34%	127 39%	66 32%	74 35%	127 31%	185 43%k	58 29%	75 37%	29 26%	37 35%	27 32%	32 37%	10 22%	5 15%	8 22%	8 32%	16 36%	13 33%
Inappropriate content/ there are rules/ action taken against inappropriate content	31 12%	49 17%	11 7%	22 10%	47 11%	62 13%	28 9%	38 12%	15 7%	25 12%	37 9%	62 15%k	12 6%	26 13%l	6 5%	11 10%	9 10%	11 13%	3 6%	-	1 4%	1 4%	5 11%	5 13%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	18 7%	15 5%	15 9%	18 8%	34 8%	33 7%	29 9%	21 7%	17 8%	12 6%	32 8%	30 7%	12 6%	7 3%	8 7%	7 7%	5 6%	8 9%	1 2%	2 6%	2 6%	2 7%	4 8%	2 5%
Removal of content/ videos/ posts	16 6%	32 11%	3 2%	13 6%	24 6%	42 9%	23 7%	26 8%	15 7%	18 8%	21 5%	42 10%k	8 4%	17 9%	5 5%	3 3%	5 6%	2 2%	1 3%	-	1 2%	2 8%	2 3%	1 3%
Violent content/ there are rules/ action taken against violent content	14 6%	25 9%	6 4%	20 9%	21 5%	44 9%e	16 5%	33 10%g	14 7%	23 11%	17 4%	42 10%k	12 6%	17 8%	5 4%	13 13%o	6 7%	9 11%	3 6%	1 5%	2 5%	2 9%	4 8%	3 9%
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	3 1%	17 6%a	3 2%	6 3%	7 2%	22 5%e	4 1%	13 4%g	6 3%	7 3%	5 1%	21 5%k	4 2%	3 1%	4 3%	3 3%	1 1%	2 2%	* 1%	* 1%	* 1%	1 5%	2 4%	1 4%
Offensive content/ there are rules/ action taken against offensive content	3 1%	17 6%a	3 2%	4 2%	6 1%	21 4%e	5 1%	9 3%	3 2%	6 3%	6 2%	19 4%k	4 2%	7 3%	1 1%	2 2%	2 2%	2 2%	1 3%	* 1%	* 1%	* 1%	1 2%	2 5%
Sexual content/ there are rules/ action taken against sexual content	3 1%	12 4%	4 2%	7 3%	7 2%	18 4%e	5 1%	14 4%g	4 2%	7 4%	7 2%	18 4%k	6 3%	5 3%	3 2%	5 5%	3 3%	2 2%	3 6%	1 3%	1 2%	1 3%	1 3%	* 1%
Censored videos/ images/ content	9 4%	9 3%	6 4%d	1 1%	15 3%	10 2%	14 5%	7 2%	3 2%	2 1%	15 4%	9 2%	6 3%	4 2%	2 2%	1 1%	4 5%	3 3%	2 4%	-	2 5%	1 5%	2 4%	1 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40	
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	3 1%	3 1%	2 1%	9 4%	5 1%	12 3%	2 1%	6 2%	3 2%	4 2%	5 1%	12 3%	* *	7 4% <sup>m</sup>	1 1%	3 3%	- -	3 3%	- -	* *	- -	* 1%	* 1%	1 3%	
Bullying/ there are rules/ action taken against bullying	3 1%	4 1%	1 1%	8 4%	4 1%	10 2%	3 1%	10 3%	2 1%	5 2%	5 1%	12 3%	4 2%	6 3%	4 3%	1 1%	* 1%	1 2%	2 5%	1 4%	* 1%	- -	2 4%	* *	
Harmful content/ there are rules/ action taken against harmful content	5 2%	3 1%	3 2%	3 1%	9 2%	5 1%	6 2%	3 1%	4 2%	2 1%	9 2%	6 1%	4 2%	2 1%	3 3%	- -	4 4% <sup>r</sup>	- -	* 1%	- -	1 3%	- -	* 1%	- -	
Adult/ mature content/ there are rules/ action taken against adult content	5 2%	1 *	3 2%	1 1%	10 2% <sup>f</sup>	2 *	5 2%	2 *	4 2%	2 1%	6 2%	2 *	4 2%	1 *	2 1%	1 1%	1 2%	2 2%	1 2%	- -	* 1%	- -	* *	- -	
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	4 1%	4 1%	- -	3 1%	5 1%	7 1%	5 2%	3 1%	3 2%	1 *	4 1%	6 1%	2 1%	1 *	1 1%	1 1%	1 1%	1 1%	1 2%	- -	* 1%	1 5%	1 2%	- -	
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	- -	7 2% <sup>a</sup>	- -	2 1%	- -	9 2% <sup>e</sup>	- -	4 1% <sup>g</sup>	- -	1 *	- -	9 2% <sup>k</sup>	- -	2 1%	- -	* *	- -	1 1%	- -	- -	- -	- -	- -	1 1%	
Illegal content/ there are rules/ action taken against illegal content	5 2%	1 1%	- -	- -	5 1%	1 *	4 1% <sup>h</sup>	* *	2 1%	1 1%	5 1%	1 *	3 2%	1 1%	1 1%	* *	1 1%	* *	* 1%	* *	1 2%	* 1%	* 1%	* *	
Copyright / there are rules / actions taken against content that infringes copyright law	- -	4 1%	- -	1 *	- -	5 1% <sup>e</sup>	- -	3 1%	- -	3 2%	- -	4 1%	- -	3 1%	- -	2 2%	- -	3 4% <sup>q</sup>	- -	- -	- -	- -	1 3%	- -	1 1%
Child abuse/ there are rules/ action taken against child abuse	1 *	2 1%	2 1%	- -	3 1%	2 *	2 1%	1 *	1 *	1 1%	3 1%	1 *	1 *	1 1%	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

Prepared by Yonder



# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40	
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	-	3	-	2	-	4	-	4	-	2	-	4	-	1	-	1	-	-	-	-	-	-	-	-	1
There is legislation in place / the online safety bill	-	2	-	2	-	3	-	2	-	-	-	2	-	-	-	2	-	1	-	-	-	-	-	-	
NET: Button / mechanism to report harmful content and accounts	59	68	35	61	100	124	75	85	44	48	96	104	48	45	24	26	17	19	7	5	6	2	7	11	
Reporting buttons/ function/ system	31	32	22	27	54	54	40	41	25	26	53	47	29	27	15	13	8	10	4	2	2	1	5	4	
Able to report content	14	20	3	11	21	30	15	20	8	13	18	27	8	7	4	3	5	4	1	1	2	-	1	3	
Able to report pictures/ videos	7	10	8	10	16	20	8	9	4	3	14	13	5	6	3	6	3	3	2	1	2	1	1	2	
Able to report posts	7	6	4	12	12	18	11	13	7	3	13	17	7	2	3	2	2	3	2	1	-	*	1	1	
Able to report users/ accounts	2	7	2	5	5	12	4	8	3	6	5	9	4	5	1	5	1	2	-	1	1	-	*	3	
NET: Tools / people that check for potentially harmful content	64	65	21	43	87	101	53	69	25	33	76	90	22	32	17	17	13	23	3	5	7	4	8	6	
Monitoring/ checking / reviewing (non-specific/ other)	23	33	6	11	29	43	11	28	7	13	26	38	5	15	3	6	3	7	1	1	1	1	3	6	
Human moderators that check content	22	24	7	8	30	32	21	19	11	8	27	23	9	5	8	5	8	8	1	1	4	1	3	-	
Filters are put in place	13	2	6	18	19	19	12	13	2	10	15	17	4	9	5	5	5	8	1	2	1	*	2	*	
Key words are monitored/ muted	11	9	3	8	14	13	12	10	5	3	11	16	5	3	3	*	*	1	-	*	2	1	*	*	
NET: Age restrictions	36	33	32	32	69	63	52	47	28	30	60	57	26	24	12	17	11	19	6	3	3	4	6	7	
Age verification/ restrictions/ 18+	14%	11%	20%	15%	16%	13%	16%	14%	13%	14%	15%	13%	13%	12%	11%	17%	13%	22%	13%	11%	9%	14%	13%	17%	

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Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40
NET: System to block or ban harmful content and accounts	33 13%	41 14%	23 14%	30 14%	59 14%	64 14%	49 15%	46 14%	32 16%	32 15%	55 14%	61 14%	36 18%	30 15%	11 10%	17 16%	13 15%	6 7%	6 13%	2 7%	3 9%	3 12%	5 12%	6 15%
Banning users from use/ accounts can be banned	11 4%	20 7%	7 5%	13 6%	19 4%	29 6%	14 4%	19 6%	10 5%	15 7%	14 3%	28 7%k	10 5%	12 6%	5 4%	7 6%	4 5%	2 2%	1 3%	*	2 7%	2 8%	2 5%	2 6%
Blocking function/ system	6 2%	10 4%	8 5%	7 3%	15 3%	16 4%	13 4%	13 4%	7 3%	5 2%	16 4%	14 3%	11 6%	10 5%	3 3%	4 3%	3 4%	1 1%	2 5%	-	1 2%	*	2 4%	1 2%
Able to block users/ accounts	11 4%	6 2%	4 2%	6 3%	14 3%	12 3%	13 4%	8 2%	6 3%	9 4%	15 4%	11 3%	9 4%	6 3%	3 2%	4 4%	5 6%	2 2%	1 3%	*	-	1 3%	-	3 7%w
Able to block content	3 1%	3 1%	3 2%	5 2%	8 2%	6 1%	8 3%	5 2%	7 3%	4 2%	7 2%	6 1%	3 2%	5 3%	*	2 2%	*	*	*	*	-	-	*	-
Able to block posts	3 1%	3 1%	3 2%	1 *	7 2%	3 1%	7 2%h	1 *	5 2%j	-	5 1%	3 1%	5 3%n	-	1 1%	*	1 1%	*	1 2%	-	-	-	1 2%	*
Able to block pictures/ videos	2 1%	5 2%	*	1 *	2 *	6 1%	1 *	4 1%	1 *	3 1%	2 1%	6 1%	-	2 1%	-	2 2%	*	2 2%	-	1 3%	-	-	*	1 1%
NET: Site settings / terms of use	25 10%	41 14%	19 12%	33 15%	50 12%	67 14%	39 12%	45 14%	28 13%	32 15%	43 10%	62 15%	27 14%	37 18%	13 11%	16 16%	10 12%	16 18%	6 13%	7 24%	2 7%	5 20%u	4 9%	6 16%
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	19 7%	28 10%	8 5%	16 8%	30 7%	42 9%	24 8%	23 7%	15 7%	13 6%	28 7%	37 9%	18 9%	19 9%	8 7%	8 8%	6 7%	7 8%	3 7%	2 8%	2 6%	2 10%	3 6%	4 10%
Privacy settings	3 1%	7 3%	4 3%	5 2%	8 2%	11 2%	6 2%	8 3%	4 2%	8 4%	8 2%	10 2%	3 2%	8 4%	1 1%	3 3%	2 3%	5 6%	1 3%	3 10%	-	2 6%u	-	1 3%
Safety settings are in place	3 1%	7 3%	2 1%	4 2%	5 1%	9 2%	5 2%	10 3%	4 2%	6 3%	4 1%	11 3%	3 2%	6 3%	2 2%	3 3%	2 2%	3 3%	2 3%	3 1%	*	-	1 4%	2 1%
Restrictions/ limits on usage/ access	2 1%	*	4 3%	7 3%	9 2%	5 1%	5 2%	6 2%	5 3%	6 3%	5 1%	4 1%	4 2%	5 3%	3 3%	2 2%	2 2%	2 2%	2 4%	2 5%	*	1 1%	*	1 2%
Access to in app / website help and support	-	-	-	3 1%	-	1 *	-	1 *	-	1 *	-	3 1%	-	1 *	-	1 1%	-	1 1%	-	*	-	-	1 1%	*
NET: Warnings / tips on staying safe	21 8%	32 11%	8 5%	19 9%	30 7%	48 10%	23 7%	32 10%	15 7%	26 12%	28 7%	45 11%	10 5%	26 13%v	11 10%	12 11%	6 7%	7 8%	3 7%	2 7%	1 4%	3 10%	3 6%	3 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40
Warnings of content the user is about to see/ the option to view content or not	16 6%	25 9%	6 4%	11 5%	22 5%	35 8%	16 5%	21 7%	10 5%	17 8%	19 5%	33 8%	5 3%	20 10% <sup>m</sup>	5 5%	9 9%	2 2%	4 5%	* 1%	* *	* 1%	1 3%	2 4%	3 6%
Warnings are given (non-specific/ other)	2 1%	5 2%	1 *	6 3%	4 1%	7 2%	3 1%	7 2%	3 1%	5 2%	3 1%	9 2%	2 1%	3 1%	3 2%	* *	2 2%	* *	2 3%	* 1%	- -	2 6% <sup>u</sup>	- -	* *
Security tips are provided	2 1%	3 1%	1 *	3 1%	3 1%	6 1%	3 1%	4 1%	2 1%	3 2%	3 1%	4 1%	2 1%	3 2%	3 2%	2 2%	1 1%	2 3%	* 1%	2 6%	- -	* 1%	- -	1 1%
Warnings about sharing personal information	1 *	2 1%	1 1%	1 *	1 *	3 1%	1 *	1 *	1 *	1 *	2 *	1 *	1 *	1 *	1 1%	- -	1 1%	- -	2 2%	- -	1 3%	- -	1 2%	- -
NET: Parental controls / child safety mechanisms	27 11%	18 6%	8 5%	9 4%	37 9%	26 6%	22 7%	17 5%	14 7%	9 4%	35 9% <sup>l</sup>	19 4%	14 7%	14 7%	9 8%	4 4%	4 5%	4 5%	2 5%	3 10%	1 3%	1 3%	1 3%	2 6%
Parental controls/ locks/ methods to restrict children	19 7%	12 4%	4 3%	8 4%	24 6%	19 4%	14 4%	15 4%	9 4%	8 4%	24 6%	14 3%	9 4%	10 5%	8 7%	2 2%	2 3%	3 3%	2 4%	3 9%	1 2%	* 1%	1 2%	2 6%
Child safety protocols	7 3%	6 2%	2 2%	2 1%	10 2%	7 1%	7 2%	3 1%	5 2%	2 1%	9 2%	5 1%	5 2%	5 2%	1 1%	2 2%	1 1%	* *	- -	* 1%	- -	1 2%	- -	- -
Child friendly versions of websites/ apps	1 1%	1 *	1 1%	- -	3 1%	1 *	1 *	- -	* *	- -	3 1%	- -	* *	- -	1 1%	- -	1 2%	1 1%	* 1%	- -	1 1%	- -	* 1%	- -
Artificial intelligence/ algorithms that check content	17 7%	13 4%	7 5%	13 6%	23 5%	25 5%	17 5%	14 4%	6 3%	9 4%	21 5%	20 5%	9 4%	7 4%	7 7%	5 5%	3 3%	4 5%	- -	1 2%	3 8%	3 11%	2 4%	1 4%
NET: Account verification processes	10 4%	8 3%	11 7%	11 5%	22 5%	19 4%	17 5%	15 4%	7 4%	13 6%	18 4%	17 4%	10 5%	10 5%	5 4%	6 6%	4 5%	8 9%	4 9%	4 13%	2 4%	2 8%	3 7%	4 9%
Passwords/ pin numbers required	4 2%	1 1%	7 4%	2 1%	12 3% <sup>f</sup>	4 1%	9 3%	4 1%	4 2%	4 2%	10 2%	3 1%	7 3%	3 1%	3 3%	2 2%	1 1%	2 2%	2 5%	2 6%	1 3%	* 2%	1 1%	* 1%
Sign in for users before they can view content/ users must have an account to view content	3 1%	3 1%	1 1%	3 1%	4 1%	6 1%	2 1%	4 1%	1 1%	3 2%	4 1%	5 1%	1 1%	2 1%	- -	2 2%	2 3%	4 4%	1 2%	* 1%	- -	- -	1 3%	1 2%
Identification/ users have to provide ID before use	3 1%	1 *	* *	4 2%	3 1%	5 1%	3 1%	3 1%	1 *	4 2%	1 *	5 1%	1 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 2%	1 3%	* 1%	1 5%	* 1%	1 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 384

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)
Weighted base	254	285	160	215	434	466	318	327	207	212	409	426	197	201	111	105	85	86	46	30*	35	26	44	40
Verification methods are used	1 1%	2 1%	2 1%	1 1%	4 1%	3 1%	4 1%	3 1%	1 1%	2 1%	3 1%	3 1%	1 *	3 1%	1 1%	1 1%	1 2%	2 2%	1 2%	1 3%	* 1%	1 3%	* 1%	1 3%
Two factor authentication	-	-	2 1%	* *	2 *	* *	2 1%	* *	2 1%	* *	2 *	* *	2 1%	* *	2 2%	* *	-	* *	3 3%	1 1%	1 1%	-	1 1%	1 1%
NET: Regulatory bodies to regulate sites / apps	-	-	5 3%d	-	5 1%f	-	2 1%	-	3 1%	-	5 1%l	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-
There are regulatory bodies/ sites/ apps are regulated	-	-	5 3%d	-	5 1%f	-	2 1%	-	3 1%	-	5 1%l	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-
NET: Other/ None DK	52 20%	55 19%	39 25%	40 19%	87 20%	85 18%	60 19%	65 20%	39 19%	51 24%	90 22%	83 19%	43 22%	45 22%	25 23%	24 23%	17 20%	19 21%	14 31%	10 34%	13 38%	6 24%	10 22%	7 18%
Other answers	18 7%	14 5%	14 8%	16 7%	33 8%	24 5%	23 7%	20 6%	13 6%	16 7%	33 8%	26 6%	13 7%	14 7%	7 7%	8 8%	6 7%	5 6%	4 9%	3 11%	4 10%	1 5%	3 7%	1 3%
Nothing	14 6%b	5 2%	11 7%	6 3%	23 5%f	10 2%	18 6%	8 3%	10 5%	6 3%	22 5%	11 3%	14 7%	6 3%	7 6%	5 5%	2 3%	4 5%	4 9%	2 7%	3 9%	1 5%	3 7%	2 5%
Don't know/ No comment/ Invalid answer	20 8%	35 12%	15 10%	18 8%	32 7%	51 11%	19 6%	37 11%g	16 8%	29 14%i	36 9%	46 11%	16 8%	25 12%	11 10%	11 11%	9 11%	9 11%	6 13%	5 15%	6 18%	4 14%	4 9%	4 9%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Unweighted base	172	234	353	327	531	570
Weighted base	116	166	340	326	460	500
Effective base	117	161	282	266	400	432
NET: Rules / action taken against harmful content	33 28%	62 37%	115 34%	141 43% <sup>c</sup>	148 32%	206 41% <sup>e</sup>
Inappropriate content/ there are rules/ action taken against inappropriate content	9 8%	14 8%	37 11%	56 17% <sup>c</sup>	47 10%	70 14%
Bad language/ abusive/ offensive language/ there are rules/ action taken against bad language/ abusive/ offensive language	5 4%	8 5%	35 10%	26 8%	39 9%	33 7%
Removal of content/ videos/ posts	6 5%	11 7%	19 6%	33 10%	26 6%	45 9%
Violent content/ there are rules/ action taken against violent content	5 5%	13 8%	16 5%	32 10% <sup>c</sup>	21 5%	46 9% <sup>e</sup>
Prejudice/ racism, homophobia etc/ there are rules/ action taken against prejudice/ racism, homophobia etc	3 3%	5 3%	4 1%	18 6% <sup>c</sup>	7 2%	23 5% <sup>e</sup>
Offensive content/ there are rules/ action taken against offensive content	3 2%	8 5%	4 1%	13 4% <sup>c</sup>	7 1%	21 4% <sup>e</sup>
Sexual content/ there are rules/ action taken against sexual content	3 3%	8 5%	4 1%	10 3%	8 2%	19 4%
Censored videos/ images/ content	4 4%	4 2%	11 3%	6 2%	15 3%	10 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Weighted base	116	166	340	326	460	500
Explicit/ graphic content/ there are rules/ actions taken against explicit/ graphic content	2 2%	3 2%	3 1%	9 3%	5 1%	12 2%
Bullying/ there are rules/ action taken against bullying	1 1%	5 3%	4 1%	6 2%	5 1%	12 2%
Harmful content/ there are rules/ action taken against harmful content	* *	- -	9 3%	6 2%	9 2%	6 1%
Adult/ mature content/ there are rules/ action taken against adult content	4 3%	1 1%	7 2%	1 *	10 2% <sup>f</sup>	2 *
Erroneous information/ misinformation/ fake news/ there are rules/ action taken against erroneous information	* *	2 1%	5 1%	5 1%	5 1%	7 1%
Terrorism / threats to national security / there are rules / actions taken against content that incites terrorism / threats to national security	- -	1 1%	- -	8 2% <sup>c</sup>	- -	9 2% <sup>e</sup>
Illegal content/ there are rules/ action taken against illegal content	- -	1 1%	5 1%	* *	5 1%	1 *
Copyright / there are rules / actions taken against content that infringes copyright law	- -	4 3%	- -	1 *	- -	5 1% <sup>e</sup>
Child abuse/ there are rules/ action taken against child abuse	2 1%	1 1%	1 *	1 *	3 1%	2 *

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Weighted base	116	166	340	326	460	500
Spam / there are rules / actions taken against content interpreted as spam / unsolicited content	-	1	-	4	-	5
	-	*	-	1%	-	1%e
There is legislation in place / the online safety bill	-	2	-	1	-	3
	-	1%	-	*	-	1%
NET: Button / mechanism to report harmful content and accounts	30	48	73	82	104	130
	26%	29%	22%	25%	23%	26%
Reporting buttons/ function/ system	13	24	43	34	58	59
	11%	15%	13%	11%	13%	12%
Able to report content	8	11	13	20	21	31
	7%	7%	4%	6%	4%	6%
Able to report pictures/ videos	7	6	9	14	16	20
	6%	4%	3%	4%	3%	4%
Able to report posts	4	3	9	15	13	18
	3%	2%	3%	5%	3%	4%
Able to report users/ accounts	2	6	3	6	5	12
	2%	3%	1%	2%	1%	2%
NET: Tools / people that check for potentially harmful content	24	27	67	79	91	108
	20%	16%	20%	24%	20%	21%
Monitoring/ checking / reviewing (non-specific/ other)	6	16	25	29	31	44
	5%	10%	7%	9%	7%	9%
Human moderators that check content	6	5	24	27	30	32
	5%	3%	7%	8%	7%	6%
Filters are put in place	9	6	10	14	20	19
	8%	4%	3%	4%	4%	4%
Key words are monitored/ muted	3	3	12	13	14	17
	2%	2%	3%	4%	3%	3%
NET: Age restrictions	17	23	55	42	74	65
	15%	14%	16%	13%	16%	13%
Age verification/ restrictions/ 18+	17	23	55	42	74	65
	15%	14%	16%	13%	16%	13%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Weighted base	116	166	340	326	460	500
NET: System to block or ban harmful content and accounts	18 15%	25 15%	45 13%	47 14%	63 14%	71 14%
Banning users from use/ accounts can be banned	8 7%	8 5%	11 3%	26 8% <sup>c</sup>	19 4%	33 7%
Blocking function/ system	3 3%	8 5%	14 4%	10 3%	17 4%	17 3%
Able to block users/ accounts	4 3%	7 4%	12 4%	5 2%	16 3%	12 2%
Able to block content	3 2%	4 2%	5 2%	4 1%	8 2%	8 2%
Able to block posts	2 2%	-	5 1%	3 1%	7 1%	3 1%
Able to block pictures/ videos	* *	2 1%	2 1%	4 1%	2 *	6 1%
NET: Site settings / terms of use	18 15%	22 13%	33 10%	51 16% <sup>c</sup>	51 11%	73 15%
Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service	14 12%	11 7%	16 5%	33 10% <sup>c</sup>	30 6%	44 9%
Privacy settings	-	5 3%	8 2%	7 2%	8 2%	12 2%
Safety settings are in place	3 2%	3 2%	3 1%	8 2%	6 1%	11 2%
Restrictions/ limits on usage/ access	3 2%	3 2%	7 2%	5 1%	9 2%	7 1%
Access to in app / website help and support	-	1 1%	-	2 1%	-	3 1%
NET: Warnings / tips on staying safe	11 9%	23 14%	20 6%	28 9%	32 7%	51 10%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Weighted base	116	166	340	326	460	500
Warnings of content the user is about to see/ the option to view content or not	8 7%	18 11%	14 4%	17 5%	23 5%	35 7%
Warnings are given (non-specific/ other)	2 1%	3 2%	3 1%	7 2%	4 1%	10 2%
Security tips are provided	1 1%	2 1%	2 1%	3 1%	3 1%	6 1%
Warnings about sharing personal information	1 1%	-	1 *	3 1%	2 *	3 1%
NET: Parental controls / child safety mechanisms	8 6%	7 4%	31 9%	20 6%	39 8%	27 5%
Parental controls/ locks/ methods to restrict children	4 3%	6 4%	22 6%	13 4%	26 6%	19 4%
Child safety protocols	3 3%	*	6 2%	7 2%	10 2%	8 2%
Child friendly versions of websites/ apps	* *	- -	3 1%	1 *	3 1%	1 *
Artificial intelligence/ algorithms that check content	5 4%	10 6%	20 6%	15 5%	24 5%	26 5%
NET: Account verification processes	5 4%	8 5%	19 5%	11 3%	23 5%	19 4%
Passwords/ pin numbers required	2 2%	1 1%	10 3%	2 1%	12 3% <sup>f</sup>	4 1%
Sign in for users before they can view content/ users must have an account to view content	1 1%	3 2%	3 1%	4 1%	5 1%	6 1%
Identification/ users have to provide ID before use	1 1%	4 2%	2 1%	2 1%	3 1%	5 1%
Verification methods are used	1 1%	1 *	3 1%	3 1%	4 1%	3 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 385

**Q7. Awareness of safety measures (open ended)**

**Q7. What sort of rules or safety measures are you aware of these sites or apps having in place?**

**Base: All respondents Very/ Quite aware of rules or safety measures put in place by the sites or apps**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)
Weighted base	116	166	340	326	460	500
Two factor authentication	*	*	2	*	2	*
NET: Regulatory bodies to regulate sites / apps	1 1%	-	4 1%	-	5 1%f	-
There are regulatory bodies/ sites/ apps are regulated	1 1%	-	4 1%	-	5 1%f	-
NET: Other/ None DK	20 17%	35 21%	74 22%	55 17%	95 21%	95 19%
Other answers	6 5%	13 8%	26 8%	17 5%	33 7%	30 6%
Nothing	5 4%	4 2%	20 6%d	6 2%	25 6%f	12 2%
Don't know/ No comment/ Invalid answer	9 8%	18 11%	28 8%	32 10%	37 8%	54 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 386

**Q8. Reasons for lack of safety measures awareness**

**Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?**

**Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	728	673	375	337	353	333	188	186	235	217	140	132	162	136	423	403	302	268	57	48	671	625	58	47	104	102
Weighted base	799	743	370	351	429	388	201	193	253	232	164	150	178	166	454	425	343	316	44*	41*	755	702	54*	64*	108	104
Effective base	585	586	295	296	293	290	149	163	193	189	111	115	130	119	342	352	241	234	44	44	544	545	46	43	86	87
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	443 55%	441 59%	190 51%	196 56%	252 59%	243 63%	112 56%	120 62%	138 54%	133 57%	90 55%	79 53%	103 58%	107 65%	250 55%	253 60%	193 56%	186 59%	20 46%	18 43%	422 56%	423 60%	23 42%	28 44%	59 55%	50 48%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	305 38%	294 40%	169 46%	155 44%	137 32%	138 36%	79 39%	82 42%	107 42%	94 41%	47 29%	59 39%	71 40%	58 35%	185 41%	176 41%	118 35%	116 37%	13 29%	14 34%	293 39%	281 40%	17 31%	24 37%	29 27%	29 28%
They're not easy to access/ I wouldn't know where to look to find them	220 28%	203 27%	96 26%	87 25%	124 29%	112 29%	62 31%	62 32%	63 25%	63 27%	49 30%	35 23%	44 25%	43 26%	126 28%	125 29%	94 27%	78 25%	19 42%	16 40%	201 27%	187 27%	15 29%	14 22%	30 27%	27 26%
They're not relevant to me because I don't upload content	219 27%	197 26%	119 32%	99 28%	99 23%	94 24%	60 30%	51 26%	71 28%	69 30%	35 21%	30 20%	53 30%	47 29%	131 29%	119 28%	88 26%	77 24%	6 14%	8 19%	213 28%	189 27%	10 18%	18 28%	20 19%	25 24%
They're not relevant to me because I don't use the sites/ apps that often	122 15% <sup>b</sup>	84 11%	47 13%	37 10%	75 18%	47 12%	26 13%	21 11%	40 16%	31 14%	28 17% <sup>d</sup>	9 6%	28 16%	22 13%	66 15%	53 12%	56 16% <sup>r</sup>	31 10%	1 1%	5 12% <sup>s</sup>	122 16% <sup>v</sup>	79 11%	2 5%	4 6%	13 12%	5 5%
They're too long to bother reading	103 13%	94 13%	65 17%	59 17%	38 9%	31 8%	33 17%	22 12%	34 13%	34 15%	18 11%	20 13%	18 10%	17 10%	67 15%	56 13%	35 10%	37 12%	12 27%	15 37%	91 12%	79 11%	12 22%	13 20%	7 7%	12 12%
They're too complicated to understand	72 9%	67 9%	35 10%	33 9%	37 9%	30 8%	17 9%	16 9%	23 9%	24 10%	16 10%	13 9%	15 8%	13 8%	41 9%	41 10%	31 9%	26 8%	8 19%	10 24%	64 8%	57 8%	4 8%	6 9%	10 9%	6 5%
Other (please specify)	12 1%	9 1%	5 1%	4 1%	6 2%	5 1%	6 3%	2 1%	2 1%	- -	3 2%	6 4%	1 1%	1 1%	8 2%	2 1%	4 1%	7 2%	1 2%	- -	11 1%	9 1%	- -	- -	1 1%	1 1%
NET: Not accessible	303 38%	281 38%	145 39%	132 38%	158 37%	144 37%	82 41%	77 40%	98 39%	89 38%	64 39%	53 36%	59 33%	62 37%	180 40%	165 39%	123 36%	115 37%	30 67%	25 61%	273 36%	256 36%	26 48%	23 36%	38 35%	40 38%
NET: Not required/ relevant	653 82%	602 81%	304 82%	283 81%	348 81%	314 81%	165 82%	157 82%	208 82%	189 82%	131 80%	115 77%	147 83%	137 83%	372 82%	347 82%	279 81%	252 80%	29 65%	26 63%	624 83%	576 82%	37 68%	48 76%	85 78%	71 68%
Don't know	41 5%	42 6%	16 4%	24 7%	25 6%	17 4%	7 4%	8 4%	7 3%	8 4%	11 7%	7 5%	14 8%	8 5%	15 3%	26 6%	26 7%	15 5%	1 3%	3 8%	40 5%	38 5%	7 13%	10 16%	11 10%	11 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z Overlap formulae used. \* small base





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 387

**Q8. Reasons for lack of safety measures awareness**

**Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?**

**Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	110	102	136	117	123	116	104	100	36	41	263	257	140	141	628	586	89	80	219	208	105	102	127	118	488	441
Weighted base	120	105	151	129	140	134	118	111	63*	55*	322	300	182	166	704	657	85	78	239	225	110	111	146	131	538	493
Effective base	88	87	109	102	102	104	90	93	32	34	218	228	117	124	512	514	65	67	175	184	84	90	103	105	392	382
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	61 51%	55 53%	78 52%	80 62%	88 63%	86 64%	75 63%	77 69%	38 60%	48 88% <sup>ai</sup>	201 63%	210 70%	113 62%	125 75% <sup>am</sup>	392 56%	399 61%	46 55%	39 51%	130 54%	130 58%	49 44%	56 50%	80 55%	78 60%	301 56%	302 61%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	44 37%	38 36%	68 45%	60 47%	52 37%	54 40%	56 48%	55 49%	26 41%	21 38%	135 42%	129 43%	82 45%	76 46%	273 39%	267 41%	31 37%	24 31%	94 39%	93 41%	43 39%	43 39%	54 37%	60 45%	207 38%	193 39%
They're not easy to access/ I wouldn't know where to look to find them	32 27%	31 30%	36 23%	36 28%	33 23%	39 29%	38 32%	27 24%	18 28%	12 22%	89 28%	78 26%	56 31%	39 23%	193 27%	178 27%	25 29%	24 31%	67 28%	74 33%	28 26%	37 34%	45 31%	41 32%	150 28%	121 25%
They're not relevant to me because I don't upload content	30 25%	28 27%	35 23%	26 20%	41 29%	41 30%	42 36%	33 30%	34 54%	18 32%	118 37%	92 31%	77 42%	51 31%	195 28%	180 27%	21 25%	15 19%	56 23%	55 25%	19 18%	27 24%	41 28%	31 24%	159 30%	136 28%
They're not relevant to me because I don't use the sites/ apps that often	13 11%	7 6%	24 16% <sup>d</sup>	7 6%	27 20%	19 14%	25 21%	22 20%	18 28%	15 27%	70 22%	55 19%	43 23%	37 22%	108 15%	76 12%	14 17%	8 10%	34 14%	20 9%	11 10%	7 6%	21 15%	14 10%	85 16%	60 12%
They're too long to bother reading	15 13%	12 12%	18 12%	18 14%	24 17%	16 14%	13 11%	7 6%	1 2%	1 2%	38 12%	24 8%	14 8%	8 5%	80 11%	74 11%	20 23%	15 20%	27 17%	37 17%	16 14%	19 17%	14 10%	24 18%	73 13%	52 11%
They're too complicated to understand	17 14%	10 10%	14 9%	15 12%	8 6%	7 5%	11 9%	12 11%	- -	1 2%	19 6%	20 7%	11 6%	13 8%	58 8%	52 8%	13 16%	14 18%	22 9%	20 13%	10 9%	11 10%	16 11%	22 17%	49 9%	33 7%
Other (please specify)	3 2%	3 3%	3 2%	- -	4 3%	1 1%	1 1%	3 3%	- -	1 2%	5 1%	5 2%	1 1%	4 3%	10 1%	9 1%	- -	- -	3 1%	5 2%	3 3%	3 2%	2 1%	4 3%	8 2%	4 1%
NET: Not accessible	47 39%	42 40%	49 32%	52 41%	50 36%	50 38%	44 37%	35 32%	19 30%	12 22%	114 35%	98 33%	63 35%	48 29%	261 37%	240 37%	38 45%	37 47%	86 36%	107 48% <sup>s</sup>	40 36%	54 48%	55 38%	60 46%	212 39%	162 33%
NET: Not required/ relevant	94 78%	81 77%	126 83%	104 81%	120 86%	119 89%	103 87%	98 88%	59 94%	55 100%	283 88%	271 90%	162 89%	152 92%	584 83%	543 83%	65 77%	53 68%	193 81%	175 78%	81 73%	82 74%	118 81%	106 81%	443 82%	412 84%
Don't know	7 6%	7 7%	7 5%	7 5%	1 1%	2 1%	4 3%	2 2%	3 5%	- -	8 2%	3 1%	7 4%	2 1%	32 5%	33 5%	7 8%	7 9%	16 7%	8 3%	10 9%	6 6%	11 7% <sup>x</sup>	2 1%	21 4%	27 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 388

**Q8. Reasons for lack of safety measures awareness**

**Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?**

**Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab	Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	536	477	135	196	665	600	393	345	216	222	577	544	195	168	101	69	99	85	30	36	26	71	49
Weighted base	613	549	142	194	725	653	374	356	182	210	623	593	168	159	65	56	67	63	18**	16**	11**	32	22*
Effective base	443	422	101	165	531	519	312	292	165	180	463	472	145	134	74	51	66	63	13	25	18	58	37
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	350 57%	347 63%	73 51%	94 48%	401 55%	378 58%	198 53%	185 52%	80 44%	87 41%	362 58%	345 58%	76 45%	70 44%	27 41%	21 36%	33 49%	24 38%	5 29%	7 43%	6 57%	12 38%	8 37%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	255 42%	233 42%	37 26%	62 32%	283 39%	268 41%	143 38%	137 39%	67 37%	82 39%	238 38%	232 39%	58 35%	56 35%	27 41%	22 39%	27 40%	15 24%	1 8%	7 46%	5 44%	15 47%	8 37%
They're not easy to access/ I wouldn't know where to look to find them	164 27%	140 25%	37 26%	63 33%	205 28%	185 28%	114 30%	109 31%	57 31%	73 35%	186 30%	167 28%	41 24%	43 27%	23 36%	18 32%	20 30%	22 36%	5 30%	2 14%	2 19%	9 29%	8 36%
They're not relevant to me because I don't upload content	184 30%	160 29%	29 20%	37 19%	203 28%	167 26%	78 21%	88 25%	36 20%	45 22%	147 24%	161 27%	34 20%	31 19%	19 30%	14 25%	22 34%	15 23%	5 27%	4 25%	4 40%	9 28%	7 32%
They're not relevant to me because I don't use the sites/ apps that often	106 17%	74 14%	15 11%	10 5%	109 15%	68 10%	32 9%	29 8%	16 9%	17 8%	82 13%	58 10%	10 6%	6 4%	6 9%	2 4%	10 15%	7 11%	5 29%	1 5%	* 2%	1 5%	* 1%
They're too long to bother reading	70 11%	61 11%	21 15%	33 17%	98 14%	87 13%	58 16%	50 14%	36 20%	44 21%	83 13%	77 13%	29 17%	26 17%	20 31%	17 29%	13 20%	19 30%	3 17%	3 19%	2 17%	8 26%	7 33%
They're too complicated to understand	43 7%	44 8%	21 15%	22 12%	68 9%	61 9%	41 11%	35 10%	31 17%	28 13%	63 10%	62 10%	18 11%	22 14%	15 23%	11 20%	11 16%	10 16%	*	2 10%	1 13%	5 14%	3 13%
Other (please specify)	10 2%	6 1%	1 1%	3 1%	12 2%	7 1%	3 1%	4 1%	3 1%	3 1%	6 1%	7 1%	1 1%	- 1%	1 1%	- 1%	2 2%	1 1%	2 9%	- -	- -	1 2%	- -
NET: Not accessible	217 35%	193 35%	57 40%	88 45%	285 39%	254 39%	158 42%	150 42%	89 49%	106 50%	257 41%	231 39%	69 41%	65 40%	37 57%	29 51%	30 45%	33 52%	8 42%	5 34%	4 38%	15 48%	12 55%
NET: Not required/ relevant	522 85%	464 84%	101 71%	138 71%	591 82%	524 80%	298 80%	267 75%	132 72%	144 68%	497 80%	471 79%	127 75%	105 66%	48 74%	36 64%	51 76%	42 67%	9 51%	11 72%	9 81%	23 74%	17 77%
Don't know	27 4%	26 5%	13 9%	15 8%	33 5%	38 6%	22 6%	26 7%	11 6%	12 6%	31 5%	37 6%	13 8%	23 14%	1 2%	8 14%	1 2%	4 7%	1 8%	2 14%	- -	2 6%	1 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 389

**Q8. Reasons for lack of safety measures awareness**

**Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?**

**Base: All respondents Not at all/ Not very aware of rules or safety measures put in place by the sites or apps**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (g)	Wave 2 (h)
Unweighted base	147	130	569	535	728	673
Weighted base	132	127	654	608	799	743
Effective base	110	104	467	474	585	586
I've never had reason to look for them (e.g. never experienced anything bad on the site/ app)	33 25%	33 26%	407 62%	407 67%	443 55%	441 59%
I just don't think I need them - I'm responsible enough to decide what content is ok for me to view and who I talk to online	49 37%	42 33%	254 39%	249 41%	305 38%	294 40%
They're not easy to access/ I wouldn't know where to look to find them	46 34%	47 37%	169 26%	153 25%	220 28%	203 27%
They're not relevant to me because I don't upload content	26 19%	24 19%	189 29%	171 28%	219 27%	197 26%
They're not relevant to me because I don't use the sites/ apps that often	11 8%	5 4%	110 17%	79 13%	122 15%h	84 11%
They're too long to bother reading	36 28%	33 26%	65 10%	60 10%	103 13%	94 13%
They're too complicated to understand	30 23%	24 19%	40 6%	42 7%	72 9%	67 9%
Other (please specify)	4 3%	3 2%	7 1%	6 1%	12 1%	9 1%
NET: Not accessible	82 62%	72 56%	215 33%	205 34%	303 38%	281 38%
NET: Not required/ relevant	80 60%	81 64%	564 86%	517 85%	653 82%	602 81%
Don't know	8 6%	9 7%	32 5%	30 5%	41 5%	42 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 390

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Facebook	334 27%	345 28%	172 28%	149 25%	162 25%	193 31%	95 28%	93 28%	105 28%	99 27%	70 27%	79 31%	64 23%	69 25%	199 28%	192 27%	134 25%	149 28%	27 30%	33 38%	307 26%	312 27%	60 42%	50 36%	69 32%	80 38%		
YouTube	276 22%	276 22%	167 27%	151 25%	109 17%	122 19%	88 26%	79 23%	90 24%	84 23%	49 19%	56 22%	49 17%	53 19%	178 25%	163 23%	98 18%	109 20%	28 32%	34 39%	248 21%	242 21%	45 31%	50 36%	74 34%	68 32%		
Instagram	194 15%	186 15%	93 15%	72 12%	101 16%	110 17%	52 15%	57 17%	69 19%	58 16%	35 14%	33 13%	38 14%	33 12%	120 17%	116 16%	73 14%	66 12%	22 24%	25 29%	173 15%	160 14%	70 49%	51 36%	37 17%	50 23%		
TikTok	81 6%	99 8%	35 6%	39 6%	46 7%	56 9%	22 6%	32 10%	22 6%	27 7%	14 6%	20 8%	23 8%	17 6%	44 6%	59 8%	37 7%	37 7%	15 17%	22 25%	66 6%	77 7%	28 19%	30 21%	18 9%	25 12%		
Snapchat	82 6%	73 6%	41 7%	28 5%	40 6%	45 7%	18 5%	25 7%	22 6%	22 6%	18 7%	18 7%	21 8%	6 2%	40 6%	47 7%	39 7%	24 5%	14 16%	17 20%	67 6%	55 5%	29 21%	23 16%	18 8%	16 7%		
Twitch	37 3%	32 3%	23 4%	26 4%	14 2%	6 1%	10 3%	10 3%	11 3%	12 3%	9 3%	4 2%	8 3%	5 2%	21 3%	22 3%	17 3%	10 2%	6 7%	5 5%	31 3%	28 2%	8 6%	5 4%	11 5%	12 6%		
Vimeo	10 1%	14 1%	6 1%	12 2%	4 1%	2 *	2 1%	7 2%	3 1%	5 1%	3 1%	1 *	1 *	*	5 1%	12 2%	4 1%	1 *	1 2%	5 6%	8 1%	9 1%	2 2%	1 1%	3 1%	2 1%		
OnlyFans	12 1%	11 1%	11 2%	9 2%	1 *	2 *	3 1%	2 1%	5 1%	3 1%	1 *	2 1%	4 1%	4 1%	8 1%	5 1%	5 1%	6 1%	-	-	12 1%	11 1%	4 3%	1 1%	5 2%	3 1%		
Fruittab	6 *	6 *	6 1%	3 1%	*	3 *	2 *	2 1%	2 1%	3 1%	2 1%	*	*	*	4 1%	5 1%	2 *	1 *	-	2 2%	6 *	4 *	2 1%	2 1%	1 *	1 *		
Bitchute	7 1%	4 *	5 1%	2 *	3 *	2 *	3 1%	*	3 1%	1 *	1 *	2 1%	1 *	1 *	6 1%	1 *	1 *	3 1%	-	-	7 1%	4 *	1 *	*	3 1%	*		
NET: Any VSP	498 40%	498 40%	259 42%	233 38%	239 37%	260 41%	141 41%	138 41%	170 46%	150 41%	89 34%	97 38%	95 34%	107 39%	311 44%	288 41%	184 34%	204 38%	42 48%	53 61%	455 39%	445 38%	98 69%	84 59%	118 55%	115 54%		
None of these	761 60%	745 60%	360 58%	373 62%	402 63%	371 59%	201 59%	198 59%	201 54%	215 59%	172 66%	160 62%	184 66%	168 61%	402 56%	413 59%	356 66%	328 62%	46 52%	34 39%	715 61%	711 62%	45 31%	58 41%	97 45%	97 46%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 391

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

Base: All respondents

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Facebook	67 33%	69 34%	49 22%	58 27%	30 17%	25 14%	26 19%	20 14%	6 8%	10 14%	62 16%	54 14%	32 15%	30 14%	271 25%	302 28%	58 37%	41 27%	89 25%	106 29%	42 26%	65 34%	45 21%	56 28%	232 27%	232 28%
YouTube	52 25%	48 24%	31 14%	35 16%	23 13%	21 12%	16 11%	17 13%	9 12%	3 5%	47 12%	42 11%	25 12%	21 10%	207 19%	221 21%	62 40%	51 34%	61 17%	78 21%	28 17%	47 24%	31 15%	42 21%	202 23%	184 22%
Instagram	36 18%	33 16%	16 7%	19 9%	7 4%	6 4%	5 4%	1 1%	2 3%	-	14 4%	8 2%	7 3%	1 1%	151 14%	145 13%	40 25%	40 26%	56 16%	51 14%	33 20%	36 19%	23 11%	24 12%	127 15%	128 15%
TikTok	10 5%	9 5%	5 2%	9 4%	3 2%	3 2%	1 1%	*	-	-	4 1%	4 1%	1 *	*	61 6%	80 7%	19 12%	18 12%	30 9%	36 10%	20 12%	27 14%	12 6%	19 10%	48 6%	59 7%
Snapchat	13 7%	8 4%	2 1%	6 3%	4 2%	2 1%	1 1%	*	-	-	5 1%	3 1%	1 1%	*	61 6%	56 5%	21 13%	15 10%	23 7%	13 4%	15 9%	9 5%	6 3%	6 7%	56 7%	57 7%
Twitch	9 4%	8 4%	3 1%	2 1%	1 *	-	1 *	-	-	-	1 *	-	1 *	-	31 3%	29 3%	6 4%	4 2%	5 1%	9 2%	2 1%	8 4%	3 2%	4 2%	32 4%	21 2%
Vimeo	2 1%	1 1%	2 1%	2 1%	-	*	-	2 1%	-	-	-	2 1%	-	2 1%	6 1%	12 1%	4 3%	2 1%	2 1%	5 1%	1 2%	3 1%	1 2%	3 2%	7 1%	9 1%
OnlyFans	3 1%	4 2%	1 *	3 1%	-	*	-	-	-	-	1 *	-	-	*	9 1%	9 1%	4 2%	4 1%	4 1%	2 1%	4 1%	3 1%	2 1%	4 2%	9 1%	6 1%
Fruittlab	3 1%	*	*	1 *	-	-	-	-	-	-	-	-	-	-	4 *	5 *	2 1%	1 1%	*	2 *	-	2 1%	*	1 1%	5 1%	4 *
Bitchute	4 2%	1 1%	*	1 1%	-	-	-	1 1%	-	-	-	1 *	-	1 *	4 *	3 *	3 2%	1 1%	2 1%	1 1%	1 *	1 *	2 *	*	5 1%	3 *
NET: Any VSP	92 45%	93 46%	64 29%	79 36%	42 24%	36 21%	29 21%	26 19%	12 16%	11 16%	83 21%	73 19%	41 19%	37 18%	392 36%	417 39%	97 62%r	76 50%	134 38%	153 42%	67 41%	95 50%	67 32%	78 39%	342 40%	323 39%
None of these	112 55%	108 54%	157 71%	139 64%	133 76%	137 79%	109 79%	111 81%	61 84%	61 84%	304 79%	308 81%	171 81%	171 82%	693 64%	663 61%	60 38%	76 50%q	218 62%	213 58%	95 59%	96 50%	142 68%	122 61%	524 60%	513 61%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 392

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Facebook	202 23%	199 24%	103 34%	146 36%	310 27%	327 29%	244 35%	236 35%	145 37%	160 38%	334 32%	345 34%	145 40%	154 43%	74 42%	60 37%	68 45%	53 35%	28 44%	21 56%	22 43%	14 38%	34 45%	29 46%
YouTube	177 20%	159 19%	70 23%	117 29%	276 24%	276 25%	195 28%	178 26%	128 33%	138 33%	230 22%	229 22%	116 32%	121 34%	78 44%	71 44%	65 43%	65 43%	26 41%	20 52%	22 44%	16 42%	28 37%	23 36%
Instagram	113 13%	96 12%	59 20%	89 22%	189 16%	177 16%	194 28%	186 27%	117 30%	125 30%	175 17%	172 17%	124 34%	121 34%	58 33%	50 31%	50 33%	42 28%	23 36%	17 45%	14 28%	9 24%	26 34%	22 35%
TikTok	36 4%	46 5%	29 10%	53 13%	81 7%	97 9%	75 11%	92 13%	81 21%	99 23%	72 7%	92 9%	63 17%	75 21%	31 17%	31 19%	29 19%	29 19%	19 29%	13 35%	10 20%	6 15%	16 22%	9 14%
Snapchat	31 4%	27 3%	36 12%	46 11%	78 7%	69 6%	75 11%	65 10%	60 15%	49 12%	74 7%	68 7%	82 22%	73 20%	31 17%	22 13%	24 16%	19 13%	20 31%	11 28%	12 23%	6 15%	15 20%	7 12%
Twitch	19 2%	17 2%	12 4%	15 4%	36 3%	32 3%	31 4%	23 3%	22 6%	20 5%	34 3%	27 3%	23 6%	18 5%	37 21%	32 20%	15 10%	15 10%	11 17%	5 14%	7 13%	4 10%	7 9%	5 8%
Vimeo	1 *	5 1%	7 2%	9 2%	10 1%	14 1%	9 1%	13 2%	8 2%	9 2%	10 1%	13 1%	9 2%	9 3%	6 3%	10 6%	10 6%	14 9%	5 8%	7 18%	4 7%	3 8%	3 5%	3 6%
OnlyFans	8 1%	6 1%	4 1%	5 1%	12 1%	11 1%	12 2%	10 1%	10 3%	7 2%	11 1%	10 1%	9 2%	6 2%	8 4%	5 3%	6 4%	6 4%	5 8%	4 10%	4 9%	4 11%	12 16%	11 17%
Fruitlab	1 *	2 *	5 2%	4 1%	6 *	6 1%	6 1%	6 1%	4 1%	6 1%	6 1%	6 1%	6 2%	6 2%	6 3%	6 4%	4 3%	6 4%	6 9%	6 16%	2 5%	2 5%	3 4%	2 4%
Bitchute	3 *	3 *	5 1%	1 *	7 1%	4 *	7 1%	2 *	4 1%	2 *	7 1%	3 *	6 2%	2 *	6 3%	2 1%	5 3%	2 1%	6 10%	2 5%	7 15%	4 11%	3 3%	2 3%
NET: Any VSP	313 36%	292 35%	141 47%	206 51%	471 41%	474 42%	360 52%	337 49%	219 56%	244 58%	438 42%	440 43%	222 61%	220 61%	115 65%	107 66%	99 66%	97 65%	46 72%	33 89%	37 73%	26 68%	51 67%	39 63%
None of these	554 64%	543 65%	161 53%	202 49%	687 59%	645 58%	332 48%	346 51%	170 44%	178 42%	594 58%	580 57%	143 39%	140 39%	62 35%	55 34%	52 34%	52 35%	18 28%	4 11%	14 27%	12 32%	25 33%	23 37%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 393

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All respondents**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Facebook	103 41%	135 46%	229 23%	207 22%	225 49%	235 47%	109 14%	111 15%
YouTube	86 35%	107 37%	187 19%	167 18%	192 42%	207 41%	84 10%	69 9%
Instagram	71 29%	98 33%	120 12%	87 9%	141 31%	134 27%	53 7%	51 7%
TikTok	40 16%	59 20%	40 4%	40 4%	64 14%	72 14%	17 2%	27 4%
Snapchat	33 13%	40 14%	47 5%	32 3%	71 15%	61 12%	10 1%	11 2%
Twitch	13 5%	15 5%	24 2%	18 2%	31 7%	29 6%	6 1%	3 *
Vimeo	4 2%	6 2%	5 1%	8 1%	10 2%	13 3%	-	1 *
OnlyFans	5 2%	5 2%	7 1%	6 1%	9 2%	9 2%	3 *	2 *
Fruitleab	3 1%	5 2%	3 *	1 *	6 1%	6 1%	*	*
Bitchute	3 1%	1 *	4 *	3 *	6 1%	4 1%	2 *	* *
NET: Any VSP	158 64%	185 63%	335 34%	308 33%	319 69%	334 67%	179 22%	164 22%
None of these	90 36%	108 37%	659 66%	626 67%	141 31%	166 33%	620 78%	579 78%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 394

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Base: Used YouTube in the last 3 months	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201
YouTube	276 24%	276 25%	167 28%	151 27%	109 19%	122 22%	88 27%	79 26%	90 26%	84 26%	49 20%	56 24%	49 20%	53 22%	178 27%	163 26%	98 20%	109 23%	28 32%	34 41%	248 23%	242 23%	45 34%	50 38%	74 36%	68 34%
Base: Used Instagram in the last 3 months	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154
Instagram	194 28%	186 27%	93 29%	72 25%	101 27%	110 28%	52 25%	57 29%	69 30%	58 28%	35 28%	33 24%	38 29%	33 25%	120 28%	116 29%	73 29%	66 24%	22 30%	25 36%	173 28%	160 26%	70 55%	51 46%	37 24%	50 32%
Base: Used TikTok in the last 3 months	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98
TikTok	81 21%	99 23%	35 18%	39 20%	46 24%	56 25%	22 18%	32 26%	22 21%	27 21%	14 18%	20 23%	23 29%	17 20%	44 19%	59 24%	37 24%	37 21%	15 23%	22 32%	66 20%	77 22%	28 36%	30 41%	18 24%	25 26%
Base: Used Facebook in the last 3 months	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185
Facebook	334 32%	345 34%	172 36%	149 31%	162 29%	193 36%	95 34%	93 33%	105 35%	99 34%	70 33%	79 36%	64 27%	69 31%	199 34%	192 34%	134 30%	149 34%	27 40%	33 52%	307 32%	312 33%	60 47%	50 40%	69 38%	80 43%
Base: Used Snapchat in the last 3 months	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86
Snapchat	82 22%	73 20%	41 23%	28 18%	40 22%	45 22%	18 17%	25 23%	22 20%	22 20%	18 24%	18 26%	21 31%	6 9%	40 18%	47 21%	39 27%	24 17%	14 22%	17 28%	67 22%	55 19%	29 31%	23 27%	18 22%	16 18%
Base: Used Twitch in the last 3 months	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*
Twitch	37 21%	32 20%	23 18%	26 24%	14 28%	6 11%	10 17%	10 17%	11 21%	12 26%	9 26%	4 15%	8 26%	5 21%	21 19%	22 21%	17 26%	10 18%	6 19%	5 12%	31 22%	28 22%	8 26%	5 16%	11 20%	12 30%
Base: Used Bitchute in the last 3 months	51	37	35	23*	16**	15**	15*	8**	19*	13**	10**	10**	7**	6**	33	21*	17*	16**	**	**	51	37	5**	4**	19*	10**
Bitchute	7 15%	4 11%	5 14%	2 9%	3 16%	2 13%	3 20%	* 3%	3 17%	1 8%	1 5%	2 20%	1 11%	1 10%	6 18%	1 6%	1 7%	3 16%	-	-	7 15%	4 11%	1 12%	* 12%	3 14%	* 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 394

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Base: Used OnlyFans in the last 3 months	76	62	67	53	9**	9**	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	**	**	76	62	13*	6**	25	20*		
OnlyFans	12 16%	11 17%	11 17%	9 17%	1 12%	2 17%	3 11%	2 8%	5 21%	3 19%	1 7%	2 21%	4 24%	4 29%	8 16%	5 13%	5 17%	6 25%	-	-	12 16%	11 17%	4 31%	1 20%	5 19%	3 14%		
Base: Used Vimeo in the last 3 months	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*		
Vimeo	10 6%	14 9%	6 6%	12 12%	4 8%	2 4%	2 3%	7 10%	3 7%	5 10%	3 14%	1 5%	1 6%	*	5 2%	12 10%	4 10%	1 4%	1 8%	5 16%	8 6%	9 8%	2 9%	1 6%	3 8%	2 7%		
Base: Used Fruitlab in the last 3 months	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	6**	8**	2**	46*	29*	18**	7**	13**	13**	50	25*	12**	5**	17**	7**		
Fruitlab	6 9%	6 16%	6 14%	3 15%	*	3 18%	2 7%	2 17%	2 11%	3 19%	2 15%	*	*	*	4 9%	5 18%	2 10%	1 8%	-	2 15%	6 11%	4 16%	2 18%	2 39%	1 4%	1 13%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 395

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Base: Used YouTube in the last 3 months	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752
YouTube	52 26%	48 25%	31 15%	35 18%	23 15%	21 14%	16 14%	17 15%	9 15%	3 6%	47 14%	42 13%	25 14%	21 12%	207 21%	221 23%	62 40%	51 36%	61 19%	78 23%	28 18%	47 26%	31 17%	42 24%	202 25%	184 24%
Base: Used Instagram in the last 3 months	132	127	98	120	63	62	38*	27**	8**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474
Instagram	36 27%	33 26%	16 16%	19 16%	7 11%	6 10%	5 13%	1 5%	2 27%	- -	14 13%	8 7%	7 15%	1 3%	151 27%	145 26%	40 32%	40 32%	56 32%	51 27%	33 35%	36 29%	23 26%	24 25%	127 26%	128 27%
Base: Used TikTok in the last 3 months	69	69	56*	73	25**	31**	16**	6**	3**	3**	43*	39*	18**	9**	318	336	68	85	96	119	60	81	45*	55*	280	286
TikTok	10 15%	9 13%	5 9%	9 12%	3 14%	3 11%	1 7%	* 3%	- -	- -	4 10%	4 9%	1 6%	* 2%	61 19%	80 24%	19 28%	18 21%	30 32%	36 31%	20 33%	27 33%	12 27%	19 35%	48 17%	59 21%
Base: Used Facebook in the last 3 months	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681
Facebook	67 40%	69 40%	49 27%	58 32%	30 22%	25 19%	26 23%	20 19%	6 11%	10 18%	62 20%	54 19%	32 19%	30 19%	271 30%	302 34%	58 45%	41 33%	89 31%	106 34%	42 31%	65 40%	45 27%	56 33%	232 33%	232 34%
Base: Used Snapchat in the last 3 months	59	62	42*	39*	15**	16**	4**	4**	3**	4**	21**	24**	7**	7**	278	278	83	81	92	95	57	64	44*	45*	254	252
Snapchat	13 23%	8 12%	2 4%	6 15%	4 26%	2 15%	1 32%	* 8%	- -	- -	5 23%	3 11%	1 18%	* 4%	61 22%	56 20%	21 25%	15 19%	23 25%	13 14%	15 26%	9 14%	9 20%	6 14%	56 22%	57 23%
Base: Used Twitch in the last 3 months	40*	32*	16**	16**	2**	3**	1**	***	..	..	3**	3**	1**	***	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
Twitch	9 22%	8 25%	3 16%	2 13%	1 26%	- -	1 61%	- -	- -	- -	1 38%	- -	1 61%	- -	31 23%	29 24%	6 15%	4 9%	5 13%	9 22%	2 9%	8 29%	3 13%	4 22%	32 25%	21 18%
Base: Used Bitchute in the last 3 months	16**	8**	6**	10**	3**	2**	1**	4**	..	..	5**	6**	1**	4**	30	26*	19*	11*	9**	9**	3**	4**	5**	3**	38	26*
Bitchute	4 22%	1 16%	* 7%	1 13%	- -	- -	- -	1 19%	- -	- -	- -	1 12%	- -	1 19%	4 13%	3 11%	3 17%	1 10%	2 24%	1 11%	1 27%	1 20%	2 38%	* 4%	5 14%	3 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 395

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)		Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)
Base: Used OnlyFans in the last 3 months	19*	19*	14**	8**	2**	8**	2**	1**	**	***	4**	10**	2**	2**	54	50	21	13*	21*	15*	10**	6**	12**	9**	51	44
OnlyFans	3 14%	4 20%	1 7%	3 33%	-	* 5%	-	* 14%	-	-	-	1 6%	-	* 10%	9 16%	9 18%	4 18%	2 15%	4 17%	4 29%	2 19%	3 42%	2 17%	4 41%	9 18%	6 14%
Base: Used Vimeo in the last 3 months	29*	29*	26*	20**	12**	9**	2**	9**	**	1**	14**	19**	2**	10**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98
Vimeo	2 5%	1 5%	2 6%	2 11%	-	* 5%	-	2 18%	-	-	-	2 11%	-	2 16%	6 5%	12 11%	4 10%	2 5%	2 8%	5 11%	1 4%	3 12%	1 10%	3 13%	7 6%	9 9%
Base: Used Fruitlab in the last 3 months	15**	7**	3**	4**	3**	**	**	1**	**	**	3**	1**	**	1**	39*	24**	23*	13**	12**	11**	5**	6**	10**	7**	47	24*
Fruitlab	3 18%	* 5%	* 8%	1 17%	-	-	-	-	-	-	-	-	-	-	4 10%	5 20%	2 8%	1 10%	* 4%	2 15%	-	2 24%	* 2%	1 22%	5 11%	4 17%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 396

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Base: Used YouTube in the last 3 months	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
YouTube	177 22%	159 22%	70 25%	117 31%	276 24%	276 25%	195 30%	178 28%	128 34%	138 33%	230 25%	229 25%	116 33%	121 36%	78 44%	71 45%	65 44%	65 44%	26 42%	20 53%	22 44%	16 42%	28 38%	23 37%
Base: Used Instagram in the last 3 months	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55
Instagram	113 28%	96 25%	59 28%	89 31%	189 29%	177 28%	194 28%	186 27%	117 35%	125 35%	175 28%	172 28%	124 38%	121 38%	58 39%	50 37%	50 39%	42 33%	23 40%	17 48%	14 34%	9 31%	26 39%	22 40%
Base: Used TikTok in the last 3 months	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47
TikTok	36 19%	46 22%	29 23%	53 25%	81 21%	97 24%	75 22%	92 26%	81 21%	99 23%	72 21%	92 25%	63 26%	75 29%	31 26%	31 27%	29 28%	29 27%	19 37%	13 44%	10 32%	6 29%	16 30% <sup>x</sup>	9 18%
Base: Used Facebook in the last 3 months	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58
Facebook	202 29%	199 30%	103 38%	146 42%	310 33%	327 36%	244 39%	236 38%	145 42%	160 43%	334 32%	345 34%	145 44%	154 46%	74 48%	60 44%	68 51% <sup>r</sup>	53 40%	28 49%	21 57%	22 51%	14 47%	34 50%	29 49%
Base: Used Snapchat in the last 3 months	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Snapchat	31 18%	27 16%	36 28%	46 24%	78 22%	69 20%	75 23%	65 21%	60 24%	49 19%	74 22%	68 20%	82 22%	73 20%	31 26%	22 21%	24 26%	19 22%	20 35%	11 33%	12 34%	6 28%	15 29%	7 19%
Base: Used Twitch in the last 3 months	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
Twitch	19 21%	17 25%	12 23%	15 16%	36 21%	32 20%	31 21%	23 17%	22 19%	20 17%	34 22%	27 20%	23 19%	18 18%	37 21%	32 20%	15 20%	15 19%	11 23%	5 17%	7 20%	4 21%	7 15%	5 17%
Base: Used Bitchute in the last 3 months	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
Bitchute	3 12%	3 12%	5 17%	1 8%	7 15%	4 11%	7 17%	2 6%	4 13%	2 9%	7 16%	3 9%	6 17%	2 9%	6 17%	2 10%	5 16%	2 9%	6 22%	2 14%	7 15%	4 11%	3 11%	2 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 396

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Base: Used OnlyFans in the last 3 months	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62
OnlyFans	8 18%	6 15%	4 14%	5 22%	12 16%	11 17%	12 19%	10 18%	10 19%	7 14%	11 17%	10 16%	9 16%	6 16%	8 18%	5 16%	6 16%	6 21%	5 21%	4 26%	4 20%	4 32%	12 16%	11 17%
Base: Used Vimeo in the last 3 months	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
Vimeo	1 1%	5 8%	7 13%	9 11%	10 7%	14 10%	9 7%	13 10%	8 7%	9 9%	10 7%	13 10%	9 9%	9 10%	6 8%	10 13%	10 6%	14 9%	5 10%	7 20%	4 12%	3 15%	3 9%	3 13%
Base: Used Fruitlab in the last 3 months	17**	9**	33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14
Fruitlab	1 5%	2 24%	5 15%	4 13%	6 9%	6 16%	6 10%	6 17%	4 9%	6 19%	6 10%	6 16%	6 10%	6 18%	6 12%	6 19%	4 9%	6 18%	6 9%	6 16%	2 9%	2 17%	3 11%	2 16%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 397

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Base: Used YouTube in the last 3 months	243	284	900	822	434	466	725	653
YouTube	86 35%	107 38%	187 21%	167 20%	192 44%	207 45%	84 12%	69 11%
Base: Used Instagram in the last 3 months	194	227	490	450	318	327	374	356
Instagram	71 37%	98 43%	120 25%	87 19%	141 44%	134 41%	53 14%	51 14%
Base: Used TikTok in the last 3 months	151	192	235	225	207	212	182	210
TikTok	40 26%	59 30%	40 17%	40 18%	64 31%	72 34%	17 9%	27 13%
Base: Used Facebook in the last 3 months	225	263	800	742	409	426	623	593
Facebook	103 46%	135 51%	229 29%	207 28%	225 55%	235 55%	109 18%	111 19%
Base: Used Snapchat in the last 3 months	137	163	220	193	197	201	168	159
Snapchat	33 24%	40 25%	47 21%	32 17%	71 36%	61 30%	10 6%	11 7%
Base: Used Twitch in the last 3 months	72	87	103	73	111	105	65	56
Twitch	13 18%	15 17%	24 24%	18 24%	31 28%	29 27%	6 9%	3 6%
Base: Used Bitchute in the last 3 months	23	15*	27*	22*	35	26	16**	11**
Bitchute	3 12%	1 8%	4 16%	3 12%	6 16%	4 14%	2 10%	* 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 397

**Q9. Recall of safety measures come across in last 3 months**

**Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?**

**Base: All Used in the last 3 months**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Base: Used OnlyFans in the last 3 months	37	31	37	32	44	40	32	22*
OnlyFans	5 15%	5 17%	7 19%	6 17%	9 21%	9 22%	3 10%	2 8%
Base: Used Vimeo in the last 3 months	61	67	89	82	85	86	67	63
Vimeo	4 7%	6 10%	5 6%	8 9%	10 11%	13 15%	-	1 2%
Base: Used Fruitlab in the last 3 months	34*	26*	29**	11**	46	30*	18**	7**
Fruitlab	3 9%	5 20%	3 10%	1 6%	6 12%	6 18%	*	* 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 398

**Q10. Safety measures - Summary table**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Summary table**

	YouTube		Instagram		TikTok		Facebook		Snapchat		Twitch		Bitchute		OnlyFans		Vimeo		Fruitlab		NET: Any VSP	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)
Unweighted base	1175	1141	794	760	516	522	1055	1043	471	449	297	255	131	119	198	179	268	263	130	111	1259	1243
Weighted base	1158	1119	692	683	390	422	1032	1019	365	360	176	161	51	37	76	62	151	149	63	38	1259	1243
Effective base	907	928	605	594	379	383	816	842	336	323	208	163	96	74	162	122	179	166	71	54	978	1016
Clear terms and conditions of use	358 31%	338 30%	214 31%	180 26%	110 28% <sup>f</sup>	88 21%	338 33%	291 29%	89 25%	89 25%	49 28%	52 32%	10 19%	8 22%	22 29%	16 25%	43 29%	38 26%	10 16%	7 20%	515 41%	476 38%
Clear labelling of what is advertising	266 23%	219 20%	161 23%	142 21%	69 18%	69 16%	212 21%	192 19%	52 14%	48 13%	27 15%	23 14%	6 12%	3 8%	13 17%	6 9%	22 14%	26 18%	9 14%	2 5%	443 35% <sup>v</sup>	372 30%
Having clear rules for users on how to post advertising content	259 22%	241 22%	144 21%	154 23%	64 16%	67 16%	233 23%	211 21%	51 14%	44 12%	36 20%	28 17%	8 16%	5 12%	10 13%	7 11%	26 17%	22 15%	11 17%	2 6%	418 33%	400 32%
Flagging and reporting mechanisms/ buttons	396 34%	424 38%	258 37%	253 37%	114 29%	130 31%	456 44%	456 45%	95 26%	80 22%	57 33%	59 36%	10 20%	8 20%	16 21%	16 25%	26 17%	33 22%	11 17%	6 16%	658 52%	661 53%
Minimum age requirement and checking systems	351 30%	297 27%	178 26%	160 23%	87 22%	91 21%	295 29%	283 28%	74 20%	77 21%	47 27%	34 21%	4 8%	5 15%	24 31%	19 31%	14 14%	22 22%	16 16%	3 9%	539 43%	505 41%
A notice that flags content that might be inappropriate or harmful before you view it	327 28%	330 29%	200 29%	192 28%	94 24%	90 21%	345 33%	343 34%	49 14%	44 12%	40 22%	37 23%	6 12%	7 20%	12 15%	8 13%	33 22%	30 20%	15 24% <sup>t</sup>	4 10%	585 46%	564 45%
Parental controls	488 42%	470 42%	175 25%	156 23%	112 29% <sup>f</sup>	91 21%	359 35%	319 31%	72 20%	69 19%	45 26%	36 22%	9 18%	7 18%	17 22%	10 16%	37 25%	31 21%	10 16%	4 10%	651 52%	621 50%
A complaints system	357 31%	368 33%	208 30%	199 29%	104 27%	100 24%	368 36%	371 36%	82 22%	77 22%	51 29%	49 30%	9 18%	8 22%	18 23%	16 25%	37 25%	39 26%	14 22%	3 9%	570 45%	565 45%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168 14%	160 14%	94 14%	96 14%	54 14%	61 15%	180 17%	179 18%	51 14%	52 14%	28 16%	31 19%	6 12%	6 16%	11 14%	8 12%	23 15%	24 16%	13 21%	6 17%	315 25%	293 24%
Prompts to remind you that tools to help you safely navigate the site/app are available	150 13%	139 12%	95 14% <sup>d</sup>	69 10%	47 12%	47 11%	146 14%	138 14%	32 9%	33 9%	26 15%	21 13%	4 8%	4 10%	7 10%	8 13%	13 9%	14 9%	9 14%	5 12%	286 23%	247 20%
A way to directly report harmful content to a regulator or the police	214 19%	182 16%	120 17%	105 15%	66 17%	52 12%	233 23%	209 20%	49 13%	47 13%	28 16%	22 13%	6 12%	4 11%	9 12%	7 12%	20 13%	23 15%	11 17%	6 15%	372 30%	337 27%
A tool to hide content you have seen but do not wish to see again	253 22%	242 22%	175 25%	161 24%	72 18%	71 17%	393 38%	356 35%	50 14%	46 13%	33 19%	23 14%	4 9%	3 8%	9 12%	10 16%	23 15%	15 10%	10 15%	5 13%	562 45%	521 42%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 398

**Q10. Safety measures - Summary table**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Summary table**

	YouTube		Instagram		TikTok		Facebook		Snapchat		Twitch		Bitchute		OnlyFans		Vimeo		Fruitlab		NET: Any VSP	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)
Weighted base	1158	1119	692	683	390	422	1032	1019	365	360	176	161	51	37	76	62	151	149	63	38	1259	1243
The ability to speak to customer services by chat or phone	113 10%	115 10%	68 10%	64 9%	35 9%	42 10%	108 10%	115 11%	42 11%	31 9%	22 12%	22 14%	5 9%	3 7%	9 12%	5 9%	24 16% <sup>r</sup>	11 7%	6 10%	5 13%	205 16%	216 17%
NET: Any measure	944 82%	918 82%	570 82%	560 82%	319 82% <sup>f</sup>	321 76%	904 88%	873 86%	288 79%	261 73%	151 85%	137 85%	38 75%	27 71%	62 81%	49 79%	123 81%	117 79%	53 83%	30 79%	1113 88%	1093 88%
None of these	214 18%	201 18%	121 18%	123 18%	70 18%	101 24% <sup>e</sup>	129 12%	146 14%	77 21%	99 27%	26 15%	25 15%	13 25%	11 29%	14 19%	13 21%	29 19%	32 21%	11 17%	8 21%	146 12%	150 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 399

## Q10. Safety measures - YouTube

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

### YouTube

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1175	1141	678	628	497	508	341	334	353	347	224	224	251	227	694	681	475	451	117	97	1058	1044	150	114	225	231		
Weighted base	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201		
Effective base	907	928	511	501	403	427	258	268	281	285	170	185	197	185	539	552	365	369	93	90	821	842	117	90	170	178		
Parental controls	488	470	252	242	236	227	133	127	145	149	104	78	103	114	278	276	207	192	33	34	455	436	56	48	95	84		
	42%	42%	42%	42%	42%	42%	42%	41%	42%	45%	43%	34%	41%	47%	42%	43%	42%	41%	38%	40%	42%	42%	42%	37%	47%	42%		
Flagging and reporting mechanisms/buttons	396	424	231	224	166	197	104	113	146	155	68	68	79	83	250	269	146	151	34	31	363	393	55	63	74	82		
	34%	38%	39%	39%	30%	36%	33%	37%	43%	47%	28%	30%	32%	34%	38%	42%	30%	32%	38%	37%	34%	38%	41%	47%	37%	41%		
A complaints system	357	368	195	199	163	164	103	96	108	121	70	63	75	88	211	217	145	151	31	26	326	342	34	48	53	54		
	31%	33%	33%	35%	29%	30%	32%	31%	31%	37%	29%	28%	30%	36%	32%	34%	29%	32%	36%	31%	30%	33%	26%	36%	26%	27%		
Clear terms and conditions of use	358	338	197	170	160	167	100	93	98	111	78	61	79	70	199	204	157	132	27	24	330	314	43	44	65	58		
	31%	30%	33%	30%	29%	31%	31%	30%	29%	34%	32%	27%	32%	29%	30%	32%	32%	28%	31%	29%	31%	30%	32%	33%	32%	29%		
A notice that flags content that might be inappropriate or harmful before you view it	327	330	193	173	135	155	93	102	110	102	62	52	60	71	203	204	122	123	25	22	302	308	39	35	51	55		
	28%	29%	32%	30%	24%	28%	29%	33%	32%	31%	26%	23%	24%	29%	31%	32%	25%	26%	29%	26%	28%	30%	29%	26%	25%	27%		
Minimum age requirement and checking systems	351	297	186	162	164	134	96	78	96	92	78	61	81	64	192	170	158	125	32	24	319	273	43	44	66	54		
	30%	27%	31%	28%	29%	25%	30%	25%	28%	28%	32%	27%	32%	26%	29%	27%	32%	27%	36%	28%	30%	26%	32%	33%	33%	27%		
Having clear rules for users on how to post advertising content	259	241	140	118	119	119	63	68	83	79	53	42	58	52	146	147	111	94	23	20	236	221	32	31	44	40		
	22%	22%	23%	21%	21%	22%	20%	22%	24%	24%	22%	18%	23%	21%	22%	23%	23%	20%	26%	24%	22%	21%	24%	23%	22%	20%		
A tool to hide content you have seen but do not wish to see again	253	242	144	126	109	114	66	67	89	73	41	46	56	54	155	140	97	99	23	15	230	227	35	38	51	45		
	22%	22%	24%	22%	19%	21%	21%	22%	26%	22%	17%	20%	23%	22%	23%	22%	20%	21%	26%	18%	21%	22%	26%	29%	25%	22%		
Clear labelling of what is advertising	266	219	157	119	109	99	76	70	84	64	58	49	46	36	160	134	104	84	23	16	243	203	34	32	51	50		
	23%	20%	26%	21%	20%	18%	24%	23%	25%	19%	24%	21%	18%	15%	24%	21%	21%	18%	27%	18%	23%	20%	25%	24%	25%	25%		
A way to directly report harmful content to a regulator or the police	214	182	114	91	101	87	55	55	72	55	47	27	40	44	127	110	87	70	18	17	197	164	21	19	32	30		
	19%	16%	19%	16%	18%	16%	17%	18%	21%	17%	20%	12%	16%	18%	19%	17%	18%	15%	20%	20%	18%	16%	15%	14%	16%	15%		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	168	160	97	88	71	71	47	49	52	43	36	29	33	37	99	92	69	66	11	18	156	142	21	25	36	21		
	14%	14%	16%	16%	13%	13%	15%	16%	15%	13%	15%	13%	13%	15%	15%	14%	14%	14%	13%	18%	15%	14%	16%	19%	18%	10%		
Prompts to remind you that tools to help you safely navigate the site/app are available	150	139	82	67	67	72	46	41	42	44	35	24	25	31	88	84	60	55	12	14	137	125	16	17	29	21		
	13%	12%	14%	12%	12%	13%	14%	13%	12%	13%	15%	10%	10%	13%	13%	13%	12%	12%	14%	17%	13%	12%	12%	13%	14%	10%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 399

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	1158	1119	597	569	561	544	319	310	343	329	241	228	249	242	662	638	490	470	88	84	1070	1034	134	132	203	201		
The ability to speak to customer services by chat or phone	113	115	61	54	52	58	35	24	33	36	19	20	27	32	68	60	46	53	11	8	102	106	10	19	18	16		
	10%	10%	10%	10%	9%	11%	11%	8%	10%	11%	8%	9%	11%	13%	10%	9%	9%	11%	13%	10%	10%	10%	7%	15%	9%	8%		
NET: Any measure	944	918	500	471	444	442	259	258	282	289	201	173	199	190	542	548	399	363	79	73	865	845	118	125	178	172		
	82%	82%	84%	83%	79%	81%	81%	83%	82%	88%	83%	76%	80%	78%	82%	86%	81%	77%	90%	87%	81%	82%	88%	94%	88%	85%		
None of these	214	201	97	98	117	102	60	51	61	40	40	55	50	52	120	91	91	107	9	11	205	189	16	8	25	30		
	18%	18%	16%	17%	21%	19%	19%	17%	18%	12%	17%	24%	20%	22%	18%	14%	19%	23%	10%	13%	19%	18%	12%	6%	12%	15%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 400

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**  
**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	204	221	201	193	140	136	104	109	34	40	278	285	138	149	960	943	199	187	330	341	162	180	187	183	800	762
Weighted base	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752
Effective base	157	172	157	159	114	121	88	99	30	33	227	250	114	130	759	787	137	132	257	284	129	153	145	148	616	616
Parental controls	89 45%	91 48%	93 44%	85 44%	55 37%	54 36%	51 44%	52 44%	16 26%	23 42%	122 37%	128 40%	67 38%	74 44%	417 42%	401 42%	66 43%	66 46%	131 41%	136 41%	63 41%	79 43%	75 41%	72 41%	342 43%	317 42%
Flagging and reporting mechanisms/ buttons	80 41%	83 44%	83 40%	76 39%	37 25%	44 30%	27 23%	31 27%	6 10%	13 25%	70 21%	89 28%	33 19%	45 26%	336 34%	356 37%	53 34%	62 43%	112 35%	138 41%	59 38%	76 42%	56 31%	80 46%w	272 36%	268 36%
A complaints system	62 31%	59 31%	65 31%	57 29%	48 32%	54 36%	40 35%	47 40%	24 39%	23 43%	112 34%	124 39%	64 37%	70 41%	309 31%	320 33%	44 28%	43 30%	94 29%	126 38% <sub>s</sub>	35 23%	65 36% <sub>u</sub>	59 32%	77 44% <sub>w</sub>	253 32%	229 30%
Clear terms and conditions of use	56 28%	53 28%	74 35%	61 31%	42 28%	51 34%	34 29%	30 25%	17 27%	17 33%	92 28%	98 31%	50 29%	47 28%	306 31%	294 31%	46 30%	44 30%	103 32%	95 29%	45 29%	56 31%	56 30%	54 31%	243 30%	234 31%
A notice that flags content that might be inappropriate or harmful before you view it	59 30%	52 28%	67 32%	70 36%	50 33%	44 30%	31 27%	43 37%	6 10%	9 16%	87 27%	95 30%	37 21%	51 30%	266 27%	273 28%	56 36%	52 36%	88 28%	96 29%	34 22%	50 27%	43 24%	51 29%	231 29%	221 29%
Minimum age requirement and checking systems	59 30%	45 24%	70 33%	54 28%	36 23%	29 19%	32 26%	36 30%	13 22%	12 23%	81 25%	77 24%	45 26%	48 28%	289 29%	248 26%	55 35%	45 31%	81 25%	94 28%	41 27%	56 31%	44 24%	47 27%	257 32% <sub>z</sub>	189 25%
Having clear rules for users on how to post advertising content	53 27%	44 24%	45 22%	43 22%	33 22%	28 19%	22 19%	24 21%	8 13%	11 20%	62 19%	63 20%	30 17%	35 21%	217 22%	210 22%	37 24%	30 21%	64 20%	67 20%	33 21%	35 19%	34 19%	44 25%	184 23%	168 22%
A tool to hide content you have seen but do not wish to see again	54 27%	44 23%	42 20%	42 22%	27 18%	30 20%	18 16%	17 14%	3 5%	12 24% <sub>i</sub>	48 15%	59 18%	21 12%	29 17%	199 20%	200 21%	51 32%	40 27%	71 22%	80 24%	36 23%	44 24%	39 21%	44 25%	175 22%	153 20%
Clear labelling of what is advertising	52 26%	40 21%	43 20%	29 15%	35 23%	21 14%	20 18%	18 15%	9 14%	13 24%	63 19%	52 16%	29 16%	31 18%	229 23%	191 20%	34 22%	26 18%	63 20%	63 19%	28 18%	39 21%	34 18%	33 18%	194 24%	151 20%
A way to directly report harmful content to a regulator or the police	35 18%	30 16%	38 18%	30 15%	33 22%	18 12%	26 23%	28 24%	11 18%	10 19%	70 21%	56 18%	37 21%	38 22%	182 18%	154 16%	31 20%	28 19%	59 19%	65 20%	25 16%	38 21%	31 17%	41 23%	151 19%	111 15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	32 16%	29 16%	32 16%	28 15%	23 15%	14 9%	10 9%	16 14%	3 4%	8 15%	35 11%	38 12%	13 7%	24 14%	132 13%	123 13%	35 23%	35 25%	46 14%	44 13%	23 15%	27 15%	22 12%	22 12%	119 15%	111 15%
Prompts to remind you that tools to help you safely navigate the site/app are available	30 15%	26 14%	23 11%	23 12%	23 15%	17 12%	13 12%	10 8%	3 5%	11 21%	39 12%	38 12%	16 9%	21 12%	125 13%	115 12%	24 16%	24 17%	39 12%	46 14%	21 14%	29 16%	22 12%	27 15%	105 13%	89 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 400

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(y)	(z)
Weighted base	198	188	209	193	151	149	115	117	61*	53*	327	319	176	170	987	964	156	144	319	331	154	182	184	176	801	752		
The ability to speak to customer services by chat or phone	20 10%	21 11%	25 12%	13 7%	19 13% <sup>f</sup>	8 5%	7 6%	15 13%	3 5%	14 27% <sup>i</sup>	29 9%	37 11%	10 6%	29 17% <sup>m</sup>	93 9%	90 9%	20 13%	23 16%	31 10%	32 10%	11 7%	18 10%	20 11%	20 12%	79 10%	80 11%		
NET: Any measure	165 83%	160 85%	168 80%	153 79%	111 73%	119 80%	83 72%	80 68%	43 70%	37 70%	236 72%	236 74%	126 71%	117 69%	800 81%	781 81%	129 83%	128 88%	251 78%	274 83%	118 76%	151 83%	139 75%	146 83%	664 83%	613 82%		
None of these	33 17%	28 15%	41 20%	41 21%	40 27%	30 20%	32 28%	37 32%	18 30%	16 30%	91 28%	83 26%	50 29%	53 31%	186 19%	183 19%	27 17%	17 12%	69 22%	58 17%	37 24%	31 17%	45 25%	30 17%	137 17%	139 18%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 401

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	747	694	308	446	1175	1141	763	719	505	512	974	949	459	431	295	250	265	259	128	110	130	117	195	176
Weighted base	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
Effective base	601	591	218	338	907	928	579	558	372	376	748	760	326	309	206	160	176	164	69	53	95	73	160	120
Parental controls	334 42%	302 41%	120 43%	168 44%	488 42%	470 42%	286 43%	252 40%	184 49% <sup>j</sup>	165 40%	397 43%	362 40%	147 42%	128 37%	88 50%	67 42%	65 44%	54 37%	18 30%	7 18%	18 36%	13 35%	29 38%	22 35%
Flagging and reporting mechanisms/ buttons	280 35%	282 38%	82 29%	142 37%	396 34%	424 38%	250 38%	248 39%	134 35%	148 36%	312 33%	329 36%	118 33%	119 35%	70 40%	71 45%	51 34%	61 41%	11 18%	5 13%	16 32%	13 36%	26 35%	26 42%
A complaints system	265 33%	261 35%	61 22%	107 28%	357 31%	368 33%	201 31%	200 32%	119 31%	123 30%	292 31%	284 31%	97 27%	96 28%	63 36%	65 41%	50 33%	56 38%	17 27%	11 29%	8 17%	9 26%	20 27%	21 34%
Clear terms and conditions of use	256 32%	242 33%	73 26%	96 25%	358 31%	338 30%	213 32%	195 31%	125 33%	113 27%	295 32%	277 31%	108 30%	94 28%	57 33%	59 37%	57 38%	51 34%	18 27%	10 22%	11 22%	11 29%	27 36%	18 30%
A notice that flags content that might be inappropriate or harmful before you view it	235 30%	229 31%	66 24%	101 26%	327 28%	330 29%	200 30%	192 30%	105 28%	117 28%	255 27%	258 29%	96 27%	96 28%	61 35%	56 35%	50 34%	50 34%	14 23%	7 20%	12 23%	15 40% <sup>u</sup>	19 25%	17 27%
Minimum age requirement and checking systems	233 30%	199 27%	85 30%	97 26%	351 30%	297 27%	208 32%	167 26%	115 30%	113 27%	277 30% <sup>l</sup>	227 25%	101 29%	91 27%	61 35%	50 31%	43 29%	45 31%	12 19%	7 20%	11 23%	12 33%	19 25%	18 29%
Having clear rules for users on how to post advertising content	177 22%	153 21%	58 21%	89 23%	259 22%	241 22%	163 25%	146 23%	102 27%	96 23%	208 22%	198 22%	80 23%	75 22%	52 30%	36 22%	46 31%	43 29%	23 37% <sup>t</sup>	7 20%	11 21%	7 20%	18 24%	13 21%
A tool to hide content you have seen but do not wish to see again	167 21%	168 23%	62 23%	75 20%	253 22%	242 22%	173 26%	141 22%	98 26%	87 21%	205 22%	195 22%	82 23%	71 21%	50 29%	42 26%	39 26%	35 24%	14 22%	6 15%	8 16%	8 23%	18 25%	13 21%
Clear labelling of what is advertising	180 23%	143 19%	61 22%	75 20%	266 23%	219 20%	164 25%	133 21%	90 24%	91 22%	210 23%	168 19%	80 23%	65 19%	54 31%	38 24%	37 25%	36 24%	11 17% <sup>t</sup>	2 4%	11 22%	7 18%	20 27%	13 21%
A way to directly report harmful content to a regulator or the police	151 19%	119 16%	45 16%	63 16%	214 19%	182 16%	121 18%	103 16%	65 17%	71 17%	169 18%	149 16%	64 18%	58 17%	34 19%	33 21%	30 20%	35 24%	14 22%	8 20%	9 18%	5 14%	12 17%	14 23%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	113 14%	97 13%	43 15%	63 17%	168 14%	160 14%	116 18%	107 17%	63 17%	75 18%	138 15%	143 16%	57 16%	66 19%	35 20%	40 25%	40 27%	34 23%	16 26%	8 21%	8 15%	8 21%	14 19%	13 20%
Prompts to remind you that tools to help you safely navigate the site/app are available	97 12%	86 12%	39 14%	52 14%	150 13%	139 12%	92 14%	89 14%	53 14%	63 15%	118 13%	119 13%	48 14%	53 15%	40 23%	32 20%	31 21%	32 21%	16 25%	7 20%	7 15%	6 17%	14 19%	11 18%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 401

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	791	737	277	381	1158	1119	658	632	378	412	934	904	353	341	175	159	149	148	62	37	51	37	75	61
The ability to speak to customer services by chat or phone	71 9%	82 11%	31 11%	33 9%	113 10%	115 10%	75 11%	67 11%	44 12%	47 11%	96 10%	91 10%	46 13%	39 11%	25 14%	26 16%	22 15%	26 17%	7 12%	7 19%	5 10%	3 8%	12 16%	9 15%
NET: Any measure	634 80%	594 81%	230 83%	324 85%	944 82%	918 82%	567 86%	537 85%	338 89%	348 85%	770 82%	740 82%	311 88%	285 84%	163 93%	148 93%	141 94%	133 90%	57 92%	34 93%	45 89%	33 88%	69 92%	56 91%
None of these	157 20%	143 19%	48 17%	58 15%	214 18%	201 18%	91 14%	95 15%	40 11%	64 15%	164 18%	164 18%	42 12%	56 16%	12 7%	12 7%	8 6%	15 10%	5 8%	3 7%	6 11%	4 12%	6 8%	5 9%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 402

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	312	354	847	774	510	541	665	600
Weighted base	243	284	900	822	434	466	725	653
Effective base	219	256	681	662	384	411	531	519
Parental controls	103 42%	106 37%	381 42%	361 44%	215 50%	205 44%	273 38%	264 41%
Flagging and reporting mechanisms/ buttons	94 38%	112 39%	300 33%	312 38%	183 42%	196 42%	213 29%	228 35%
A complaints system	68 28%	91 32%	285 32%	276 34%	158 36%	161 35%	200 28%	207 32%
Clear terms and conditions of use	67 28%	76 27%	287 32%	259 32%	168 39%	172 37%	189 26%	166 25%
A notice that flags content that might be inappropriate or harmful before you view it	72 29%	86 30%	253 28%	243 30%	150 35%	162 35%	177 24%	167 26%
Minimum age requirement and checking systems	66 27%	79 28%	280 31% <sup>d</sup>	216 26%	156 36%	155 33%	195 27%	142 22%
Having clear rules for users on how to post advertising content	62 25%	64 23%	194 22%	176 21%	138 32%	127 27%	120 17%	115 18%
A tool to hide content you have seen but do not wish to see again	61 25%	65 23%	189 21%	176 21%	129 30%	122 26%	124 17%	120 18%
Clear labelling of what is advertising	61 25%	51 18%	202 22%	167 20%	133 31%	118 25%	133 18%	101 15%
A way to directly report harmful content to a regulator or the police	41 17%	40 14%	172 19%	140 17%	103 24%	87 19%	112 15%	94 14%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	47 19%	49 17%	120 13%	111 13%	100 23%	98 21%	68 9%	62 9%
Prompts to remind you that tools to help you safely navigate the site/app are available	34 14%	38 13%	113 13%	101 12%	87 20%	88 19%	63 9%	50 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 402

**Q10. Safety measures - YouTube**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**YouTube**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Weighted base	243	284	900	822	434	466	725	653
The ability to speak to customer services by chat or phone	25 10%	25 9%	87 10%	88 11%	60 14%	60 13%	54 7%	54 8%
NET: Any measure	203 83%	251 88%	733 81%	662 80%	390 90%	416 89%	554 76%	502 77%
None of these	41 17%	33 12%	168 19%	160 20%	43 10%	50 11%	171 24%	151 23%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 403

## Q10. Safety measures - Instagram

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

### Instagram

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	794	760	439	374	355	382	247	231	253	241	140	146	150	138	500	472	290	284	96	80	698	680	147	103	182	190
Weighted base	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154
Effective base	605	594	327	278	291	319	186	178	196	189	105	115	116	110	381	367	220	225	75	75	532	523	114	81	135	142
Flagging and reporting mechanisms/ buttons	258	253	121	105	137	147	65	74	108	87	43	45	39	48	173	161	82	92	26	22	232	231	57	51	51	57
	37%	37%	38%	37%	36%	37%	32%	38%	48%	42%	34%	32%	30%	36%	40%	40%	32%	34%	36%	31%	37%	38%	45%	45%	33%	37%
A complaints system	208	199	102	89	106	107	63	53	68	66	41	28	35	51	131	119	75	79	22	19	185	180	37	39	41	33
	30%	29%	32%	31%	28%	27%	31%	27%	30%	32%	32% <sup>d</sup>	20%	27%	38%	30%	29%	29%	29%	31%	27%	30%	29%	29%	35%	27%	22%
Clear terms and conditions of use	214	180	93	69	121	111	59	48	70	60	40	34	44	38	129	108	84	72	18	21	196	159	46	33	40	28
	31%	26%	29%	24%	32%	28%	29%	25%	31%	28%	32%	25%	34%	28%	30%	27%	33%	26%	25%	31%	32% <sup>v</sup>	26%	36%	29%	26%	18%
A notice that flags content that might be inappropriate or harmful before you view it	200	192	87	70	113	120	60	55	79	57	31	40	30	36	140	112	61	76	18	20	182	172	62	39	31	44
	29%	28%	28%	24%	30%	31%	30%	28%	35%	28%	24%	29%	23%	27%	32%	28%	24%	28%	25%	28%	29%	28%	49%	35%	20%	29%
Minimum age requirement and checking systems	178	160	81	60	97	100	58	46	60	48	31	34	30	31	117	94	61	65	23	21	155	140	35	27	28	25
	26%	23%	26%	21%	26%	26%	28%	23%	26%	23%	24%	24%	23%	23%	27%	23%	24%	24%	32%	30%	25%	23%	28%	24%	18%	17%
A tool to hide content you have seen but do not wish to see again	175	161	81	68	94	92	54	50	62	56	30	26	27	28	117	106	57	54	21	12	154	150	44	33	35	44
	25%	24%	26%	24%	25%	24%	27%	25%	27%	27%	23%	19%	21%	21%	27%	26%	22%	20%	29%	17%	25%	24%	35%	29%	23%	29%
Parental controls	175	156	83	64	92	92	51	48	53	50	34	22	34	34	104	98	69	56	17	16	158	140	23	26	35	21
	25%	23%	26%	22%	24%	24%	25%	24%	23%	24%	27% <sup>d</sup>	16%	27%	25%	24%	24%	27%	21%	23%	23%	25%	23%	18%	23%	23%	14%
Clear labelling of what is advertising	161	142	82	51	79	91	45	41	65	47	25	29	26	25	110	88	51	54	18	14	142	128	45	27	20	29
	23%	21%	26% <sup>d</sup>	18%	21%	23%	22%	21%	29%	22%	19%	21%	20%	19%	26%	22%	20%	20%	25%	20%	23%	21%	35%	24%	13%	19%
Having clear rules for users on how to post advertising content	144	154	73	59	71	95	47	47	47	50	25	27	25	31	94	97	50	57	16	16	128	138	33	22	22	33
	21%	23%	23%	21%	19%	24%	23%	24%	21%	24%	19%	19%	19%	23%	22%	24%	19%	21%	22%	22%	21%	23%	26%	20%	14%	22%
A way to directly report harmful content to a regulator or the police	120	105	52	45	67	59	41	31	32	38	24	14	21	21	73	69	45	35	12	14	108	91	27	16	20	16
	17%	15%	17%	16%	18%	15%	20%	16%	14%	18%	19%	10%	16%	16%	17%	17%	17%	13%	16%	20%	17%	15%	21%	15%	13%	11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	94	96	49	46	45	50	28	27	32	27	18	19	16	20	60	54	34	39	8	14	87	82	23	15	18	21
	14%	14%	16%	16%	12%	13%	14%	14%	14%	13%	14%	14%	12%	15%	14%	13%	13%	14%	11%	21%	14%	13%	18%	14%	12%	13%
Prompts to remind you that tools to help you safely navigate the site/app are available	95	69	49	29	46	38	30	25	30	20	20	11	13	12	60	45	34	23	12	11	84	58	20	10	18	11
	14% <sup>b</sup>	10%	16% <sup>d</sup>	10%	12%	10%	15%	13%	13%	9%	16%	8%	10%	9%	14%	11%	13%	9%	16%	16%	14% <sup>v</sup>	9%	15%	9%	12%	7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 403

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	692	683	315	287	376	391	204	197	227	209	128	139	130	134	431	405	257	273	73	69	619	614	128	111	153	154		
The ability to speak to customer services by chat or phone	68	64	34	25	34	35	22	23	23	16	13	14	10	12	45	39	23	25	8	8	60	56	11	15	10	8		
	10%	9%	11%	9%	9%	9%	11%	12%	10%	7%	10%	10%	8%	9%	10%	10%	9%	9%	10%	12%	10%	9%	9%	13%	6%	5%		
NET: Any measure	570	560	268	236	303	319	160	161	195	181	105	109	107	105	355	341	212	214	67	60	504	500	112	106	120	128		
	82%	82%	85%	82%	80%	82%	79%	82%	86%	87%	82%	78%	83%	79%	82%	84%	83%	78%	92%	86%	81%	82%	88%	95%	78%	83%		
None of these	121	123	48	51	74	72	44	36	32	28	23	30	22	29	76	64	45	59	6	10	115	113	16	5	33	26		
	18%	18%	15%	18%	20%	18%	21%	18%	14%	13%	18%	22%	17%	21%	18%	16%	17%	22%	8%	14%	19%	18%	12%	5%	22%	17%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 404

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 2 (i)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	151	161	108	128	67	61	37	28	9	110	98	43	37	616	585	169	166	206	210	107	127	105	109	554	524	
Weighted base	132	127	98	120	63	62	38*	27**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474	
Effective base	114	119	78	100	53	55	34	24	8	92	86	39	31	482	473	115	114	159	165	84	104	81	82	421	411	
Flagging and reporting mechanisms/ buttons	57 43% <sup>b</sup>	39 31%	43 44%	56 47%	12 20%	20 32%	9 24%	5 18%	4 28%	23 22%	28 28%	11 24%	9 21%	212 38%	206 37%	45 37%	45 37%	76 43%	74 40%	46 49%	52 43%	26 30%	36 38%	176 36%	174 37%	
A complaints system	41 31%	37 29%	29 29%	36 30%	24 39%	19 31%	11 30%	12 44%	4 30%	37 34%	35 34%	12 28%	16 40%	171 31%	162 29%	34 28%	34 28%	55 31%	69 37%	24 26%	45 36%	29 33%	40 42%	146 30%	125 26%	
Clear terms and conditions of use	47 36%	34 27%	31 32%	34 28%	16 26%	16 26%	13 35%	11 39%	3 24%	32 29%	30 29%	16 34%	14 34%	169 30%	149 27%	42 34%	31 25%	68 38% <sup>t</sup>	49 26%	37 39% <sup>v</sup>	31 25%	31 35%	26 28%	140 29%	128 27%	
A notice that flags content that might be inappropriate or harmful before you view it	42 32%	32 25%	22 23%	33 28%	14 23%	14 23%	9 24%	10 35%	-	24 23%	24 23%	10 22%	10 24%	162 29%	147 27%	37 30%	44 36%	60 34%	51 27%	34 37%	32 26%	21 24%	26 28%	135 28%	136 29%	
Minimum age requirement and checking systems	42 32%	30 23%	23 23%	37 31%	15 24%	10 17%	8 22%	7 25%	3 26%	26 24%	21 20%	11 25%	10 26%	144 26%	128 23%	31 25%	31 25%	40 22%	48 26%	22 23%	35 28%	19 22%	23 24%	134 27%	107 22%	
A tool to hide content you have seen but do not wish to see again	34 26%	32 25%	23 23%	23 19%	11 17%	10 15%	7 18%	6 23%	3 22%	18 17%	19 18%	8 17%	9 23%	141 25%	134 24%	33 27%	27 22%	46 26%	56 30%	26 28%	35 29%	17 19%	29 31%	124 26%	99 21%	
Parental controls	36 27%	37 30%	28 28%	33 28%	21 33% <sup>f</sup>	10 16%	14 36%	9 32%	4 30%	35 33%	23 22%	15 33%	13 31%	142 25%	127 23%	31 25%	28 23%	42 24%	53 28%	17 18%	34 28%	22 25%	29 31%	126 26%	98 21%	
Clear labelling of what is advertising	40 30%	33 26%	19 20%	28 23%	11 18%	8 13%	7 19%	3 11%	-	18 17%	11 10%	7 16%	3 7%	126 23%	111 20%	31 25%	29 24%	39 22%	32 17%	25 26%	21 17%	13 15%	17 18%	114 23%	106 22%	
Having clear rules for users on how to post advertising content	30 23%	29 23%	18 19%	35 29%	14 22%	11 18%	10 27%	5 19%	4 30%	25 23%	20 20%	11 25%	9 23%	123 22%	124 22%	21 17%	30 24%	38 21%	37 20%	21 22%	23 19%	15 18%	21 22%	100 21%	110 23%	
A way to directly report harmful content to a regulator or the police	26 20%	25 19%	14 14%	12 10%	9 15%	15 24%	9 25%	6 24%	-	20 18%	22 21%	10 23%	6 16%	91 16%	82 15%	29 24%	22 18%	31 18%	28 15%	20 22%	20 17%	12 14%	15 15%	85 17%	73 15%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	21 16%	20 16%	11 11%	14 11%	8 13%	6 10%	4 12%	6 23%	-	13 12%	12 12%	6 12%	6 16%	71 13%	75 14%	23 18%	21 17%	28 16%	32 17%	15 15%	18 14%	11 13%	21 22%	63 13%	59 13%	
Prompts to remind you that tools to help you safely navigate the site/app are available	26 20%	15 12%	8 8%	13 11%	5 8%	6 9%	5 14%	3 11%	-	11 11%	9 9%	6 14%	3 8%	80 14%	56 10%	15 12%	12 10%	24 14%	20 11%	12 13%	17 14%	9 10%	12 12%	66 14%	47 10%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 404

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84	Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	132	127	98	120	63	62	38*	27**	13**	108	102	45*	40*	560	553	123	123	178	187	94	123	88	95	487	474		
The ability to speak to customer services by chat or phone	14 10%	17 13%	13 14%	10 9%	7 11%	3 4%	4 10%	3 10%	-	12 11%	5 5%	5 11%	3 7%	57 10%	47 9%	11 9%	16 13%	18 10%	18 9%	5 6%	13 10%	11 12%	11 12%	48 10%	46 10%		
NET: Any measure	116 88%	107 84%	77 79%	92 77%	45 72%	42 68%	27 71%	18 67%	8 60%	79 73%	68 66%	33 74%	26 65%	464 83%	450 81%	98 80%	103 84%	153 86%	155 83%	86 92% <sub>v</sub>	100 81%	66 75%	81 85%	399 82%	390 82%		
None of these	16 12%	20 16%	21 21%	27 23%	17 28%	20 32%	11 29%	9 33%	5 40%	29 27%	34 34%	12 26%	14 35%	96 17%	103 19%	25 20%	19 16%	25 14%	33 17%	8 8%	23 19% <sub>u</sub>	22 25%	14 15%	89 18%	84 18%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 405

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	440	395	256	364	763	719	794	760	463	455	714	699	437	408	268	226	240	239	124	109	117	103	183	165
Weighted base	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55
Effective base	353	329	177	266	579	558	605	594	340	329	540	541	308	292	186	140	155	148	66	54	90	63	156	111
Flagging and reporting mechanisms/ buttons	42%	42%	29%	31%	38%	37%	37%	37%	35%	37%	37%	37%	34%	35%	42%	36%	34%	28%	29%	18%	29%	31%	30%	38%
A complaints system	136 33%	127 33%	49 24%	71 24%	199 30%	183 29%	208 30%	199 29%	98 29%	96 27%	184 30%	173 28%	86 26%	89 28%	47 32%	43 32%	39 30%	37 28%	20 34%t	6 17%	11 27%	5 18%	17 26%	19 35%
Clear terms and conditions of use	137 34%	110 28%	58 24%	70 24%	208 32%f	166 26%	214 31%	180 26%	108 32%j	84 24%	195 31%	161 26%	92 28%	83 26%	49 33%	36 27%	47 36%r	33 26%	15 26%	8 22%	10 24%	4 16%	19 29%	14 26%
A notice that flags content that might be inappropriate or harmful before you view it	121 30%	112 29%	61 29%	80 27%	191 29%	177 28%	200 29%	192 28%	93 28%	108 31%	171 28%	170 28%	83 25%	94 30%	49 33%	39 29%	38 30%	32 25%	18 32%	8 22%	9 22%	6 20%	22 33%	15 28%
Minimum age requirement and checking systems	102 25%	91 23%	53 25%	69 24%	171 26%	150 24%	178 26%	160 23%	84 25%	87 25%	159 26%	142 23%	71 22%	71 23%	40 27%	32 24%	28 22%	35 27%	9 16%	6 16%	5 13%	6 22%	15 23%	13 23%
A tool to hide content you have seen but do not wish to see again	109 27%	97 25%	45 21%	65 22%	168 26%	149 24%	175 25%	161 24%	80 24%	85 24%	155 25%	153 25%	79 24%	79 25%	33 22%	29 22%	31 24%	23 18%	10 17%	4 12%	6 13%	3 12%	13 20%	12 22%
Parental controls	107 26%	97 25%	50 24%	59 20%	167 25%	141 22%	175 25%	156 23%	104 31%j	82 23%	159 26%	139 22%	79 24%	73 23%	34 23%	33 25%	37 29%	32 25%	13 22%	4 12%	8 20%	5 19%	17 25%	14 25%
Clear labelling of what is advertising	98 24%	82 21%	44 21%	60 20%	157 24%	130 21%	161 23%	142 21%	76 23%	77 22%	139 23%	121 20%	72 22%	58 18%	40 27%	31 23%	32 25%	30 23%	12 21%	7 19%	8 20%	3 11%	14 21%	11 21%
Having clear rules for users on how to post advertising content	86 21%	89 23%	42 20%	65 22%	136 21%	145 23%	144 21%	154 23%	79 24%	80 23%	124 20%	136 22%	66 20%	64 20%	35 24%	26 19%	34 26%	34 26%	14 25%	6 18%	5 13%	5 17%	11 16%	11 19%
A way to directly report harmful content to a regulator or the police	76 19%	62 16%	31 15%	43 15%	118 18%	98 15%	120 17%	105 15%	65 20%	61 17%	107 17%	94 15%	56 17%	51 16%	28 19%	24 18%	26 20%	23 18%	11 19%	6 17%	6 14%	4 13%	9 14%	14 25%w
Tools and information to help you navigate the site/app safely such as in a "safety centre"	58 14%	49 13%	28 13%	47 16%	92 14%	92 15%	94 14%	96 14%	52 16%	58 16%	84 14%	89 14%	46 14%	52 16%	27 18%	24 18%	24 19%	22 17%	8 14%	5 15%	7 16%	4 13%	13 19%	12 22%
Prompts to remind you that tools to help you safely navigate the site/app are available	54 13%	40 10%	30 14%	29 10%	92 14%	66 10%	95 14%h	69 10%	58 17%	44 12%	87 14%l	62 10%	44 14%	33 10%	29 20%	19 14%	22 17%	19 14%	10 17%	4 10%	5 13%	2 8%	10 16%	8 15%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 405

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	408	391	210	292	658	632	692	683	333	353	619	618	328	315	149	134	128	129	58	35	42	28	66	55
The ability to speak to customer services by chat or phone	45 11%	37 10%	15 7%	27 9%	68 10%	56 9%	68 10%	64 9%	35 11%	36 10%	63 10%	57 9%	33 10%	34 11%	15 10%	19 14%	16 12%	15 11%	6 10%	5 15%	4 10%	2 6%	8 12%	5 9%
NET: Any measure	329 81%	317 81%	174 83%	243 83%	546 83%	521 82%	570 82%	560 82%	291 87%	297 84%	512 83%	501 81%	272 83%	263 84%	132 89%	121 90%	114 89%	109 84%	52 90%	30 86%	36 86%	23 80%	57 86%	49 90%
None of these	79 19%	74 19%	36 17%	49 17%	111 17%	111 18%	121 18%	123 18%	43 13%	56 16%	107 17%	117 19%	56 17%	52 16%	17 11%	14 10%	14 11%	20 16%	6 10%	5 14%	6 14%	6 20%	9 14%	6 10%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 406

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	275	303	508	450	401	415	393	345
Weighted base	194	227	490	450	318	327	374	356
Effective base	197	212	405	378	295	305	312	292
Flagging and reporting mechanisms/ buttons	76 39%	85 37%	181 37%	168 37%	133 42%	119 36%	125 33%	134 38%
A complaints system	62 32%	67 30%	145 29%	131 29%	103 32%	93 28%	105 28%	106 30%
Clear terms and conditions of use	59 31% <sup>b</sup>	48 21%	154 31%	130 29%	118 37%	102 31%	96 26%	78 22%
A notice that flags content that might be inappropriate or harmful before you view it	63 32%	78 34%	137 28%	114 25%	103 32%	103 31%	97 26%	89 25%
Minimum age requirement and checking systems	49 25%	48 21%	129 26%	110 24%	91 29%	83 25%	87 23%	77 22%
A tool to hide content you have seen but do not wish to see again	50 26%	60 26%	125 26%	102 23%	88 28%	88 27%	87 23%	73 21%
Parental controls	47 24%	45 20%	127 26%	111 25%	93 29%	74 23%	81 22%	82 23%
Clear labelling of what is advertising	52 27%	43 19%	109 22%	99 22%	84 26% <sup>f</sup>	63 19%	77 21%	79 22%
Having clear rules for users on how to post advertising content	47 24%	46 21%	96 19%	106 24%	78 25%	86 26%	66 18%	68 19%
A way to directly report harmful content to a regulator or the police	34 18%	36 16%	85 17%	69 15%	63 20%	52 16%	57 15%	53 15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	32 16%	34 15%	62 13%	63 14%	60 19%	59 18%	34 9%	37 10%
Prompts to remind you that tools to help you safely navigate the site/app are available	34 17% <sup>b</sup>	23 10%	61 12%	46 10%	63 20% <sup>f</sup>	41 13%	32 9%	27 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 406

**Q10. Safety measures - Instagram**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Instagram**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Weighted base	194	227	490	450	318	327	374	356
The ability to speak to customer services by chat or phone	23 12%	24 10%	45 9%	40 9%	35 11%	32 10%	33 9%	32 9%
NET: Any measure	173 89%	200 88%	394 80%	356 79%	280 88%	292 89%	291 78%	268 75%
None of these	21 11%	27 12%	97 20%	94 21%	38 12%	35 11%	83 22%	88 25%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 407

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	516	522	312	280	204	238	174	166	144	158	94	103	101	91	318	324	195	194	91	79	425	443	101	73	111	136
Weighted base	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98
Effective base	379	383	220	194	167	190	124	120	111	118	68	75	75	69	235	237	144	144	74	74	307	311	76	53	79	93
Flagging and reporting mechanisms/ buttons	114	130	57	51	57	76	31	36	38	41	24	30	21	20	69	78	45	49	19	21	95	109	30	33	19	32
	29%	31%	29%	27%	29%	34%	25%	29%	36%	33%	31%	34%	27%	23%	30%	31%	29%	29%	29%	31%	29%	31%	39%	45%	25%	32%
A complaints system	104	100	56	51	48	49	35	36	26	29	22	14	20	17	61	65	43	32	21	14	82	86	16	26	21	18
	27%	24%	29%	26%	24%	22%	28%	30%	25%	24%	28%	16%	25%	21%	27%	27%	27%	19%	32%	21%	25%	24%	20%	36%	27%	19%
Parental controls	112	91	52	44	60	46	42	26	24	31	23	13	23	21	66	57	46	34	20	14	92	77	17	12	24	16
	29%b	21%	27%	23%	31%f	21%	34%h	21%	22%	25%	30%l	15%	29%	25%	29%	23%	29%	20%	30%	20%	29%	22%	22%	17%	31%z	16%
Clear terms and conditions of use	110	88	53	36	58	51	31	25	27	26	28	17	24	20	59	51	52	37	11	18	99	70	22	14	23	17
	28%b	21%	27%d	19%	30%	23%	26%	20%	26%	21%	35%l	19%	30%	24%	26%	21%	33%r	22%	17%	26%	31%v	20%	29%	19%	30%z	17%
A notice that flags content that might be inappropriate or harmful before you view it	94	90	46	37	48	49	29	26	29	24	16	17	18	20	58	50	35	37	19	11	75	79	28	20	9	25
	24%	21%	24%	19%	25%	22%	24%	21%	27%	20%	21%	20%	23%	24%	25%	20%	22%	22%	29%t	15%	23%	23%	37%	27%	12%	25%y
Minimum age requirement and checking systems	87	91	46	35	41	56	30	27	24	26	19	20	14	17	54	52	33	37	23	24	65	67	11	10	12	16
	22%	21%	24%	18%	21%	25%	24%	22%	23%	21%	24%	23%	18%	20%	23%	21%	21%	21%	34%	34%	20%	19%	14%	14%	16%	16%
A tool to hide content you have seen but do not wish to see again	72	71	34	35	38	37	23	23	20	24	16	15	12	9	43	47	29	24	8	10	64	62	22	17	14	18
	18%	17%	18%	18%	19%	16%	19%	19%	19%	21%	17%	15%	11%	19%	19%	18%	14%	12%	14%	20%	17%	29%	23%	18%	18%	
Clear labelling of what is advertising	69	69	31	28	38	40	25	21	20	21	11	16	12	10	45	42	22	25	13	7	56	62	20	16	11	18
	18%	16%	16%	14%	20%	18%	21%	18%	19%	17%	14%	18%	15%	11%	20%	17%	14%	15%	20%	11%	17%	18%	25%	22%	14%	19%
Having clear rules for users on how to post advertising content	64	67	33	28	31	39	26	19	9	17	15	13	12	14	35	37	28	27	13	12	51	55	10	10	14	14
	16%	16%	17%	14%	16%	17%	21%	16%	9%	14%	20%	15%	15%	16%	15%	15%	17%	16%	20%	17%	16%	16%	13%	13%	18%	15%
A way to directly report harmful content to a regulator or the police	66	52	34	22	32	27	18	21	16	11	14	7	16	11	35	32	29	18	10	13	56	39	12	14	13	4
	17%	12%	18%	11%	16%	12%	15%	17%	15%	9%	17%	8%	20%	13%	15%	13%	19%	11%	15%	18%	17%v	11%	16%	19%	17%z	4%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	54	61	32	27	23	30	18	21	12	11	15	15	10	13	30	32	24	28	6	10	49	51	12	16	17	9
	14%	15%	16%	14%	12%	13%	15%	17%	11%	9%	19%	17%	12%	16%	13%	13%	15%	16%	8%	15%	15%	14%	16%	22%	21%z	9%
Prompts to remind you that tools to help you safely navigate the site/app are available	47	47	21	19	26	26	14	15	9	9	11	12	12	8	22	25	23	21	7	7	39	40	12	12	7	11
	12%	11%	11%	10%	13%	12%	11%	13%	8%	8%	13%	14%	15%	10%	10%	10%	14%	12%	11%	10%	12%	11%	15%	16%	9%	11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 407

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	390	422	195	193	195	223	123	123	106	124	79	88	79	84	229	246	158	171	66	70	323	352	78	73	78	98
The ability to speak to customer services by chat or phone	35 9%	42 10%	18 9%	21 11%	17 9%	20 9%	16 13%	13 11%	6 5%	14 11%	9 11%	7 8%	5 6%	8 9%	22 9%	27 11%	14 9%	15 9%	5 7%	12 17%	30 9%	31 9%	6 8%	8 11%	6 7%	8 8%
NET: Any measure	319 82% <sup>b</sup>	321 76%	158 81%	142 73%	162 83%	174 78%	97 79%	95 78%	89 84%	97 79%	66 84%	65 74%	65 82%	59 71%	186 81%	193 78%	131 83% <sup>r</sup>	124 73%	55 83%	57 81%	264 82% <sup>v</sup>	264 75%	68 87%	65 89%	65 84%	77 78%
None of these	70 18%	101 24% <sup>a</sup>	37 19%	52 27%	33 17%	49 22%	26 21%	27 22%	16 16%	26 21%	12 16%	23 26%	14 18%	24 29%	43 19%	54 22%	27 17%	47 27% <sup>q</sup>	11 17%	13 19%	59 18%	88 25% <sup>u</sup>	10 13%	8 11%	13 16%	21 22%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 408

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 1 (n)	Wave 2 (o)	Wave 1 (p)	Wave 2 (q)	Wave 1 (r)	Wave 2 (s)	Wave 1 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)
Unweighted base	95	106	70	84	30	33	16	48	44	18	395	387	116	133	134	148	76	88	66	75	360	353			
Weighted base	69	69	56*	73	25**	31**	16**	43*	39*	18**	318	336	68	85	96	119	60	81	45*	55*	280	286			
Effective base	68	71	47	61	25	29	13	39	38	14	301	298	75	85	101	107	61	67	46	50	263	263			
Flagging and reporting mechanisms/ buttons	16 22%	19 27%	17 30%	15 21%	8 34%	9 29%	5 29%	13 30%	10 26%	5 25%	99 31%	111 33%	14 21%	19 23%	34 35%	42 35%	24 41%	33 40%	12 28%	19 35%	75 27%	85 30%			
A complaints system	22 31%b	11 16%	10 18%	20 28%	10 42%	8 26%	4 26%	15 34%	10 26%	4 23%	88 28%	79 23%	16 24%	22 25%	29 30%	36 30%	19 31%	26 32%	13 30%	14 25%	73 26%	61 21%			
Parental controls	16 24%	21 31%	16 28%	18 24%	11 46%	6 21%	8 49%	19 45%	10 25%	8 42%	94 30%p	75 22%	17 25%	16 18%	31 32%	26 21%	29 29%	25 25%	17 37%x	9 16%	78 28%	60 21%			
Clear terms and conditions of use	18 25%	11 16%	18 33%	15 21%	11 44%	11 36%	7 44%	18 41%	13 33%	7 38%	89 28%p	70 21%	20 30%	18 22%	37 39%t	24 20%	23 37%	18 22%	21 47%x	10 19%	68 24%	62 22%			
A notice that flags content that might be inappropriate or harmful before you view it	17 25%	13 18%	12 21%	14 20%	6 26%	6 20%	2 13%	9 20%	7 18%	2 11%	81 26%	69 20%	13 19%	21 25%	29 30%	27 23%	23 37%	22 27%	13 28%	14 25%	61 22%	58 20%			
Minimum age requirement and checking systems	16 23%	18 25%	11 20%	17 23%	11 45%	5 17%	4 24%	15 35%	6 15%	4 20%	70 22%	70 21%	16 23%	20 24%	23 24%	26 22%	14 23%	20 25%	9 21%	10 19%	61 22%	60 21%			
A tool to hide content you have seen but do not wish to see again	13 19%	12 18%	8 14%	11 15%	5 19%	4 12%	2 15%	7 17%	4 10%	2 13%	59 19%	60 18%	11 17%	11 13%	14 15%	25 21%	12 20%	21 26%	7 15%	9 16%	53 19%	45 16%			
Clear labelling of what is advertising	15 21%	9 12%	6 11%	13 18%	3 13%	5 17%	2 14%	5 12%	6 16%	2 12%	60 19%	57 17%	9 14%	12 15%	20 21%	22 18%	14 24%	15 19%	8 18%	10 18%	46 16%	45 16%			
Having clear rules for users on how to post advertising content	8 12%	11 16%	7 12%	12 16%	6 24%	8 27%	6 38%	12 27%	9 33%	6 33%	53 17%	55 16%	11 15%	12 14%	15 16%	19 14%	9 14%	11 14%	7 16%	9 17%	46 16%	44 15%			
A way to directly report harmful content to a regulator or the police	12 17%	9 13%	8 15%	7 10%	8 32%	4 13%	3 18%	11 25%	5 12%	3 15%	53 17%	41 12%	13 19%	11 13%	19 19%	15 12%	14 23%	13 15%	5 11%	10 17%	46 16%	35 12%			
Tools and information to help you navigate the site/app safely such as in a "safety centre"	8 12%	10 15%	3 5%	11 15%	7 29%	5 15%	2 11%	9 21%	5 12%	2 10%	38 12%	47 14%	15 23%	14 16%	15 15%	23 20%	10 17%	17 21%	6 12%	15 27%	39 14%	35 12%			
Prompts to remind you that tools to help you safely navigate the site/app are available	12 17%	7 10%	3 6%	7 10%	5 22%	3 9%	1 7%	6 15%	3 7%	1 6%	35 11%	38 11%	12 17%	9 10%	9 9%	14 12%	7 12%	10 12%	3 7%	9 16%	36 13%	32 11%			

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 408

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 55+		Age - 65+		Ethnicity - White Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (k)	Wave 2 (l)	Wave 1 (m)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	69	69	56*	73	25**	31**	16**	43*	39*	18**	318	336	68	85	96	119	60	81	45*	55*	280	286
The ability to speak to customer services by chat or phone	7	7	5	4	5	3	2	6	3	2	27	35	8	8	6	15	5	13	3	9	27	25
	10%	11%	9%	5%	19%	8%	11%	15%	8%	9%	9%	10%	12%	9%	7%	12%	8%	15%	6%	16%	10%	9%
NET: Any measure	56	52	49	45	17	20	10	27	25	10	261	258	54	63	83	88	54	63	37	41	225	221
	81%	76%	88% <sup>d</sup>	62%	69%	67%	62%	62%	63%	54%	82%	77%	80%	74%	86% <sup>t</sup>	74%	89%	77%	81%	75%	81%	77%
None of these	13	17	7	28	8	10	6	16	14	8	56	78	14	22	14	31	6	18	8	14	54	65
	19%	24%	12%	38% <sup>c</sup>	31%	33%	38%	38%	37%	46%	18%	23%	20%	26%	14%	26% <sup>s</sup>	11%	23%	19%	25%	19%	23%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 409

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	237	230	186	291	505	512	463	455	516	522	467	470	360	354	229	207	209	211	116	99	102	90	157	148
Weighted base	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47
Effective base	182	181	124	203	372	376	340	329	379	383	341	339	251	243	156	125	139	125	68	46	82	59	132	97
Flagging and reporting mechanisms/ buttons	58 30%	73 35%	37 28%	58 27%	112 30%	128 31%	103 31%	120 34%	114 29%	130 31%	99 28%	114 31%	71 29%	85 33%	32 28%	30 26%	28 27%	23 21%	9 17%	5 18%	6 19%	5 23%	13 23%	15 31%
A complaints system	49 26%	59 28%	33 25%	41 19%	101 27%	99 24%	94 28%	87 25%	104 27%	100 24%	95 27%	84 23%	61 25%	50 20%	35 31%	30 26%	27 26%	23 22%	15 30%†	3 10%	5 16%	4 20%	11 20%	12 26%
Parental controls	61 32% <sup>b</sup>	47 22%	30 23%	44 21%	112 30% <sup>f</sup>	88 21%	98 29% <sup>h</sup>	78 22%	112 29% <sup>j</sup>	91 21%	97 28% <sup>l</sup>	79 21%	72 29%	56 22%	36 31%	25 22%	33 32%	26 24%	16 32%	5 18%	9 28%	4 21%	15 28%	11 23%
Clear terms and conditions of use	62 32%	50 24%	38 29% <sup>d</sup>	38 18%	109 29% <sup>f</sup>	86 21%	94 28%	79 22%	110 28% <sup>j</sup>	88 21%	98 28% <sup>l</sup>	79 21%	64 26%	58 23%	30 26%	23 20%	31 30%	23 21%	9 18%	7 23%	6 19%	4 22%	13 24%	11 24%
A notice that flags content that might be inappropriate or harmful before you view it	43 22%	41 20%	32 25%	48 23%	94 25%	88 21%	87 26%	85 24%	94 24%	90 21%	83 24%	81 22%	60 24%	56 22%	30 26%	22 19%	26 25%	19 18%	11 21%	4 14%	5 15%	4 18%	14 25%	9 20%
Minimum age requirement and checking systems	34 18%	34 16%	31 24%	56 27%	86 23%	91 22%	79 24%	82 23%	87 22%	91 21%	74 21%	83 22%	50 20%	58 23%	25 21%	22 19%	21 20%	21 19%	10 20%	6 19%	6 20%	3 15%	12 22%	8 18%
A tool to hide content you have seen but do not wish to see again	36 19%	40 19%	28 21%	31 15%	72 19%	70 17%	66 20%	68 19%	72 18%	71 17%	66 19%	63 17%	47 19%	47 18%	22 19%	21 18%	17 16%	18 17%	10 20%	4 14%	5 15%	3 14%	11 20%	8 17%
Clear labelling of what is advertising	29 15%	43 21%	27 21% <sup>d</sup>	26 12%	69 18%	69 17%	63 19%	62 17%	69 18%	69 16%	62 18%	60 16%	43 17%	43 17%	24 21%	16 14%	18 17%	16 15%	7 13%	2 8%	5 14%	3 12%	12 22%	7 14%
Having clear rules for users on how to post advertising content	33 17%	34 16%	18 14%	33 15%	62 16%	64 16%	58 17%	64 18%	64 16%	67 16%	57 16%	60 16%	40 16%	38 15%	19 17%	15 13%	17 17%	18 17%	9 17%	2 6%	6 19%	3 13%	7 13%	7 15%
A way to directly report harmful content to a regulator or the police	28 14%	29 14%	28 22% <sup>d</sup>	23 11%	65 17%	51 12%	60 18%	48 13%	66 17%	52 12%	58 17%	46 12%	43 17%	36 14%	23 20%	17 14%	18 18%	19 18%	11 23%	6 19%	6 19%	2 9%	9 16%	8 17%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	31 16%	29 14%	18 14%	32 15%	53 14%	61 15%	48 14%	59 17%	54 14%	61 15%	52 15%	56 15%	37 15%	46 18%	17 14%	22 19%	20 19%	19 18%	8 16%	2 8%	5 16%	2 12%	12 22%	10 22%
Prompts to remind you that tools to help you safely navigate the site/app are available	23 12%	20 9%	17 13%	27 13%	47 12%	47 11%	44 13%	46 13%	47 12%	47 11%	43 12%	44 12%	30 12%	32 13%	18 16%	17 15%	13 13%	15 15%	8 16%	3 12%	4 14%	3 14%	7 14%	8 16%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 409

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	192	209	130	213	378	412	333	353	390	422	349	372	248	257	116	117	103	106	51	30*	32	20	54	47
The ability to speak to customer services by chat or phone	19 10%	21 10%	11 9%	21 10%	35 9%	40 10%	32 10%	42 12%	35 9%	42 10%	32 9%	35 9%	26 10%	31 12%	11 9%	18 15%	16 15%	18 17%	6 12%	7 24%	5 15%	3 13%	6 11%	6 14%
NET: Any measure	154 80%	157 75%	109 84%	164 77%	311 82% <sup>ft</sup>	311 76%	282 85%	280 79%	319 82% <sup>ej</sup>	321 76%	287 82% <sup>kl</sup>	281 76%	213 86% <sup>mn</sup>	203 79%	102 88%	94 80%	89 86%	84 79%	42 84%	26 88%	28 87%	15 75%	47 88%	39 85%
None of these	38 20%	52 25%	21 16%	49 23%	67 18%	101 24% <sup>ee</sup>	51 15%	73 21%	70 18%	101 24% <sup>ei</sup>	62 18%	91 24% <sup>kk</sup>	35 14%	54 21% <sup>mm</sup>	14 12%	23 20%	15 14%	22 21%	8 16%	4 12%	4 13%	5 25%	7 12%	7 15%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 410

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	228	261	281	256	300	300	216	222
Weighted base	151	192	235	225	207	212	182	210
Effective base	156	174	220	205	216	205	165	180
Flagging and reporting mechanisms/ buttons	46 30%	65 34%	66 28%	66 29%	64 31%	63 30%	50 28%	68 32%
A complaints system	40 26%	45 23%	64 27%	56 25%	59 28%	47 22%	45 25%	53 25%
Parental controls	43 28%	44 23%	69 29% <sup>d</sup>	46 21%	59 29%	50 24%	53 29% <sup>h</sup>	40 19%
Clear terms and conditions of use	38 25%	37 19%	73 31%	51 23%	66 32%	58 28%	45 25% <sup>h</sup>	30 14%
A notice that flags content that might be inappropriate or harmful before you view it	37 25%	46 24%	57 24%	44 20%	52 25%	49 23%	42 23%	41 19%
Minimum age requirement and checking systems	31 20%	41 21%	56 24%	47 21%	48 23%	54 25%	39 21%	37 18%
A tool to hide content you have seen but do not wish to see again	34 23%	35 18%	38 16%	37 16%	44 21%	39 19%	28 15%	32 15%
Clear labelling of what is advertising	37 25%	35 18%	32 14%	34 15%	45 22%	43 20%	24 13%	26 13%
Having clear rules for users on how to post advertising content	23 15%	30 16%	41 18%	37 16%	40 19%	42 20%	24 13%	25 12%
A way to directly report harmful content to a regulator or the police	21 14%	25 13%	44 19%	27 12%	44 21%	31 15%	22 12%	20 10%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	23 15%	33 17%	31 13%	28 12%	38 18%	40 19%	17 9%	22 10%
Prompts to remind you that tools to help you safely navigate the site/app are available	20 13%	21 11%	26 11%	26 11%	34 16%	34 16%	13 7%	13 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 410

**Q10. Safety measures - TikTok**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**TikTok**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	151	192	235	225	207	212	182	210
The ability to speak to customer services by chat or phone	19 13%	17 9%	16 7%	25 11%	18 9%	32 15% <sup>e</sup>	17 9%	10 5%
NET: Any measure	126 83%	156 81%	192 82% <sup>d</sup>	162 72%	180 87%	180 85%	140 77% <sup>h</sup>	141 67%
None of these	26 17%	36 19%	43 18%	63 28% <sup>c</sup>	28 13%	32 15%	43 23%	69 33% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 411

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1055	1043	566	547	489	491	300	303	309	308	204	217	237	207	609	611	441	424	83	73	972	970	141	109	204	219
Weighted base	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185
Effective base	816	842	422	427	402	415	226	238	248	251	156	178	184	170	474	488	340	348	65	69	754	777	109	85	150	167
Flagging and reporting mechanisms/ buttons	456	456	208	209	247	242	120	122	162	148	83	98	89	87	282	269	172	185	30	25	425	431	63	59	81	86
A tool to hide content you have seen but do not wish to see again	393	356	166	143	227	208	112	96	130	109	70	78	79	72	243	205	149	149	24	14	369	342	56	42	59	61
A complaints system	368	371	183	174	186	195	98	106	118	110	67	69	83	84	215	216	150	153	23	23	345	349	30	44	59	55
A notice that flags content that might be inappropriate or harmful before you view it	345	343	161	147	183	192	80	91	116	110	65	66	81	73	196	201	146	139	18	22	327	321	51	37	57	61
Parental controls	359	319	173	148	186	171	107	89	101	87	79	65	70	76	208	176	149	142	23	19	336	300	35	32	46	47
Clear terms and conditions of use	338	291	164	132	173	158	96	82	101	87	68	52	73	70	197	169	140	121	17	19	320	271	43	35	60	47
Minimum age requirement and checking systems	295	283	123	117	172	166	84	76	87	90	58	52	65	63	171	166	123	115	24	23	271	260	50	38	44	46
Having clear rules for users on how to post advertising content	233	211	102	92	131	118	65	59	67	61	46	45	53	46	132	120	99	91	15	15	218	196	32	16	29	36
A way to directly report harmful content to a regulator or the police	233	209	108	88	125	118	73	60	63	55	47	42	51	49	135	115	97	91	13	19	219	190	25	20	33	26
Clear labelling of what is advertising	212	192	113	84	99	106	67	52	59	56	37	47	47	35	126	108	85	83	17	11	196	181	33	23	27	27
Tools and information to help you navigate the site/app safely such as in a "safety centre"	180	179	90	88	90	88	47	44	57	58	32	38	43	40	104	102	75	78	13	16	167	163	23	26	34	27
Prompts to remind you that tools to help you safely navigate the site/app are available	146	138	67	71	79	64	41	37	45	36	23	26	36	39	87	73	59	64	14	12	132	127	21	14	23	18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 411

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	1032	1019	481	484	552	529	281	280	299	289	213	219	234	223	580	568	448	442	67	63	966	956	127	126	184	185
The ability to speak to customer services by chat or phone	108 10%	115 11%	51 11%	56 12%	57 10%	59 11%	35 12%	25 9%	33 11%	34 12%	15 7%	25 11%	25 11%	30 14%	68 12%	60 10%	40 9%	55 12%	11 17%	8 13%	97 10%	107 11%	14 11%	20 16%	21 11%	19 10%
NET: Any measure	904 88%	873 86%	420 88%	407 84%	483 88%	460 87%	245 87%	241 86%	268 90%	261 90%	185 87%	180 82%	202 86%	185 83%	513 89%	502 88%	387 86%	385 83%	59 89%	53 84%	845 87%	820 86%	116 92%	118 93%	157 85%	163 88%
None of these	129 12%	146 14%	60 12%	77 16%	68 12%	69 13%	36 13%	38 14%	31 10%	28 10%	29 13%	39 18%	32 14%	38 17%	66 11%	66 12%	61 14%	77 17%	7 11%	10 16%	121 13%	136 14%	10 8%	9 7%	27 15%	22 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 412

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	178	202	178	180	134	122	106	95	31	43	271	260	137	138	876	868	168	167	298	319	138	166	171	179	722	690
Weighted base	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681
Effective base	134	155	138	147	112	110	91	87	28	36	225	229	115	120	698	721	110	115	232	264	109	139	132	144	559	554
Flagging and reporting mechanisms/ buttons	78 46%	75 44%	98 53%	92 51%	46 33%	63 48% <sup>e</sup>	48 42%	34 33%	12 24%	22 38%	105 35%	119 41%	60 36%	56 35%	397 44%	398 45%	57 45%	55 45%	146 50%	145 47%	73 54%	79 48%	46 46%	83 49%	301 42%	303 44%
A tool to hide content you have seen but do not wish to see again	75 45%	64 37%	70 38%	80 44%	55 41%	43 33%	43 37%	34 33%	11 22%	18 32%	110 36%	96 33%	54 33%	52 33%	345 39%	312 35%	46 36%	40 33%	130 45%	116 38%	60 45%	68 41%	71 42%	58 34%	254 36%	235 35%
A complaints system	72 43% <sup>b</sup>	52 30%	67 36%	64 36%	54 40%	62 47%	46 40%	40 39%	17 33%	32 55%	117 39%	134 46%	63 38%	72 45%	329 37%	333 38%	37 29%	37 30%	99 34%	132 43% <sup>s</sup>	44 33%	65 39%	59 35%	83 49% <sup>w</sup>	262 37%	232 34%
A notice that flags content that might be inappropriate or harmful before you view it	58 34%	64 37%	67 36%	67 37%	46 34%	40 31%	37 33%	35 34%	10 19%	17 30%	93 31%	92 32%	47 28%	52 32%	301 34%	300 34%	42 32%	43 35%	121 42%	108 35%	58 43%	62 38%	69 41%	62 36%	217 30%	227 33%
Parental controls	62 37%	54 32%	68 37%	66 36%	56 41%	38 29%	48 42%	36 35%	22 43%	27 46%	126 42%	100 34%	70 42%	62 39%	323 36%	282 32%	35 27%	37 30%	103 35%	108 35%	40 30%	59 36%	61 37%	61 36%	249 35%	207 30%
Clear terms and conditions of use	56 33%	48 28%	60 33%	56 31%	47 35%	37 28%	35 31%	30 29%	18 35%	18 31%	100 33%	85 29%	53 32%	48 30%	300 34% <sup>p</sup>	254 29%	35 27%	34 27%	103 35%	87 28%	46 34%	48 29%	61 36%	45 27%	226 32%	198 29%
Minimum age requirement and checking systems	45 27%	48 28%	53 28%	52 29%	41 30%	28 21%	31 28%	26 25%	7 14%	22 38%	80 26%	76 26%	39 23%	48 30%	258 29%	250 28%	33 26%	33 27%	76 26%	94 31%	37 28%	55 33%	41 24%	51 30%	211 30%	184 27%
Having clear rules for users on how to post advertising content	44 26%	42 24%	47 25%	45 25%	25 19%	23 17%	28 25%	19 19%	12 24%	14 24%	66 22%	56 19%	40 24%	33 21%	206 23%	182 20%	26 20%	28 23%	66 23%	63 20%	29 22%	31 19%	37 22%	38 19%	160 22%	146 21%
A way to directly report harmful content to a regulator or the police	42 25%	32 19%	39 21%	39 22%	34 25%	27 21%	34 30%	28 27%	12 24%	17 30%	80 27%	73 25%	46 28%	45 28%	199 22%	186 21%	34 26%	23 18%	70 24%	77 25%	28 21%	40 24%	39 23%	49 29%	158 22%	129 19%
Clear labelling of what is advertising	39 23%	44 25%	40 22%	34 19%	30 22%	22 17%	20 17%	18 18%	7 13%	13 23%	56 19%	53 18%	27 16%	31 19%	182 20%	165 19%	28 22%	25 20%	67 23%	50 16%	30 22%	25 15%	42 25%	27 16%	139 20%	139 20%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	35 21%	36 21%	32 17%	30 17%	21 15%	17 13%	14 12%	13 12%	9 17%	14 25%	43 14%	44 15%	23 14%	27 17%	152 17%	157 18%	28 21%	22 18%	50 17%	60 19%	20 15%	34 20%	30 18%	36 21%	124 17%	117 17%
Prompts to remind you that tools to help you safely navigate the site/app are available	27 16%	31 18%	23 12%	24 13%	20 14%	13 10%	14 12%	12 12%	5 10%	14 25%	39 13%	40 14%	19 12%	26 16%	125 14%	110 12%	20 16%	27 22%	49 17%	36 12%	22 16%	19 11%	28 17%	24 14%	92 13%	98 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 412

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(y)	(z)
Weighted base	168	172	185	180	136	132	114	102	51**	58*	302	293	166	160	894	888	129	124	292	308	134	165	168	170	712	681		
The ability to speak to customer services by chat or phone	15 9%	20 12%	14 8%	17 9%	16 11%	6 5%	13 11%	11 10%	4 8%	14 25%	32 11%	31 11%	17 10%	25 16%	91 10%	94 11%	17 13%	19 15%	28 10%	29 9%	9 7%	17 10%	18 11%	18 11%	76 11%	82 12%		
NET: Any measure	151 90%	144 84%	163 88%	155 86%	116 85%	111 84%	102 89%	81 80%	39 76%	48 84%	257 85%	241 82%	141 85%	130 81%	786 88%	759 85%	110 85%	108 87%	257 88%	264 86%	119 88%	139 84%	145 86%	143 84%	623 88%	587 86%		
None of these	17 10%	28 16%	22 12%	26 14%	20 15%	22 16%	12 11%	21 20%	12 24%	9 16%	45 15%	52 18%	24 15%	30 19%	107 12%	129 15%	19 15%	16 13%	35 12%	45 14%	16 12%	26 16%	23 14%	27 16%	88 12%	94 14%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 413

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	671	630	298	412	974	949	714	699	467	470	1055	1043	433	422	267	232	248	246	125	110	120	106	183	172
Weighted base	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58
Effective base	541	539	211	304	748	760	540	541	341	339	816	842	305	301	181	143	171	153	74	53	93	64	151	116
Flagging and reporting mechanisms/ buttons	321 46%	311 46%	103 38%	145 42%	428 46%	414 46%	298 48%	279 45%	157 45%	162 44%	456 44%	456 45%	143 43%	137 41%	69 45%	56 41%	58 43%	51 38%	16 28%	7 18%	14 33%	13 42%	27 40%	21 37%
A tool to hide content you have seen but do not wish to see again	270 39%	243 36%	98 36%	112 32%	361 39%	314 35%	259 42%	225 36%	132 38%	119 32%	393 38%	356 35%	121 36%	113 34%	49 32%	37 27%	52 39%	35 26%	17 29%	8 21%	9 21%	5 16%	23 34%	19 32%
A complaints system	260 37%	259 39%	85 32%	112 32%	347 37%	322 36%	219 35%	209 34%	122 35%	130 35%	368 36%	371 36%	104 31%	104 31%	45 29%	52 38%	43 32%	47 36%	14 24%	8 21%	9 20%	8 28%	23 34%	22 38%
A notice that flags content that might be inappropriate or harmful before you view it	234 34%	221 33%	91 34%	122 35%	317 34%	311 34%	225 36%	218 35%	116 33%	125 34%	345 33%	343 34%	106 32%	123 37%	56 36%	47 35%	43 32%	37 28%	14 24%	7 20%	13 30%	10 32%	24 35%	19 33%
Parental controls	255 37%	232 35%	81 30%	87 25%	320 34%	275 30%	192 31%	182 29%	121 35%	110 29%	359 35%	319 31%	97 29%	99 29%	51 33%	42 30%	47 35%	35 26%	17 30%	6 15%	12 27%	6 21%	22 33%	17 29%
Clear terms and conditions of use	251 36%b	199 30%	68 25%	91 26%	321 34%f	259 29%	207 33%h	171 28%	116 33%j	90 24%	338 33%	291 29%	104 31%	85 25%	51 33%	42 31%	44 33%	39 29%	17 30%	8 23%	10 24%	6 20%	22 33%x	12 21%
Minimum age requirement and checking systems	200 29%	180 27%	70 26%	103 29%	270 29%	246 27%	195 31%	174 28%	109 31%	115 31%	295 29%	283 28%	103 31%	100 30%	57 37%	41 30%	37 28%	36 27%	15 27%	7 18%	13 30%	8 27%	19 28%	17 30%
Having clear rules for users on how to post advertising content	164 24%	129 19%	53 20%	83 24%	211 23%	188 21%	140 23%	130 21%	77 22%	74 20%	233 23%	211 21%	69 21%	63 19%	36 24%	32 23%	30 22%	30 23%	9 16%	6 16%	7 17%	5 17%	15 22%	12 20%
A way to directly report harmful content to a regulator or the police	163 23%	141 21%	57 21%	68 19%	203 22%	183 20%	139 22%	112 18%	73 21%	78 21%	233 23%	209 20%	73 22%	69 21%	29 19%	28 20%	30 22%	31 24%	11 20%	6 16%	9 22%	5 17%	11 17%	13 22%
Clear labelling of what is advertising	135 19%	132 20%	60 22%	60 17%	201 22%	168 19%	140 23%	124 20%	92 26%j	70 19%	212 21%	192 19%	91 27%n	62 18%	39 25%p	22 16%	37 28%	24 18%	19 34%t	6 17%	9 22%	5 17%	19 28%	13 23%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	125 18%	117 17%	42 15%	62 18%	167 18%	163 18%	129 21%	122 20%	70 20%	72 19%	180 17%	179 18%	62 19%	65 19%	33 21%	32 23%	27 20%	25 19%	9 16%	5 13%	7 17%	5 18%	18 26%	13 22%
Prompts to remind you that tools to help you safely navigate the site/app are available	97 14%	90 13%	34 12%	48 14%	135 14%	126 14%	100 16%	83 13%	53 15%	54 15%	146 14%	138 14%	52 16%	41 12%	35 23%	23 17%	26 19%	26 20%	13 23%	6 16%	6 15%	6 21%	15 21%	13 22%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 413

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	695	670	269	349	934	904	619	618	349	372	1032	1019	333	336	154	137	134	133	57	37	43	30	68	58
The ability to speak to customer services by chat or phone	75 11%	82 12%	22 8%	33 9%	105 11%	95 11%	75 12%	69 11%	44 13%	42 11%	108 10%	115 11%	47 14%	37 11%	26 17%	22 16%	20 15%	25 19%	9 16%	8 22%	5 13%	4 13%	12 18%	9 16%
NET: Any measure	605 87%	569 85%	238 88%	304 87%	823 88%	778 86%	557 90%	534 87%	319 91%	325 87%	904 88%	873 86%	301 90%	290 86%	138 90%	123 90%	123 92% <sup>r</sup>	112 84%	52 91%	32 85%	39 91%	27 89%	61 91%	52 90%
None of these	90 13%	102 15%	31 12%	44 13%	111 12%	126 14%	62 10%	83 13%	30 9%	47 13%	129 12%	146 14%	32 10%	47 14%	15 10%	14 10%	11 8%	21 16% <sup>q</sup>	5 9%	5 15%	4 9%	3 11%	6 9%	6 10%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 414

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	295	333	749	695	478	499	577	544
Weighted base	225	263	800	742	409	426	623	593
Effective base	206	237	608	593	358	371	463	472
Flagging and reporting mechanisms/ buttons	105 47%	127 48%	349 44%	326 44%	191 47%	204 48%	264 42%	252 43%
A tool to hide content you have seen but do not wish to see again	90 40%	88 34%	301 38%	264 36%	158 39%	154 36%	235 38%	201 34%
A complaints system	74 33%	105 40%	293 37%	262 35%	160 39%	160 37%	209 33%	212 36%
A notice that flags content that might be inappropriate or harmful before you view it	80 36%	105 40%	263 33%	233 31%	157 38%	161 38%	188 30%	182 31%
Parental controls	71 32%	77 29%	288 36%	239 32%	162 40%	146 34%	197 32%	173 29%
Clear terms and conditions of use	65 29%	63 24%	273 34%	223 30%	173 42% <sup>f</sup>	145 34%	164 26%	145 25%
Minimum age requirement and checking systems	60 27%	74 28%	234 29%	205 28%	151 37%	139 33%	144 23%	144 24%
Having clear rules for users on how to post advertising content	45 20%	50 19%	186 23%	159 21%	121 29%	112 26%	112 18%	100 17%
A way to directly report harmful content to a regulator or the police	33 15%	53 20%	198 25%	153 21%	112 27%	98 23%	121 19%	111 19%
Clear labelling of what is advertising	51 22%	51 19%	160 20%	139 19%	120 29% <sup>f</sup>	97 23%	93 15%	94 16%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	45 20%	52 20%	133 17%	125 17%	105 26%	92 22%	74 12%	88 15%
Prompts to remind you that tools to help you safely navigate the site/app are available	33 15%	39 15%	111 14%	98 13%	89 22%	88 21%	56 9%	51 9%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 414

**Q10. Safety measures - Facebook**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Facebook**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	225	263	800	742	409	426	623	593
The ability to speak to customer services by chat or phone	26 11%	24 9%	81 10%	88 12%	59 14%	67 16%	50 8%	48 8%
NET: Any measure	205 91%	239 91%	694 87%	626 84%	381 93%	391 92%	523 84%	482 81%
None of these	20 9%	24 9%	106 13%	116 16%	28 7%	35 8%	101 16%	111 19%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 415  
**Q10. Safety measures - Snapchat**  
**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**  
**Base: All respondents who have used ... in the past 3 months**  
**Snapchat**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	471	449	282	233	189	212	148	150	141	138	91	81	86	76	289	288	177	157	84	71	387	378	117	85	112	122
Weighted base	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86
Effective base	336	323	191	155	151	169	101	106	105	99	65	58	61	58	206	204	127	116	65	67	271	259	88	65	75	82
Clear terms and conditions of use	89	89	41	33	48	56	26	23	26	33	20	16	18	15	52	56	38	31	13	22	77	67	28	28	14	15
	25%	25%	23%	21%	26%	28%	24%	21%	23%	30%	27%	24%	25%	21%	24%	26%	26%	22%	19%	35%	26%	22%	29%	32%	17%	18%
Flagging and reporting mechanisms/ buttons	95	80	50	34	44	44	28	27	31	27	20	10	14	16	60	54	34	27	23	15	72	66	30	27	12	19
	26%	22%	28%	22%	24%	22%	27%	24%	28%	25%	27%	15%	20%	23%	28%	25%	24%	19%	35%	24%	24%	22%	31%	30%	15%	22%
A complaints system	82	77	46	37	36	40	26	30	29	22	14	8	12	15	55	52	26	24	21	17	61	61	21	23	15	14
	22%	22%	25%	24%	19%	20%	24%	27%	26%	21%	18%	12%	17%	22%	25%	24%	18%	17%	32%	27%	20%	20%	22%	26%	18%	16%
Minimum age requirement and checking systems	74	77	36	28	38	49	22	24	18	20	14	19	20	11	40	45	34	31	15	16	59	61	20	17	9	17
	20%	21%	20%	18%	20%	24%	21%	22%	16%	19%	18%	29%	29%	16%	19%	20%	24%	22%	24%	26%	20%	20%	21%	19%	12%	19%
Parental controls	72	69	38	24	35	41	23	25	17	16	17	12	15	16	40	41	32	28	17	13	55	55	9	13	13	10
	20%	19%	21%	16%	19%	21%	22%	22%	15%	15%	23%	18%	22%	23%	18%	19%	22%	20%	26%	18%	18%	18%	9%	15%	16%	11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	51	52	28	18	24	33	12	16	14	14	12	8	11	12	26	30	23	21	12	9	40	43	13	11	12	12
	14%	14%	15%	12%	13%	17%	12%	14%	12%	13%	16%	12%	17%	18%	12%	13%	16%	15%	18%	14%	13%	14%	14%	13%	15%	14%
Clear labelling of what is advertising	52	48	31	22	20	25	18	12	11	16	10	7	12	11	30	28	22	18	11	10	41	38	17	14	9	7
	14%	13%	17%	14%	11%	12%	17%	11%	10%	15%	13%	10%	18%	16%	14%	13%	15%	13%	17%	16%	14%	13%	18%	16%	11%	8%
A way to directly report harmful content to a regulator or the police	49	47	29	19	20	24	12	15	15	12	11	9	10	11	27	27	21	20	11	9	39	38	10	16	11	9
	13%	13%	16%	12%	11%	12%	13%	14%	11%	15%	13%	15%	16%	13%	12%	15%	14%	16%	14%	13%	13%	13%	10%	19%	13%	10%
Having clear rules for users on how to post advertising content	51	44	30	16	22	28	11	13	18	16	13	6	9	9	29	29	22	15	12	12	40	32	9	6	12	11
	14%	12%	16%	10%	12%	14%	11%	12%	16%	14%	17%	9%	14%	13%	13%	13%	15%	11%	18%	20%	13%	11%	10%	7%	14%	13%
A tool to hide content you have seen but do not wish to see again	50	46	28	23	22	22	15	14	11	19	12	5	11	6	26	33	23	11	15	7	35	38	14	11	6	11
	14%	13%	16%	15%	12%	11%	14%	13%	10%	18%	16%	7%	16%	9%	12%	15%	16%	8%	23%	12%	12%	13%	15%	13%	8%	12%
A notice that flags content that might be inappropriate or harmful before you view it	49	44	32	20	17	23	19	14	9	13	8	6	13	10	28	26	21	16	13	12	36	32	11	5	8	8
	14%	12%	18%	13%	9%	12%	19%	13%	8%	12%	11%	9%	19%	14%	13%	12%	15%	11%	20%	19%	12%	12%	11%	5%	9%	9%
The ability to speak to customer services by chat or phone	42	31	22	11	20	20	10	8	11	10	11	7	9	5	22	18	20	12	8	6	34	25	12	10	7	3
	11%	9%	12%	7%	11%	10%	10%	7%	10%	10%	14%	10%	14%	8%	10%	8%	14%	9%	12%	10%	11%	9%	13%	12%	9%	4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 415

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Wave 1	Wave 2	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	365	360	179	155	186	200	105	111	111	108	74	68	69	70	217	219	143	138	66	62	299	298	96	87	82	86
Prompts to remind you that tools to help you safely navigate the site/app are available	32 9%	33 9%	19 11%	12 8%	13 7%	19 9%	12 11%	12 10%	7 7%	9 9%	6 8%	6 9%	7 10%	6 8%	19 9%	21 10%	13 9%	12 8%	8 13%	4 7%	24 8%	28 10%	6 7%	8 9%	9 11%	6 7%
NET: Any measure	288 79%	261 73%	149 83% <sup>d</sup>	108 70%	140 75%	148 74%	85 81%	85 76%	89 80%	77 72%	58 78%	44 65%	53 76%	53 76%	175 81%	162 74%	110 77%	97 70%	54 83%	51 82%	234 78% <sup>v</sup>	211 71%	78 81%	71 81%	62 76%	60 70%
None of these	77 21%	99 27%	31 17%	47 30% <sup>c</sup>	46 25%	52 26%	20 19%	26 24%	22 20%	31 28%	16 22%	24 35%	16 24%	17 24%	42 19%	57 26%	33 23%	41 30%	11 17%	11 18%	65 22%	88 29% <sup>u</sup>	18 19%	16 19%	19 24%	26 30%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 416

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	83	95	53	52	15	17	22	24	336	320	130	126	119	118	68	71	59	59	326	312
Weighted base	59	62	42*	39*	15**	16**	21**	24**	278	278	83	81	92	95	57	64	44*	45*	254	252
Effective base	59	63	33	33	12	15	17	19	248	242	85	80	85	83	51	53	40	37	232	229
Clear terms and conditions of use	16 28%	11 19%	10 24%	8 21%	6 39%	4 24%	8 38%	4 17%	65 23%	71 26%	24 28%	17 22%	24 25%	27 29%	16 27%	17 27%	11 24%	14 31%	62 25%	61 24%
Flagging and reporting mechanisms/ buttons	15 26%	10 16%	12 28%	8 21%	1 9%	2 10%	3 14%	2 7%	68 24%	63 23%	27 33%	17 21%	30 32%	18 19%	22 39%	16 26%	11 24%	9 20%	64 25%	57 22%
A complaints system	13 22%	13 21%	5 12%	5 13%	5 35%	6 34%	7 32%	7 28%	66 24%	58 21%	15 18%	20 25%	20 22%	25 26%	14 24%	18 29%	8 18%	14 32%	59 23%	51 20%
Minimum age requirement and checking systems	14 23%	14 23%	9 22%	9 22%	3 20%	4 26%	7 31%	4 19%	53 19%	58 21%	21 25%	19 24%	21 23%	25 26%	15 27%	17 27%	10 22%	13 29%	51 20%	50 20%
Parental controls	18 30%	15 25%	7 17%	11 28%	6 42%	5 28%	9 41%	6 25%	60 22%	52 19%	11 13%	16 20%	11 11%	24 25%	8 15%	19 30%	3 6%	11 24%w	60 23%	43 17%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	9 15%	9 15%	2 5%	5 13%	3 13%	4 22%	3 14%	5 22%	39 14%	37 13%	12 15%	14 18%	9 10%	18 19%	6 11%	13 20%	3 7%	11 24%w	40 16%	32 13%
Clear labelling of what is advertising	6 10%	9 14%	4 11%	5 11%	3 19%	4 22%	4 18%	4 15%	41 15%	36 13%	10 13%	12 15%	16 17%	11 12%	10 18%	9 15%	6 13%	5 11%	32 13%	33 13%
A way to directly report harmful content to a regulator or the police	9 15%	7 11%	3 6%	3 9%	4 24%	3 18%	6 29%	3 13%	37 13%	34 12%	12 14%	13 16%	15 16%	17 18%	11 19%	15 24%	3 8%	10 22%	33 13%	27 11%
Having clear rules for users on how to post advertising content	9 15%	5 8%	7 16%	9 22%	2 11%	2 10%	3 16%	2 7%	38 14%	35 13%	13 16%	10 12%	11 12%	11 12%	7 12%	8 13%	5 12%	5 10%	38 15%	32 13%
A tool to hide content you have seen but do not wish to see again	11 19%	11 17%	2 4%	3 7%	-	2 13%	1 5%	4 15%	36 13%	37 13%	14 17%	9 11%	12 13%	18 19%	9 16%	13 20%	3 6%	8 17%	34 13%	27 11%
A notice that flags content that might be inappropriate or harmful before you view it	10 16%	11 17%	4 9%	5 13%	2 14%	3 21%	4 20%	3 14%	36 13%	36 13%	13 15%	8 10%	11 12%	12 13%	6 11%	9 14%	4 8%	7 16%	35 14%	30 12%
The ability to speak to customer services by chat or phone	4 7%	6 9%	6 15%	4 11%	3 19%	2 10%	4 20%	2 8%	35 13%p	20 7%	7 8%	12 14%	5 5%	11 11%	3 6%	6 9%	2 4%	8 17%	34 14%	20 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 416

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(k)	(l)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	59	62	42*	39*	15**	16**	21**	24**	278	278	83	81	92	95	57	64	44*	45*	254	252
Prompts to remind you that tools to help you safely navigate the site/app are available	4 7%	7 12%	3 7%	5 12%	- -	3 17%	2 8%	3 12%	22 8%	24 9%	11 13%	8 10%	8 9%	9 9%	6 11%	8 13%	2 4%	5 12%	23 9%	22 9%
NET: Any measure	48 82%	43 70%	32 78%	25 63%	9 59%	9 53%	13 63%	11 47%	217 78%p	194 70%	68 82%	67 83%	71 77%	72 76%	46 81%	49 77%	31 71%	35 78%	207 81%z	182 72%
None of these	10 18%	18 30%	9 22%	14 37%	6 41%	8 47%	8 37%	13 53%	61 22%	84 30%o	15 18%	14 17%	21 23%	23 24%	11 19%	15 23%	13 29%	10 22%	47 19%	70 28%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 417

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	202	179	183	269	459	431	437	408	360	354	433	422	471	449	228	190	192	191	124	102	105	89	153	134
Weighted base	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Effective base	148	139	123	186	326	309	308	292	251	243	305	301	336	323	152	111	122	110	73	49	81	59	128	86
Clear terms and conditions of use	47 28%	39 23%	29 23%	50 26%	88 25%	81 24%	80 24%	77 24%	66 27%	58 22%	83 25%	81 24%	89 25%	89 25%	30 25%	28 27%	29 32%	21 24%	15 26%	9 27%	10 29%	3 17%	13 24%	8 20%
Flagging and reporting mechanisms/ buttons	40 23%	39 23%	32 25%	41 21%	92 26%	73 21%	90 27%	67 21%	61 25%	58 23%	86 26%	78 23%	95 26%	80 22%	32 27%	20 19%	24 26%	15 16%	11 20%†	2 7%	7 20%	5 28%	10 19%	8 20%
A complaints system	36 21%	37 22%	25 20%	40 21%	81 23%	72 21%	75 23%	68 21%	60 24%	53 21%	75 23%	71 21%	82 22%	77 22%	29 24%	27 26%	21 23%	18 20%	13 22%	5 15%	8 23%	5 24%	11 21%	10 25%
Minimum age requirement and checking systems	35 20%	30 18%	24 19%	47 24%	74 21%	74 22%	68 21%	67 21%	50 20%	63 24%	69 21%	72 21%	74 20%	77 21%	24 20%	21 20%	16 18%	19 21%	7 12%	4 13%	6 17%	4 20%	11 22%	8 22%
Parental controls	29 17%	32 19%	25 20%	37 19%	72 20%	62 18%	64 19%	61 19%	59 24%	49 19%	64 19%	65 19%	72 20%	69 19%	24 20%	15 14%	18 19%	15 17%	10 17%	5 15%	7 19%	4 18%	9 17%	5 14%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	26 15%	24 14%	14 11%	28 14%	50 14%	51 15%	49 15%	51 16%	41 17%	41 16%	50 15%	50 15%	51 14%	52 14%	19 16%	15 14%	16 17%	14 16%	11 19%	4 12%	6 16%	3 15%	9 17%	8 21%
Clear labelling of what is advertising	25 14%	22 13%	16 13%	26 14%	51 14%	44 13%	47 14%	43 14%	34 14%	37 14%	49 15%	44 13%	52 14%	48 13%	20 17%	20 19%	15 16%	15 17%	7 12%	5 14%	3 8%	2 9%	7 14%	7 18%
A way to directly report harmful content to a regulator or the police	22 13%	21 13%	16 13%	26 13%	48 14%	46 13%	47 14%	41 13%	38 15%	35 14%	47 14%	45 13%	49 13%	47 13%	20 17%	15 15%	14 15%	17 18%	8 14%	6 19%	6 18%	2 11%	9 16%	6 16%
Having clear rules for users on how to post advertising content	19 11%	15 9%	20 16%	30 15%	50 14%	40 12%	45 14%	36 11%	35 14%	28 11%	48 14%	41 12%	51 14%	44 12%	19 16%	11 11%	15 17%	11 12%	9 15%	4 12%	5 16%	2 12%	8 15%	3 9%
A tool to hide content you have seen but do not wish to see again	18 11%	25 15%	17 13%	21 11%	50 14%	42 12%	45 14%	41 13%	33 13%	32 12%	46 14%	46 14%	50 14%	46 13%	19 16%	11 10%	16 18%	13 14%	10 17%	5 17%	3 10%	4 18%	8 15%	7 17%
A notice that flags content that might be inappropriate or harmful before you view it	18 10%	15 9%	19 15%	29 15%	49 14%	42 12%	44 14%	38 12%	35 14%	31 12%	47 14%	42 12%	49 14%	44 12%	23 19%	15 15%	15 17%	13 14%	10 17%	6 18%	7 22%	4 18%	12 23%	7 17%
The ability to speak to customer services by chat or phone	20 12%	17 10%	14 11%	15 8%	39 11%	29 9%	34 10%	31 10%	32 13%	24 9%	39 12%	29 9%	42 11%	31 9%	14 12%	10 10%	14 16%	13 14%	7 12%	5 14%	5 15%	3 16%	8 16%	5 13%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 417

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	171	167	127	193	353	341	328	315	248	257	333	336	365	360	119	104	92	91	56	32*	34	19	52	39
Prompts to remind you that tools to help you safely navigate the site/app are available	13 8%	19 11%	11 9%	14 7%	31 9%	32 9%	28 9%	32 10%	25 10%	28 11%	30 9%	33 10%	32 9%	33 9%	12 10%	10 10%	14 15%	10 11%	8 15%	3 8%	4 11%	4 22%	8 15%	9 23%
NET: Any measure	132 77%	114 68%	100 79%	147 76%	280 79% <sup>f</sup>	246 72%	263 80%	232 74%	206 83% <sup>j</sup>	190 74%	266 80% <sup>l</sup>	245 73%	288 79%	261 73%	98 82%	87 84%	80 87% <sup>r</sup>	68 75%	47 84%	29 90%	30 89%	16 82%	44 84%	31 80%
None of these	39 23%	53 32%	26 21%	46 24%	74 21%	95 28% <sup>e</sup>	65 20%	83 26%	43 17%	67 26% <sup>i</sup>	67 20%	91 27% <sup>k</sup>	77 21%	99 27%	21 18%	17 16%	12 13%	23 25% <sup>q</sup>	9 16%	3 10%	4 11%	3 18%	8 16%	8 20%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 418

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	213	230	247	214	276	281	195	168
Weighted base	137	163	220	193	197	201	168	159
Effective base	149	152	185	168	192	191	145	134
Clear terms and conditions of use	33 24%	38 23%	55 25%	51 26%	56 28%	58 29%	34 20%	31 19%
Flagging and reporting mechanisms/ buttons	42 31% <sup>b</sup>	32 20%	53 24%	48 25%	46 23%	50 25%	49 29% <sup>h</sup>	30 19%
A complaints system	35 25%	35 22%	45 20%	42 22%	44 22%	51 26%	38 23%	26 16%
Minimum age requirement and checking systems	21 15%	34 21%	53 24%	42 22%	39 20%	49 25%	35 21%	28 17%
Parental controls	29 22%	27 16%	43 19%	42 22%	41 21%	45 22%	32 19%	23 15%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	19 14%	24 15%	32 15%	27 14%	39 20%	37 18%	13 8%	15 9%
Clear labelling of what is advertising	24 17%	25 16%	27 12%	23 12%	36 18%	30 15%	16 9%	18 11%
A way to directly report harmful content to a regulator or the police	16 12%	20 12%	33 15%	28 14%	29 15%	31 15%	20 12%	16 10%
Having clear rules for users on how to post advertising content	19 14%	15 10%	31 14%	29 15%	31 16%	34 17%	20 12%	10 6%
A tool to hide content you have seen but do not wish to see again	19 14%	20 12%	31 14%	26 13%	30 15%	25 13%	20 12%	20 13%
A notice that flags content that might be inappropriate or harmful before you view it	22 16%	19 11%	28 13%	25 13%	32 16%	27 13%	17 10%	17 10%
The ability to speak to customer services by chat or phone	16 12%	15 9%	26 12%	16 8%	26 13%	18 9%	16 10%	13 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 418

**Q10. Safety measures - Snapchat**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Snapchat**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	137	163	220	193	197	201	168	159
Prompts to remind you that tools to help you safely navigate the site/app are available	17 12%	19 12%	14 6%	14 7%	23 12%	22 11%	10 6%	10 6%
NET: Any measure	113 83%	126 77%	171 78%	135 70%	162 82%	168 84%	126 75%h	94 59%
None of these	23 17%	37 23%	50 22%	58 30%	35 18%	33 16%	41 25%	66 41%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 419

## Q10. Safety measures - Twitch

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Twitch

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	297	255	226	177	71	76	107	93	84	76	52	48	52	36	191	169	104	84	46	39	251	216	58	41	90	76
Weighted base	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*
Effective base	208	163	158	111	52	51	77	61	61	46	34	30	36	25	138	106	70	55	31	37	178	126	43	25	63	47
Flagging and reporting mechanisms/ buttons	57	59	44	36	14	22	17	18	20	18	7	12	14	11	37	35	21	23	11	8	46	51	8	14	18	17
Clear terms and conditions of use	49	52	36	34	14	17	15	16	14	14	12	9	7	13	29	30	20	22	7	11	42	40	11	14	12	11
A complaints system	51	49	39	35	12	14	19	17	13	14	9	9	10	9	32	31	19	18	12	10	39	39	9	8	11	11
Parental controls	45	36	35	24	10	12	14	14	12	10	10	6	9	6	26	24	19	12	11	10	34	26	6	6	16	5
Minimum age requirement and checking systems	47	34	35	25	12	8	16	12	13	12	9	6	10	5	28	23	19	10	11	9	37	24	9	7	11	7
A notice that flags content that might be inappropriate or harmful before you view it	40	37	29	25	10	12	13	13	7	10	10	7	9	7	20	22	19	14	9	6	31	30	8	7	10	11
Having clear rules for users on how to post advertising content	36	28	30	21	6	6	12	10	10	11	5	5	9	2	22	21	14	6	10	6	26	22	6	6	8	5
Tools and information to help you navigate the site/app safely such as in a "safety centre"	28	31	18	21	10	11	7	9	8	13	5	7	8	1	14	22	13	8	9	9	25	23	5	4	8	7
A tool to hide content you have seen but do not wish to see again	33	23	22	19	11	4	15	9	7	8	6	4	5	2	22	17	11	6	6	5	27	18	6	7	11	4
Clear labelling of what is advertising	27	23	17	17	9	6	10	8	7	9	4	3	6	3	17	17	10	7	3	2	24	21	6	5	10	7
A way to directly report harmful content to a regulator or the police	28	22	18	16	10	6	9	9	7	3	7	5	5	5	16	12	12	10	8	5	20	16	4	3	6	6
Prompts to remind you that tools to help you safely navigate the site/app are available	26	21	17	13	9	8	10	6	7	11	4	2	4	3	18	17	8	4	6	3	20	18	3	4	5	5

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 419

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	176	161	126	108	51	52	59	58	52	47*	34*	28**	30*	27**	110	105	64	55	33*	37*	143	124	32*	33**	54	41*
The ability to speak to customer services by chat or phone	22 12%	22 14%	17 14%	15 13%	5 9%	7 14%	8 14%	12 20%	6 12%	5 11%	5 14%	3 12%	2 8%	2 7%	14 13%	17 16%	7 12%	5 9%	6 18%	5 12%	16 11%	17 14%	3 9%	7 22%	7 12%	3 9%
NET: Any measure	151 85%	137 85%	108 86%	90 83%	42 83%	46 88%	51 86%	51 88%	43 83%	39 84%	31 90%	24 84%	26 86%	22 81%	94 85%	90 86%	57 88%	45 83%	28 84%	30 82%	123 86%	106 85%	25 81%	29 89%	47 87%	36 87%
None of these	26 15%	25 15%	17 14%	18 17%	8 17%	6 12%	8 14%	7 12%	9 17%	7 16%	4 10%	4 16%	4 14%	5 19%	17 15%	15 14%	8 12%	10 17%	5 16%	7 18%	20 14%	18 15%	6 19%	4 11%	7 13%	5 13%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 420

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)
Unweighted base	65	63	33	32	206	173	89	80	72	66	38	39	38	34	213	175
Weighted base	40*	32*	16**	16**	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
Effective base	47	38	23	18	147	117	63	45	49	40	27	26	23	18	151	117
Flagging and reporting mechanisms/ buttons	15 38%	14 44%	5 29%	5 32%	44 33%	48 40%	13 32%	10 25%	13 31%	13 33%	9 37%	11 37%	6 27%	5 26%	42 33%	45 40%
Clear terms and conditions of use	12 31%	11 35%	6 35%	3 19%	38 28%	39 32%	11 28%	12 31%	11 27%	11 27%	6 27%	7 25%	7 31%	7 38%	36 28%	39 34%
A complaints system	15 38%	12 37%	5 30%	6 35%	41 31%	38 31%	9 22%	11 29%	14 33%	15 36%	11 46%	10 35%	7 34%	5 27%	35 27%	34 30%
Parental controls	7 19%	11 34%	5 31%	3 16%	37 28%	27 22%	8 20%	9 24%	10 23%	9 22%	7 28%	6 19%	5 23%	3 19%	35 27%	25 22%
Minimum age requirement and checking systems	10 26%	8 25%	5 32%	3 16%	36 27%	25 21%	11 28%	7 19%	11 27%	9 21%	7 31%	6 21%	7 31%	2 9%	36 28%	25 22%
A notice that flags content that might be inappropriate or harmful before you view it	9 24%	8 23%	3 21%	3 20%	35 26%	28 24%	3 9%	8 21%	9 21%	9 22%	6 26%	7 24%	5 22%	4 22%	29 22%	27 24%
Having clear rules for users on how to post advertising content	7 19%	8 23%	4 27%	3 18%	28 21%	19 16%	7 18%	8 22%	8 19%	6 14%	5 22%	4 13%	5 22%	1 6%	25 19%	22 19%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	7 18%	8 26%	4 24%	2 13%	17 13%	25 21%	10 25%	6 16%	7 16%	9 23%	3 11%	5 16%	3 15%	4 23%	21 16%	22 20%
A tool to hide content you have seen but do not wish to see again	7 18%	5 16%	3 21%	2 12%	27 20%	19 16%	7 17%	4 10%	7 17%	7 18%	5 19%	5 18%	3 14%	1 6%	25 19%	14 12%
Clear labelling of what is advertising	5 12%	7 21%	3 21%	1 9%	21 15%	17 14%	6 15%	7 17%	6 16%	7 18%	3 12%	7 23%	1 5%	1 5%	20 15%	16 14%
A way to directly report harmful content to a regulator or the police	5 13%	3 11%	6 35%	3 20%	21 16%	18 15%	7 18%	4 9%	8 20%	7 16%	6 24%	4 15%	5 23%	4 21%	20 15%	15 14%
Prompts to remind you that tools to help you safely navigate the site/app are available	6 16%	7 21%	5 31%	2 12%	22 17%	17 14%	3 8%	4 11%	7 17%	3 6%	6 24%	3 9%	3 14%	* 1%	18 14%	19 17%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 420

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)
Weighted base	40*	32*	16**	16**	134	120	41	39*	42*	41*	24**	29**	22**	18**	129	112
The ability to speak to customer services by chat or phone	4 9%	4 13%	3 18%	2 10%	18 14%	15 13%	3 9%	7 17%	4 10%	6 14%	3 13%	5 16%	4 17%	3 14%	17 13%	14 12%
NET: Any measure	36 92%	28 87%	13 81%	11 67%	112 83%	101 84%	37 92%	34 86%	33 79%	37 92%	19 81%	27 91%	17 77%	16 90%	114 88%	96 85%
None of these	3 8%	4 13%	3 19%	5 33%	22 17%	19 16%	3 8%	6 14%	9 21%	3 8%	5 19%	3 9%	5 23%	2 10%	16 12%	17 15%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 421

## Q10. Safety measures - Twitch

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All respondents who have used ... in the past 3 months

Twitch

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	135	90	115	164	295	250	268	226	229	207	267	232	228	190	297	255	174	163	114	99	102	85	136	115
Weighted base	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
Effective base	103	62	77	103	206	160	186	140	156	125	181	143	152	111	208	163	118	88	66	46	78	60	115	72
Flagging and reporting mechanisms/ buttons	30 33%	33 48%	16 30%	25 28%	57 33%	58 37%	47 32%	49 36%	31 27%	33 29%	46 30%	46 34%	34 29%	29 28%	57 33%	59 36%	21 28%	20 26%	14 29%	6 21%	9 27%	4 24%	11 26%	8 26%
Clear terms and conditions of use	29 33%	26 37%	13 24%	26 28%	49 28%	51 32%	43 29%	42 31%	30 26%	29 25%	42 27%	43 32%	30 25%	32 30%	49 28%	52 32%	23 30%	20 27%	12 24%	8 26%	4 12%	3 17%	8 19%	6 20%
A complaints system	24 27%	25 36%	15 28%	24 26%	51 29%	48 30%	45 30%	39 29%	35 30%	29 25%	46 30%	38 28%	34 29%	23 22%	51 29%	49 30%	21 28%	18 24%	14 29%	4 14%	8 23%	2 12%	11 24%	6 21%
Parental controls	24 27%	14 20%	10 19%	22 24%	45 26%	36 23%	35 23%	29 21%	27 23%	26 23%	37 24%	30 22%	26 20%	21 26%	45 26%	36 22%	15 20%	19 25%	8 17%	4 13%	6 17%	2 13%	11 24%	6 20%
Minimum age requirement and checking systems	24 27%	16 23%	12 22%	18 19%	47 27%	34 21%	40 27%	26 19%	30 26%	18 15%	40 26%	25 19%	30 25%	17 16%	47 27%	34 21%	17 23%	14 19%	11 22%	4 13%	6 18%	2 13%	10 22%	5 18%
A notice that flags content that might be inappropriate or harmful before you view it	20 23%	14 21%	11 20%	22 24%	40 23%	37 23%	31 21%	29 21%	23 20%	21 18%	34 22%	31 23%	22 18%	20 19%	40 22%	37 23%	14 19%	14 19%	9 18%	4 12%	3 10%	4 20%	6 14%	9 30%w
Having clear rules for users on how to post advertising content	18 20%	14 20%	8 14%	14 15%	36 21%	28 17%	33 22%	22 16%	24 20%	18 16%	29 19%	25 18%	21 18%	15 15%	36 20%	28 17%	17 23%	13 18%	10 20%	4 14%	6 18%	3 16%	6 15%	6 20%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	17 19%	13 20%	8 15%	18 20%	28 16%	31 20%	25 17%	25 18%	18 15%	17 15%	24 15%	27 20%	18 15%	14 14%	28 16%	31 19%	15 20%	13 18%	9 19%	6 19%	6 18%	2 14%	9 20%	5 17%
A tool to hide content you have seen but do not wish to see again	16 18%	12 17%	11 20%	11 12%	33 19%	23 14%	28 19%	17 13%	19 17%	13 12%	32 21%	19 14%	23 19%	10 9%	33 19%	23 14%	13 18%	10 14%	13 27%	4 14%	6 18%	2 11%	7 16%	2 7%
Clear labelling of what is advertising	14 16%	13 20%	10 19%	10 11%	27 15%	23 15%	25 17%	17 13%	17 15%	12 10%	24 16%	20 15%	16 14%	14 14%	27 15%	23 14%	13 18%	9 12%	7 15%	3 10%	5 16%	2 15%	8 18%	5 17%
A way to directly report harmful content to a regulator or the police	12 13%	9 13%	8 16%	12 14%	28 16%	21 13%	25 17%	15 11%	21 18%	11 10%	27 17%	17 12%	19 16%	9 9%	28 16%	22 13%	15 20%	10 13%	9 19%	3 9%	4 12%	1 6%	6 13%	3 11%
Prompts to remind you that tools to help you safely navigate the site/app are available	12 14%	10 15%	8 14%	11 12%	25 14%	21 13%	21 14%	18 13%	17 15%	14 12%	23 15%	19 14%	15 13%	12 11%	26 15%	21 13%	16 21%	9 12%	11 22%	3 11%	3 10%	2 10%	6 13%	5 16%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 421

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	90	69	54	92	175	159	149	134	116	117	154	137	119	104	176	161	75	75	49	31*	33	17	44	30
The ability to speak to customer services by chat or phone	10 11%	9 13%	5 10%	13 14%	22 12%	22 14%	20 13%	20 15%	14 12%	15 13%	20 13%	19 14%	16 13%	14 13%	22 12%	22 14%	10 13%	9 11%	6 13%	4 13%	4 12%	2 9%	8 18%	5 17%
NET: Any measure	74 83%	57 82%	48 90%	80 87%	149 85%	135 85%	129 87%	117 87%	99 85%	97 83%	131 85%	117 85%	101 85%	89 85%	151 85%	137 85%	66 87%	65 87%	41 84%	27 90%	29 87%	15 86%	38 87%	28 93%
None of these	15 17%	12 18%	5 10%	12 13%	26 15%	24 15%	20 13%	18 13%	17 15%	20 17%	23 15%	20 15%	18 15%	15 15%	26 15%	25 15%	9 13%	10 13%	8 16%	3 10%	4 13%	2 14%	6 13%	2 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 422

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	144	154	148	98	196	186	101	69
Weighted base	72	87	103	73	111	105	65	56
Effective base	98	91	110	70	134	113	74	51
Flagging and reporting mechanisms/ buttons	21 30%	24 28%	36 35%	34 47%	39 35%	42 40%	19 29%	16 29%
Clear terms and conditions of use	20 28%	20 23%	29 28%	32 44% <sup>c</sup>	32 29%	37 35%	17 27%	15 27%
A complaints system	19 27%	23 26%	32 31%	26 36%	33 30%	34 32%	18 28%	15 27%
Parental controls	11 16%	20 23%	34 33%	16 22%	30 27%	25 24%	15 23%	10 18%
Minimum age requirement and checking systems	19 26%	14 16%	28 27%	20 27%	29 26%	26 25%	19 29% <sup>h</sup>	7 13%
A notice that flags content that might be inappropriate or harmful before you view it	13 18%	18 21%	26 26%	18 25%	25 22%	27 26%	15 23%	10 17%
Having clear rules for users on how to post advertising content	14 19%	13 15%	22 21%	15 20%	25 22%	21 20%	11 17%	7 12%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	12 17%	18 20%	16 15%	14 19%	20 18%	23 22%	8 12%	8 15%
A tool to hide content you have seen but do not wish to see again	13 18%	14 16%	20 19%	9 13%	26 23%	20 19%	7 11%	3 5%
Clear labelling of what is advertising	11 15%	11 13%	16 15%	12 17%	20 18%	18 18%	7 11%	5 9%
A way to directly report harmful content to a regulator or the police	10 14%	10 11%	18 18%	12 17%	20 18%	13 12%	9 13%	9 16%
Prompts to remind you that tools to help you safely navigate the site/app are available	12 17% <sup>b</sup>	5 6%	14 14%	16 22%	18 16%	17 16%	9 13%	4 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 422

**Q10. Safety measures - Twitch**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Twitch**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	72	87	103	73	111	105	65	56
The ability to speak to customer services by chat or phone	9 13%	11 12%	12 12%	11 15%	12 11%	18 17%	10 15%	4 8%
NET: Any measure	60 84%	76 87%	90 87%	61 84%	94 85%	97 92%	56 86%h	40 71%
None of these	12 16%	11 13%	13 13%	12 16%	17 15%	8 8%	9 14%	16 29%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 423

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Wave 1	Wave 2	Gender - Male		Gender - Female		SEG AB	SEG C1		SEG C2		SEG ABC1		SEG C2DE		Age - 18+		Age - 25-34
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)
Unweighted base	131	119	99	76	32	42	41	45	40	24	28	86	75	45	44	131	119	47
Weighted base	51	37	35	23*	16**	15**	15*	19*	13**	10**	10**	33	21*	17*	16**	51	37	19*
Effective base	96	74	72	46	25	28	30	30	25	20	18	60	47	36	28	96	74	36
Clear terms and conditions of use	10	8	8	4	2	4	1	4	3	2	2	5	4	4	4	10	8	4
	19%	22%	22%	18%	13%	27%	10%	21%	27%	23%	23%	16%	20%	24%	23%	19%	22%	22%
Flagging and reporting mechanisms/ buttons	10	8	6	6	4	2	3	2	1	1	4	5	3	5	5	10	8	4
	20%	20%	18%	25%	24%	14%	24%	10%	10%	13%	37%	16%	14%	26%	28%	20%	20%	20%
A complaints system	9	8	6	4	3	4	3	3	3	2	3	6	5	3	3	9	8	3
	18%	22%	18%	18%	17%	29%	18%	18%	21%	20%	26%	18%	24%	17%	19%	18%	22%	17%
Parental controls	9	7	5	4	4	3	3	3	4	1	2	6	5	3	2	9	7	2
	18%	18%	14%	16%	25%	23%	17%	17%	31%	5%	18%	17%	22%	19%	14%	18%	18%	10%
A notice that flags content that might be inappropriate or harmful before you view it	6	7	4	5	3	3	3	2	1	1	4	5	3	2	4	6	7	1
	12%	20%	11%	22%	16%	17%	21%	9%	10%	10%	42%	14%	15%	9%	26%	12%	20%	8%
Having clear rules for users on how to post advertising content	8	5	6	3	3	1	3	4	1	*	2	7	2	1	3	8	5	3
	16%	12%	16%	14%	16%	10%	21%	21%	10%	4%	18%	21%	8%	7%	18%	16%	12%	18%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	6	6	4	4	2	1	3	2	2	1	3	4	3	2	3	6	6	1
	12%	16%	11%	20%	15%	9%	18%	10%	13%	10%	25%	13%	14%	10%	18%	12%	16%	6%
A way to directly report harmful content to a regulator or the police	6	4	4	2	2	2	2	1	1	1	2	3	2	3	2	6	4	3
	12%	11%	12%	11%	12%	11%	12%	8%	8%	13%	18%	10%	10%	17%	12%	12%	11%	16%
Minimum age requirement and checking systems	4	5	3	3	1	3	1	1	3	1	1	2	4	2	1	4	5	1
	8%	15%	9%	13%	5%	18%	6%	6%	24%	7%	11%	6%	19%	11%	9%	8%	15%	8%
Clear labelling of what is advertising	6	3	5	2	1	1	2	2	1	1	2	4	1	2	2	6	3	2
	12%	8%	14%	11%	8%	4%	12%	12%	5%	13%	16%	12%	5%	12%	11%	12%	8%	11%
Prompts to remind you that tools to help you safely navigate the site/app are available	4	4	1	3	3	1	2	1	1	*	2	3	2	1	2	4	4	1
	8%	10%	3%	13%	18%	5%	16%	5%	8%	2%	19%	10%	7%	4%	13%	8%	10%	4%
A tool to hide content you have seen but do not wish to see again	4	3	3	3	1	*	1	1	1	*	2	2	1	2	2	4	3	1
	9%	8%	9%	12%	8%	3%	6%	7%	6%	5%	15%	7%	6%	13%	11%	9%	8%	4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 423

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB	SEG C1		SEG C2		SEG ABC1		SEG C2DE		Age - 18+		Age - 25-34
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)
Weighted base	51	37	35	23*	16**	15**	15*	19*	13**	10**	10**	33	21*	17*	16**	51	37	19*
The ability to speak to customer services by chat or phone	5 9%	3 7%	3 10%	2 9%	1 9%	* 3%	2 17%	1 5%	- -	* 4%	2 19%	3 10%	1 3%	1 8%	2 12%	5 9%	3 7%	2 9%
NET: Any measure	38 75%	27 71%	27 76%	16 72%	11 71%	10 69%	12 79%	13 72%	9 69%	6 60%	8 76%	25 75%	15 70%	13 75%	12 72%	38 75%	27 71%	15 80%
None of these	13 25%	11 29%	8 24%	6 28%	5 29%	5 31%	3 21%	5 28%	4 31%	4 40%	2 24%	8 25%	6 30%	4 25%	5 28%	13 25%	11 29%	4 20%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 424

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Age - 35-44	Ethnicity - White		Ethnicity - Minority Ethnic background		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (y)	Wave 2 (z)
Unweighted base	37	76	70	53	48	93	76
Weighted base	16**	30	26*	19*	11*	38	26*
Effective base	24	54	46	40	30	67	48
Clear terms and conditions of use	3 16%	4 15%	5 19%	4 23%	3 27%	7 19%	6 22%
Flagging and reporting mechanisms/ buttons	4 25%	5 15%	5 20%	5 28%	2 21%	7 19%	5 20%
A complaints system	3 21%	5 17%	6 23%	4 20%	2 21%	8 22%	6 25%
Parental controls	3 17%	5 16%	4 15%	4 22%	3 27%	8 20%	6 22%
A notice that flags content that might be inappropriate or harmful before you view it	3 20%	3 8%	6 22%	4 19%	2 15%	6 15%	5 19%
Having clear rules for users on how to post advertising content	2 15%	3 12%	3 12%	4 21%	1 13%	6 15%	3 13%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 17%	3 9%	4 15%	4 19%	2 16%	5 14%	3 12%
A way to directly report harmful content to a regulator or the police	2 15%	4 12%	3 12%	3 14%	1 10%	6 15%	3 10%
Minimum age requirement and checking systems	1 8%	1 4%	3 10%	2 11%	3 24%	3 9%	4 16%
Clear labelling of what is advertising	2 14%	4 13%	2 7%	2 11%	1 9%	4 9%	1 5%
Prompts to remind you that tools to help you safely navigate the site/app are available	3 16%	1 2%	2 9%	3 18%	1 12%	4 10%	2 8%
A tool to hide content you have seen but do not wish to see again	3 17%	2 8%	3 10%	2 11%	* 3%	3 8%	2 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 424

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (y)	Wave 2 (z)	
Weighted base	16**	30	26*	19*	11*	38	26*	
The ability to speak to customer services by chat or phone	2 11%	2 7%	2 7%	3 14%	1 6%	4 11%	2 7%	
NET: Any measure	11 65%	21 70%	17 67%	15 80%	9 79%	29 76%	19 73%	
None of these	6 35%	9 30%	9 33%	4 20%	2 21%	9 24%	7 27%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 425

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	53	47	77	71	130	117	117	103	102	90	120	106	105	89	102	85	102	86	89	73	131	119	87	75
Weighted base	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
Effective base	40	36	57	47	95	73	90	63	82	59	93	64	81	59	78	60	87	55	69	69	96	74	78	69
Clear terms and conditions of use	6 25%	7 30%	4 13%	1 9%	10 19%	8 22%	8 20%	4 15%	6 17%	4 18%	7 17%	6 19%	6 18%	3 14%	5 15%	2 14%	5 17%	4 19%	4 15%	2 16%	10 19%	8 22%	3 14%	2 13%
Flagging and reporting mechanisms/ buttons	4 19%	5 21%	5 21%	3 19%	10 20%	8 20%	8 20%	6 22%	6 19%	5 23%	8 20%	6 21%	6 18%	4 22%	6 18%	4 24%	7 23%	4 21%	6 21%	2 17%	10 20%	8 20%	5 22%	3 22%
A complaints system	5 20%	6 27%	4 16%	2 16%	9 18%	8 22%	6 14%	5 19%	5 14%	4 18%	5 12%	8 25%k	5 15%	4 19%	5 17%	3 18%	4 12%	4 20%	4 13%	2 17%	9 18%	8 22%	2 9%	2 18%
Parental controls	4 17%	4 19%	5 19%	3 18%	9 17%	7 19%	8 19%	4 14%	7 23%	3 15%	8 18%	6 20%	6 20%	3 15%	7 20%	2 13%	8 24%	4 21%	7 25%	2 21%	9 18%	7 18%	6 26%	2 18%
A notice that flags content that might be inappropriate or harmful before you view it	1 5%	5 22%a	5 18%	3 17%	6 12%	7 20%	5 13%	5 18%	5 17%	5 26%	5 13%	7 23%	5 16%	4 20%	5 16%	4 22%	4 13%	5 26%q	5 19%	3 24%	6 12%	7 20%	4 17%	3 22%
Having clear rules for users on how to post advertising content	3 11%	3 15%	5 21%	1 9%	8 16%	5 13%	8 18%	3 9%	5 15%	2 12%	8 18%	3 11%	7 20%	2 10%	7 21%	2 11%	7 22%	3 14%	6 22%	1 11%	8 16%	5 12%	4 17%	1 11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 10%	3 14%	4 14%	3 17%	6 12%	6 16%	6 15%	5 18%	5 15%	5 23%	6 15%	6 20%	5 14%	4 20%	4 13%	3 18%	6 18%	4 20%	5 17%	3 23%	6 12%	6 16%	4 19%	3 22%
A way to directly report harmful content to a regulator or the police	3 12%	3 11%	3 13%	2 10%	6 12%	4 11%	4 10%	2 7%	4 13%	3 13%	5 11%	4 12%	4 11%	3 13%	4 11%	2 12%	4 13%	3 13%	2 7%	2 15%	6 12%	4 11%	2 10%	2 14%
Minimum age requirement and checking systems	2 9%	4 16%	2 7%	2 13%	4 7%	5 15%	4 10%	5 16%	3 8%	4 21%i	4 9%	5 16%	3 10%	3 18%	3 8%	3 17%	3 10%	4 22%	3 12%	2 20%	4 8%	5 15%	2 10%	3 23%w
Clear labelling of what is advertising	2 10%	2 9%	4 14%	1 6%	6 12%	3 8%	5 13%	2 8%	4 14%	2 12%	5 11%	3 10%	5 13%	2 9%	4 13%	1 5%	4 14%	2 9%	4 14%	1 8%	6 12%	3 8%	4 19%	1 8%
Prompts to remind you that tools to help you safely navigate the site/app are available	1 5%	2 9%	3 11%	2 11%	4 8%	4 10%	4 10%	3 10%	3 10%	3 15%	4 10%	4 12%	3 10%	3 15%	3 10%	2 11%	3 9%	3 16%	3 12%	2 18%	4 8%	4 10%	2 10%	2 18%
A tool to hide content you have seen but do not wish to see again	1 5%	2 9%	3 12%	1 7%	4 8%	3 8%	4 11%	2 6%	4 12%	2 11%	4 10%	3 8%	4 11%	2 12%	4 12%	1 6%	4 14%	2 11%	4 16%	1 7%	4 9%	3 8%	4 17%	1 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 425

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	24*	23*	26	15*	51	37	42	28	32	20	43	30	34	19	33	17	31	19	28	12	51	37	23	12
The ability to speak to customer services by chat or phone	1 5%	2 7%	4 14%	1 7%	5 9%	3 7%	4 10%	1 4%	3 11%	2 9%	5 11%	2 7%	4 13%	2 9%	4 13%	1 7%	4 13%	2 10%	5 17%	1 9%	5 9%	3 7%	3 13%	1 9%
NET: Any measure	16 67%	15 66%	22 82%	12 78%	38 75%	26 71%	32 78%	20 71%	26 80%	15 74%	34 80%	23 77%	29 84%	14 74%	28 83%	14 82%	27 86%	16 81%	24 89%	11 88%	38 75%	27 71%	20 86%	11 88%
None of these	8 33%	8 34%	5 18%	3 22%	13 25%	11 29%	9 22%	8 29%	7 20%	5 26%	8 20%	7 23%	5 16%	5 26%	6 17%	3 18%	4 14%	4 19%	3 11%	1 12%	13 25%	11 29%	3 14%	1 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 426

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	73	69	54	49	95	93	36	26
Weighted base	23	15*	27*	22*	35	26	16**	11**
Effective base	60	47	40	35	72	58	25	18
Clear terms and conditions of use	3 11%	2 13%	7 25%	6 28%	9 26%	7 28%	1 4%	1 6%
Flagging and reporting mechanisms/ buttons	5 21%	3 19%	5 18%	5 21%	8 23%	5 19%	2 11%	3 23%
A complaints system	3 12%	4 23%	6 23%	5 22%	7 20%	7 25%	2 11%	2 14%
Parental controls	6 25%	3 17%	3 12%	4 20%	8 20%	5 20%	1 7%	2 16%
A notice that flags content that might be inappropriate or harmful before you view it	2 10%	2 14%	4 15%	5 25%	5 14%	6 25%	1 8%	1 9%
Having clear rules for users on how to post advertising content	4 16%	1 7%	5 17%	4 16%	6 18%	5 17%	2 12%	* 1%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 15%	3 22%	3 11%	3 12%	5 13%	5 19%	2 10%	1 9%
A way to directly report harmful content to a regulator or the police	2 7%	2 14%	4 17%	2 9%	5 13%	3 13%	2 11%	1 7%
Minimum age requirement and checking systems	2 8%	3 20%	2 8%	2 11%	3 9%	5 19%	1 4%	* 4%
Clear labelling of what is advertising	4 17%	1 5%	2 8%	2 10%	5 13%	2 9%	1 9%	1 5%
Prompts to remind you that tools to help you safely navigate the site/app are available	1 6%	3 17%	3 10%	1 5%	4 11%	3 12%	* 2%	* 4%
A tool to hide content you have seen but do not wish to see again	3 12%	1 5%	2 6%	2 10%	4 11%	3 10%	1 5%	* 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 426

**Q10. Safety measures - Bitchute**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Bitchute**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	23	15*	27*	22*	35	26	16**	11**
The ability to speak to customer services by chat or phone	4 16%	1 5%	1 4%	2 8%	4 11%	2 9%	1 5%	* 1%
NET: Any measure	19 80%	12 80%	19 71%	14 65%	29 84%	22 82%	9 55%	5 45%
None of these	5 20%	3 20%	8 29%	8 35%	6 16%	5 18%	7 45%	6 55%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 427

### Q10. Safety measures - OnlyFans

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Wave 1		Wave 2		Gender - Male		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)
Unweighted base	198	179	173	139	63	59	59	56	33	32	42	32	122	115	75	64	198	179	40	67	61				
Weighted base	76	62	67	53	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	76	62	13*	25	20*				
Effective base	162	122	142	98	48	39	48	37	29	22	37	24	96	76	66	46	162	122	34	58	41				
Minimum age requirement and checking systems	24	19	22	16	6	5	9	8	4	3	5	4	15	12	9	7	24	19	5	8	6				
	31%	31%	32%	31%	28%	22%	37%	43%	32%	25%	29%	32%	32%	31%	30%	29%	31%	31%	36%	31%	30%				
Clear terms and conditions of use	22	16	20	13	7	5	9	6	3	1	4	3	16	11	6	4	22	16	5	6	5				
	29%	25%	29%	24%	30%	25%	37%	32%	20%	10%	22%	28%	33%	28%	21%	20%	29%	25%	38%	22%	24%				
A complaints system	18	16	16	14	7	6	5	4	2	3	4	2	12	10	6	6	18	16	3	5	3				
	23%	25%	24%	27%	29%	26%	21%	24%	14%	32%	25%	19%	25%	25%	20%	25%	23%	25%	22%	19%	16%				
Flagging and reporting mechanisms/ buttons	16	16	14	14	4	3	6	5	2	3	3	4	10	8	5	8	16	16	4	5	5				
	21%	25%	21%	27%	17%	13%	27%	28%	18%	29%	20%	37%	22%	20%	19%	33%	21%	25%	29%	20%	23%				
Parental controls	17	10	14	9	7	4	6	2	2	1	2	2	13	6	4	3	17	10	2	2	1				
	22%	16%	21%	17%	28%	20%	27%	12%	13%	11%	15%	17%	28%	16%	14%	14%	22%	16%	14%	9%	7%				
A notice that flags content that might be inappropriate or harmful before you view it	12	8	10	6	4	3	4	2	1	1	3	2	8	5	3	3	12	8	1	2	1				
	15%	13%	14%	12%	19%	13%	17%	11%	5%	11%	16%	16%	18%	12%	12%	14%	15%	13%	11%	9%	4%				
A tool to hide content you have seen but do not wish to see again	9	10	9	8	3	3	3	4	1	*	2	3	6	7	3	4	9	10	2	2	4				
	12%	16%	13%	16%	11%	14%	20%	9%	9%	3%	12%	27%	13%	17%	11%	16%	12%	16%	14%	9%	18%				
Clear labelling of what is advertising	13	6	11	5	6	1	4	3	2	1	1	1	10	4	3	2	13	6	2	3	2				
	17%	9%	17%	10%	27%h	5%	16%	16%	15%	10%	6%	5%	22%p	10%	10%	7%	17%	9%	13%	12%	10%				
Tools and information to help you navigate the site/app safely such as in a "safety centre"	11	8	9	6	4	3	3	3	2	*	2	1	7	6	4	2	11	8	2	4	1				
	14%	12%	13%	12%	16%	15%	13%	16%	15%	2%	14%	11%	14%	15%	15%	7%	14%	12%	12%	14%	5%				
Having clear rules for users on how to post advertising content	10	7	9	4	3	2	4	4	2	*	2	2	6	5	4	2	10	7	1	4	1				
	13%	11%	13%	8%	11%	7%	15%	19%	14%	2%	14%	12%	13%	13%	14%	7%	13%	11%	9%	15%	7%				
A way to directly report harmful content to a regulator or the police	9	7	6	6	3	4	4	2	*	1	2	*	7	7	2	1	9	7	*	2	1				
	12%	12%	9%	12%	13%	20%	16%	12%	4%	6%	11%	1%	14%	16%	8%	4%	12%	12%	1%	8%	6%				
Prompts to remind you that tools to help you safely navigate the site/app are available	7	8	6	6	3	3	2	2	1	*	1	2	6	5	2	3	7	8	1	3	1				
	10%	13%	9%	11%	14%	14%	11%	12%	5%	4%	6%	18%	12%	13%	6%	12%	10%	13%	9%	12%	7%				

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 427

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following risks or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Gender - Male		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)	Wave 2 (z)
Weighted base	76	62	67	53	23*	21*	23*	18*	12**	10**	17*	12**	47	40	29	23*	76	62	13*	25	20*
The ability to speak to customer services by chat or phone	9 12%	5 9%	7 10%	4 8%	4 19%h	1 3%	3 15%	3 16%	1 7%	1 8%	* 2%	1 7%	8 17%	4 9%	1 4%	2 8%	9 12%	5 9%	2 12%	3 10%	1 7%
NET: Any measure	62 81%	49 79%	54 81%	42 79%	20 84%	17 82%	21 88%	15 79%	9 74%	8 79%	12 74%	9 76%	40 86%	32 80%	22 74%	17 77%	62 81%	49 79%	11 83%	20 80%	15 72%
None of these	14 19%	13 21%	13 19%	11 21%	4 16%	4 18%	3 12%	4 21%	3 26%	2 21%	4 26%	3 24%	7 14%	8 20%	7 26%	5 23%	14 19%	13 21%	2 17%	5 20%	6 28%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 428

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 1	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted base	47	52	36	131	124	65	54	53	50	23	33	132	119	
Weighted base	19*	19*	14**	54	50	21	13*	21*	15*	10**	12**	51	44	
Effective base	40	39	28	109	90	52	34	42	35	19	26	110	81	
Minimum age requirement and checking systems	6 30%	7 35%	5 35%	16 30%	16 32%	7 35%	3 25%	7 33%	6 37%	4 41%	4 34%	16 31%	13 30%	
Clear terms and conditions of use	6 30%	6 31%	3 24%	14 27%	12 24%	8 35%	4 30%	6 29%	5 32%	3 29%	3 26%	15 30%	11 24%	
A complaints system	5 29%	6 29%	3 22%	11 20%	13 25%	7 31%	3 23%	5 22%	4 28%	2 18%	3 26%	13 25%	11 26%	
Flagging and reporting mechanisms/ buttons	4 21%	5 28%	3 18%	12 22%	13 26%	4 17%	3 20%	4 18%	3 21%	2 17%	2 19%	11 22%	12 28%	
Parental controls	6 30% <sup>b</sup>	2 11%	6 42%	9 17%	7 13%	8 36%	3 24%	6 27%	4 24%	2 15%	4 34%	11 21%	6 14%	
A notice that flags content that might be inappropriate or harmful before you view it	3 17%	3 16%	5 33%	7 13%	5 9%	4 21%	3 27%	5 25%	3 17%	2 24%	3 24%	6 12%	5 12%	
A tool to hide content you have seen but do not wish to see again	3 14%	2 11%	2 15%	6 12%	7 14%	3 13%	3 25%	2 11%	2 16%	1 12%	1 11%	7 14%	8 18%	
Clear labelling of what is advertising	5 25% <sup>b</sup>	1 4%	3 21%	7 14%	4 9%	5 25%	1 10%	3 16%	2 13%	1 13%	2 18%	9 19% <sup>z</sup>	4 9%	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 16%	2 10%	2 15%	7 12%	6 11%	4 20%	2 15%	2 9%	3 17%	1 8%	1 12%	9 17%	5 12%	
Having clear rules for users on how to post advertising content	3 14%	3 13%	2 17%	7 12%	4 9%	4 17%	2 19%	2 8%	2 12%	1 5%	2 14%	8 16%	5 11%	
A way to directly report harmful content to a regulator or the police	4 20%	2 11%	3 21%	3 6%	6 13%	6 26% <sup>r</sup>	1 8%	5 23%	1 7%	2 22%	3 25%	4 9%	6 14%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 428

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition	Impacting/limiting condition - Physical condition	No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 1	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Weighted base	19*	19*	14**	54	50	21	13*	21*	15*	10**	12**	51	44	
Prompts to remind you that tools to help you safely navigate the site/app are available	2 9%	2 12%	1 9%	4 8%	5 11%	3 13%	2 19%	1 4%	2 11%	* 2%	1 5%	6 11%	6 14%	
The ability to speak to customer services by chat or phone	2 13%	1 5%	2 17%	5 9%	4 7%	4 20%	2 14%	2 9%	* 1%	* 2%	2 13%	7 14%	5 11%	
NET: Any measure	15 83%	15 81%	12 84%	42 78%	38 78%	19 89%	11 85%	16 77%	14 93%	7 74%	10 79%	43 85%	34 78%	
None of these	3 17%	4 19%	2 16%	12 22%	11 22%	2 11%	2 15%	5 23%	1 7%	3 26%	3 21%	8 15%	10 22%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 429

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	102	82	95	96	195	176	183	165	157	148	183	172	153	134	136	115	129	118	90	81	87	75	198	179	
Weighted base	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62	
Effective base	87	66	75	59	160	120	156	111	132	97	151	116	128	86	115	72	108	84	80	69	78	69	162	122	
Minimum age requirement and checking systems	16 36%	13 34%	8 25%	6 26%	24 32%	18 30%	21 31%	16 29%	16 29%	12 25%	21 31%	18 31%	17 32%	11 27%	13 30%	5 18%	11 28%	6 22%	5 20%	3 20%	5 24%	3 23%	24 31%	19 31%	
Clear terms and conditions of use	13 29%	9 23%	9 28%	7 28%	21 29%	16 26%	19 28%	14 25%	16 30%	12 25%	19 29%	14 25%	15 28%	11 28%	14 31%	8 26%	11 27%	7 27%	6 23%	3 21%	5 23%	3 22%	22 29%	16 25%	
A complaints system	10 22%	10 26%	8 25%	6 24%	18 24%	15 25%	14 21%	14 25%	12 22%	11 24%	15 23%	16 27%	10 19%	8 20%	13 29%	6 20%	8 20%	5 17%	5 18%	2 13%	2 9%	2 17%	2 23%	18 25%	
Flagging and reporting mechanisms/ buttons	11 24%	10 27%	5 16%	5 22%	16 21%	16 25%	14 21%	13 24%	11 20%	12 25%	13 19%	14 24%	11 22%	8 20%	9 21%	7 24%	7 17%	7 26%	4 17%	3 18%	4 16%	3 22%	16 21%	16 25%	
Parental controls	7 15%	6 15%	10 32% <sup>d</sup>	4 17%	17 23%	10 16%	14 22%	9 17%	12 23%	7 16%	15 23%	9 16%	12 23%	5 14%	11 24%	5 17%	11 26%	4 15%	6 22%	2 16%	4 24%	5 15%	2 22%	17 25%	10 16%
A notice that flags content that might be inappropriate or harmful before you view it	6 14%	4 11%	5 17%	4 15%	12 16%	8 13%	10 15%	7 13%	7 14%	6 13%	11 16%	7 13%	8 16%	6 14%	7 15%	4 15%	9 22%	5 19%	4 17%	2 13%	4 17%	2 15%	12 15%	8 13%	
A tool to hide content you have seen but do not wish to see again	5 12%	6 15%	4 13%	4 18%	9 12%	10 17%	9 13%	10 18%	7 13%	8 17%	9 13%	10 17%	6 12%	8 21%	7 16%	5 15%	7 17%	6 22%	5 17%	3 20%	4 17%	2 20%	9 12%	10 16%	
Clear labelling of what is advertising	5 12%	4 10%	8 24% <sup>d</sup>	2 8%	12 17%	6 9%	11 17%	5 9%	9 17%	5 10%	11 16%	6 10%	9 17%	4 11%	8 19%	3 9%	8 19%	3 9%	4 15%	2 13%	2 9%	2 10%	1 17%	13 17%	6 9%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	7 15%	4 10%	4 14%	4 16%	11 14%	7 12%	10 15%	7 14%	9 17%	5 11%	10 15%	8 13%	8 16%	4 11%	8 18%	4 14%	6 16%	3 9%	4 15%	2 12%	3 14%	1 12%	11 14%	8 12%	
Having clear rules for users on how to post advertising content	6 14%	4 9%	4 12%	3 13%	10 14%	7 11%	10 15%	6 11%	7 14%	5 10%	10 14%	6 11%	7 13%	5 12%	6 14%	3 11%	6 15%	3 12%	4 17%	2 10%	4 19%	1 12%	10 13%	7 11%	
A way to directly report harmful content to a regulator or the police	2 5%	4 11%	7 22%	3 13%	9 12%	7 12%	7 11%	6 11%	7 13%	6 12%	8 11%	7 13%	7 13%	5 13%	7 16%	4 15%	7 16%	3 10%	4 17%	2 13%	5 21%	1 11%	9 12%	7 12%	
Prompts to remind you that tools to help you safely navigate the site/app are available	3 6%	4 11%	5 14%	4 16%	7 10%	8 13%	7 11%	8 14%	6 11%	6 14%	7 10%	8 13%	6 11%	6 15%	7 16%	5 17%	5 13%	5 18%	4 16%	2 17%	4 18%	2 19%	7 10%	8 13%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 429

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	44	38	32	24	75	61	66	55	54	47	68	58	52	39	44	30	40	27	26	14	23	12	76	62
The ability to speak to customer services by chat or phone	3 8%	3 8%	6 18%	2 9%	9 12%	5 9%	7 11%	5 10%	6 12%	4 9%	8 12%	5 9%	6 12%	4 11%	7 16%	3 11%	5 13%	3 12%	4 16%	3 19%	3 15%	3 22%	9 12%	5 9%
NET: Any measure	34 78%	27 70%	27 86%	23 94%	61 82%	49 79%	55 82%	43 79%	46 86%	38 82%	57 84%	48 82%	45 86%	31 79%	38 87%	26 86%	36 89%	24 89%	23 88%	12 85%	20 85%	11 87%	62 81%	49 79%
None of these	10 22%	11 30%	4 14%	2 6%	14 18%	13 21%	12 18%	11 21%	8 14%	8 18%	11 16%	10 18%	7 14%	8 21%	6 13%	4 14%	4 11%	3 11%	3 12%	2 15%	3 15%	2 13%	14 19%	13 21%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 430

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	105	106	88	73	127	130	71	49
Weighted base	37	31	37	32	44	40	32	22*
Effective base	83	68	76	55	107	87	58	37
Minimum age requirement and checking systems	9 24%	8 26%	14 39%	11 35%	11 26%	12 29%	13 40%	7 34%
Clear terms and conditions of use	9 25%	7 24%	13 34%	8 26%	13 30%	11 29%	9 27%	4 19%
A complaints system	7 19%	7 23%	10 28%	8 27%	10 22%	7 18%	8 25%	8 38%
Flagging and reporting mechanisms/ buttons	6 17%	8 25%	9 25%	8 25%	11 25%	9 23%	4 14%	6 28%
Parental controls	9 24%	7 22%	8 21%	3 10%	10 23%	6 14%	7 21%	4 18%
A notice that flags content that might be inappropriate or harmful before you view it	6 16%	5 15%	6 15%	3 11%	6 13%	5 12%	6 19%	3 15%
A tool to hide content you have seen but do not wish to see again	3 8%	5 17%	6 17%	5 16%	5 12%	5 12%	4 13%	5 25%
Clear labelling of what is advertising	5 14%	3 10%	7 20%	3 8%	8 18%	3 8%	5 15%	2 11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	5 14%	5 15%	6 15%	3 9%	8 18%	4 11%	3 10%	3 14%
Having clear rules for users on how to post advertising content	5 13%	4 12%	5 14%	3 9%	7 17%	5 12%	3 9%	2 8%
A way to directly report harmful content to a regulator or the police	5 15%	5 15%	3 9%	3 8%	5 12%	4 9%	4 12%	4 16%
Prompts to remind you that tools to help you safely navigate the site/app are available	4 10%	3 11%	4 10%	5 14%	5 12%	5 12%	2 6%	3 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 430

**Q10. Safety measures - OnlyFans**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**OnlyFans**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	37	31	37	32	44	40	32	22*
The ability to speak to customer services by chat or phone	5 12%	4 12%	4 11%	1 5%	6 13%	3 8%	3 11%	2 10%
NET: Any measure	30 80%	26 84%	31 84%	23 74%	38 87%	32 79%	23 74%	17 79%
None of these	8 20%	5 16%	6 16%	8 26%	6 13%	8 21%	8 26%	5 21%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 431

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	268	263	203	177	65	84	109	109	75	80	44	47	40	26	184	189	84	73	30	37	238	226	46	33	70	67		
Weighted base	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*		
Effective base	179	166	141	110	44	55	73	73	48	49	32	29	26	14	121	122	58	44	22	34	157	132	31	17	46	38		
Clear terms and conditions of use	43	38	27	24	16	14	17	18	12	11	7	7	7	3	29	29	15	9	4	7	39	31	8	5	12	6		
A complaints system	37	39	23	27	14	12	16	15	7	14	7	7	7	4	23	28	14	11	5	10	32	29	9	2	7	5		
Parental controls	37	31	25	17	12	14	16	10	10	13	8	7	3	1	26	23	11	8	5	7	32	24	3	2	13	5		
A notice that flags content that might be inappropriate or harmful before you view it	33	30	19	20	14	10	11	7	10	11	7	8	5	4	21	19	12	11	4	6	29	24	7	*	7	8		
Flagging and reporting mechanisms/ buttons	26	33	19	21	7	11	10	13	8	11	5	6	3	3	18	24	8	9	3	4	23	28	4	3	9	8		
Minimum age requirement and checking systems	21	32	15	24	7	8	11	12	5	12	4	6	2	3	16	24	5	9	3	10	18	23	3	3	4	5		
Clear labelling of what is advertising	22	26	15	21	7	5	11	11	4	8	5	3	2	3	15	20	7	7	6	4	16	22	4	6	6	5		
Having clear rules for users on how to post advertising content	26	22	13	17	13	5	10	9	9	6	4	5	3	1	19	15	7	7	3	3	23	19	5	3	3	2		
Tools and information to help you navigate the site/app safely such as in a "safety centre"	23	24	12	16	11	8	7	10	6	8	5	4	5	1	13	18	10	5	2	8	20	17	5	1	7	5		
A way to directly report harmful content to a regulator or the police	20	23	9	14	11	9	9	8	4	7	5	5	2	3	13	15	7	8	4	4	16	19	1	3	3	3		
A tool to hide content you have seen but do not wish to see again	23	15	18	8	5	6	11	8	5	4	4	2	3	*	16	12	7	3	3	3	20	11	6	1	2	2		
The ability to speak to customer services by chat or phone	24	11	13	9	11	2	9	4	8	4	3	3	3	*	18	8	6	3	4	3	20	8	4	1	4	2		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 431

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	151	149	104	97	48*	51	64	64	42*	49*	23*	25**	22**	10**	106	113	45	35*	18**	33*	133	116	27*	19**	37*	29*		
Prompts to remind you that tools to help you safely navigate the site/app are available	13 9%	14 9%	6 6%	10 10%	7 14%	4 8%	7 11%	8 12%	3 6%	2 4%	2 7%	2 9%	2 7%	2 19%	10 9%	10 9%	3 7%	4 12%	2 12%	3 8%	11 8%	11 10%	2 7%	2 9%	3 8%	2 6%		
NET: Any measure	123 81%	117 79%	80 77%	75 77%	42 89%	42 83%	49 76%	49 77%	36 87%	38 78%	20 86%	19 78%	17 77%	10 92%	85 81%	87 77%	37 82%	29 82%	16 89%	30 89%	107 80%	88 76%	20 76%	16 86%	32 87%	24 81%		
None of these	29 19%	32 21%	23 23%	23 23%	5 11%	9 17%	15 24%	15 23%	5 13%	11 22%	3 14%	5 22%	5 23%	1 8%	21 19%	26 23%	8 18%	6 18%	2 11%	4 11%	27 20%	28 24%	6 24%	3 14%	5 13%	6 19%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 432

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition						
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)
Unweighted base	56	63	47	40	15	19	23	179	177	87	85	58	77	30	43	30	44	194	174						
Weighted base	29*	29*	26*	20**	12**	14**	19**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98						
Effective base	38	35	32	24	9	12	19	123	117	55	50	37	49	20	28	15	26	131	114						
Clear terms and conditions of use	8	8	9	3	2	2	9	32	31	11	8	9	7	4	5	5	4	32	28						
A complaints system	9	5	7	7	-	1	10	30	31	7	9	6	16	4	10	3	9	28	24						
Parental controls	6	7	8	5	2	2	6	26	24	11	8	5	8	3	6	2	4	30	23						
A notice that flags content that might be inappropriate or harmful before you view it	5	6	5	7	5	5	3	23	24	9	5	6	10	5	7	2	5	23	18						
Flagging and reporting mechanisms/ buttons	5	7	5	5	1	1	6	19	27	8	5	8	8	6	6	3	5	15	23						
Minimum age requirement and checking systems	5	6	4	5	1	1	4	11	25	9	6	3	8	1	7	1	2	18	23						
Clear labelling of what is advertising	3	5	2	2	-	-	4	13	22	9	3	4	6	2	5	2	2	16	16						
Having clear rules for users on how to post advertising content	7	5	3	4	4	4	5	21	14	5	7	4	4	3	2	2	2	19	18						
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3	3	5	4	*	*	4	15	18	7	6	6	8	3	5	4	4	16	15						
A way to directly report harmful content to a regulator or the police	8	4	5	3	-	-	6	14	18	6	5	5	6	4	3	1	5	14	17						
A tool to hide content you have seen but do not wish to see again	7	3	4	3	-	-	3	17	11	5	3	3	4	2	3	3	2	17	10						
The ability to speak to customer services by chat or phone	7	1	1	2	4	4	2	18	8	6	3	5	1	4	*	3	1	17	9						

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 432

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64	Age - 55+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(k)	(l)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	29*	29*	26*	20**	12**	14**	19**	108	111	42	38*	29*	43*	18**	27**	14**	23**	114	98
Prompts to remind you that tools to help you safely navigate the site/app are available	2 7%	2 8%	4 14%	2 9%	- -	- -	4 20%	9 8%	10 9%	4 10%	4 11%	2 8%	3 8%	2 11%	3 11%	1 6%	* 1%	11 9%	11 11%
NET: Any measure	25 84%	20 69%	19 74%	14 69%	8 69%	10 72%	14 74%	86 79%	88 80%	35 84%	28 74%	23 78%	33 78%	15 80%	23 83%	12 86%	17 75%	92 81%	79 80%
None of these	5 16%	9 31%	7 26%	6 31%	4 31%	4 28%	5 26%	22 21%	22 20%	6 16%	10 26%	6 22%	9 22%	4 20%	5 17%	2 14%	6 25%	22 19%	20 20%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 433

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	123	99	114	163	265	259	240	239	209	211	248	246	192	191	174	163	268	263	116	105	102	86	129	118
Weighted base	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
Effective base	91	68	66	98	176	164	155	148	139	125	171	153	122	110	118	88	179	166	61	51	87	55	108	84
Clear terms and conditions of use	26 33%	18 28%	13 25%	20 24%	43 29%	38 26%	40 31%	32 25%	30 29%	22 20%	39 29%	31 24%	25 28%	18 20%	20 26%	16 21%	43 29%	38 26%	13 26%	6 19%	6 20%	3 14%	7 18%	5 19%
A complaints system	20 26%	18 28%	12 21%	21 25%	37 25%	39 27%	34 26%	33 26%	27 26%	22 21%	34 25%	32 24%	24 26%	18 20%	19 25%	15 20%	37 25%	39 26%	10 20%	6 17%	5 16%	3 14%	9 23%	5 17%
Parental controls	16 21%	12 18%	16 29%	19 23%	37 25%	31 21%	32 25%	28 21%	22 21%	20 19%	33 24%	23 17%	22 24%	14 16%	13 18%	16 21%	37 25%	31 21%	7 14%	7 20%	5 15%	2 13%	8 21%	4 14%
A notice that flags content that might be inappropriate or harmful before you view it	14 17%	11 17%	15 27%	19 23%	33 22%	30 20%	29 23%	27 21%	19 18%	20 18%	24 18%	24 18%	19 20%	14 15%	13 17%	16 21%	33 22%	30 20%	15 30%	9 26%	5 17%	4 20%	7 18%	5 18%
Flagging and reporting mechanisms/ buttons	16 20%	15 23%	8 14%	18 21%	26 18%	32 22%	24 19%	27 21%	14 14%	19 18%	24 18%	27 20%	16 18%	13 14%	13 18%	15 19%	26 17%	33 22%	7 14%	5 15%	5 16%	4 23%	6 14%	6 23%
Minimum age requirement and checking systems	5 7%	12 18%a	13 23%	21 25%	21 14%	32 22%	20 16%	28 22%	15 15%	23 21%	20 15%	24 18%	17 18%	17 18%	13 18%	15 21%	21 14%	32 22%	7 15%	5 14%	6 20%	3 14%	8 19%	4 14%
Clear labelling of what is advertising	6 7%	12 18%a	10 18%	14 17%	22 15%	26 18%	20 16%	24 19%	18 17%	17 16%	21 16%	23 17%	17 19%	14 15%	13 18%	15 19%	22 14%	26 18%	9 19%	4 12%	4 12%	3 13%	5 13%	4 16%
Having clear rules for users on how to post advertising content	12 15%	10 15%	11 20%	12 15%	26 17%	22 15%	24 19%	19 14%	18 17%	11 11%	20 15%	16 12%	12 13%	10 11%	10 13%	9 12%	26 17%	22 15%	11 22%	3 9%	4 14%	3 16%	5 13%	3 11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	10 13%	7 11%	10 18%	17 20%	23 15%	24 16%	20 16%	21 16%	16 16%	16 15%	20 15%	21 16%	15 16%	13 14%	12 16%	14 18%	23 15%	24 16%	7 14%	6 19%	6 18%	4 22%	6 15%	3 12%
A way to directly report harmful content to a regulator or the police	9 11%	10 15%	8 14%	13 15%	20 13%	23 15%	17 13%	19 15%	14 13%	12 11%	17 13%	18 13%	12 13%	9 10%	11 15%	11 14%	20 13%	23 15%	9 18%	4 13%	6 18%	2 9%	5 13%	3 10%
A tool to hide content you have seen but do not wish to see again	12 16%	4 6%	8 14%	10 12%	23 15%	14 10%	19 15%	14 10%	15 14%	10 9%	21 16%	13 10%	11 13%	9 10%	10 14%	9 12%	23 15%	15 10%	8 16%	4 13%	3 11%	3 17%	4 10%	4 14%
The ability to speak to customer services by chat or phone	10 13%b	2 4%	10 18%	8 10%	24 16%f	11 7%	22 17%h	10 8%	16 16%j	7 6%	19 14%l	9 7%	13 14%	6 7%	11 14%	5 7%	24 16%r	11 7%	13 25%t	3 8%	4 14%	2 10%	7 18%	4 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 433

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	78	65	55	84	149	148	128	129	103	106	134	133	92	91	75	75	151	149	50	33	31	19	40	27
Prompts to remind you that tools to help you safely navigate the site/app are available	4 5%	5 7%	7 13%	9 11%	12 8%	14 9%	11 9%	12 9%	10 10%	10 9%	11 8%	13 10%	11 12%	8 9%	8 11%	7 10%	13 9%	14 9%	7 15%	3 10%	3 9%	2 12%	4 11%	3 10%
NET: Any measure	59 75%	47 72%	47 86%	70 84%	121 81%	117 79%	109 85%	105 81%	86 84%	82 77%	109 81%	103 77%	77 84%	68 75%	63 84%	64 85%	123 81%	117 79%	46 91%	31 94%	27 86%	14 74%	34 85%	23 83%
None of these	19 25%	19 28%	7 14%	13 16%	28 19%	32 21%	20 15%	24 19%	17 16%	24 23%	25 19%	30 23%	15 16%	23 25%	12 16%	11 15%	29 19%	32 21%	5 9%	2 6%	4 14%	5 26%	6 15%	5 17%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 434

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	128	143	135	119	169	178	99	85
Weighted base	61	67	89	82	85	86	67	63
Effective base	80	83	97	84	119	105	66	63
Clear terms and conditions of use	20 33% <sup>b</sup>	10 15%	23 26%	28 34%	28 33%	29 34%	16 23%	9 14%
A complaints system	15 25%	12 17%	22 25%	28 34%	22 26%	24 28%	15 22%	15 24%
Parental controls	10 17%	10 15%	27 30%	21 26%	28 33%	20 23%	9 14%	11 18%
A notice that flags content that might be inappropriate or harmful before you view it	10 17%	9 13%	23 26%	21 26%	21 24%	22 26%	12 18%	8 12%
Flagging and reporting mechanisms/ buttons	10 17%	10 15%	16 18%	22 27%	19 23%	19 22%	7 11%	14 22%
Minimum age requirement and checking systems	7 11%	12 18%	15 17%	20 25%	14 16%	21 25%	8 12%	11 18%
Clear labelling of what is advertising	13 21%	9 13%	9 10%	17 21% <sup>c</sup>	17 20%	19 22%	4 7%	7 11%
Having clear rules for users on how to post advertising content	9 14%	6 8%	17 19%	16 20%	16 19%	15 18%	9 14%	7 11%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	8 13%	11 17%	15 17%	13 16%	20 23%	17 20%	3 5%	7 12%
A way to directly report harmful content to a regulator or the police	8 13%	8 12%	12 14%	15 19%	13 16%	13 16%	7 10%	10 15%
A tool to hide content you have seen but do not wish to see again	8 13%	7 10%	15 16%	8 9%	16 19% <sup>f</sup>	7 8%	7 10%	7 12%
The ability to speak to customer services by chat or phone	14 23% <sup>b</sup>	5 7%	10 11%	6 7%	8 9%	5 6%	16 24% <sup>h</sup>	6 9%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 434

**Q10. Safety measures - Vimeo**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Vimeo**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	61	67	89	82	85	86	67	63
Prompts to remind you that tools to help you safely navigate the site/app are available	6 9%	6 9%	7 8%	8 10%	8 9%	7 8%	5 8%	7 10%
NET: Any measure	54 88%	54 80%	68 77%	63 77%	75 89%	79 91%	47 71%	39 62%
None of these	7 12%	13 20%	21 23%	19 23%	10 11%	8 9%	19 29%	24 38%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 435

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2	SEG ABC1		SEG C2DE	Age - 13-17		Age - 18+		Age - 18-24	Age - 25-34
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)
Unweighted base	130	111	97	73	33	37	48	39	38	39	23	86	78	44	18	13	112	98	26	40
Weighted base	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	46*	29*	18**	13**	13**	50	25*	12**	17**
Effective base	71	54	58	36	20	18	28	22	18	17	15	45	38	30	13	12	58	47	15	24
Tools and information to help you navigate the site/app safely such as in a "safety centre"	13 21%	6 17%	9 22%	4 15%	5 19%	3 20%	6 23%	3 20%	6 30%	2 10%	1 7%	12 26%	4 15%	2 9%	3 24%	4 29%	10 20%	3 11%	3 23%	4 23%
A notice that flags content that might be inappropriate or harmful before you view it	15 24%b	4 10%	8 20% <sup>d</sup>	1 5%	7 30%	2 17%	8 32%	2 14%	6 27%	1 6%	-	14 30% <sup>p</sup>	3 10%	2 9%	2 18%	1 9%	13 26%	3 10%	3 29%	4 21%
Clear terms and conditions of use	10 16%	7 20%	7 17%	3 13%	4 14%	4 30%	3 11%	2 15%	5 26%	4 29%	2 15%	8 18%	7 23%	2 10%	1 8%	4 29%	9 18%	4 15%	2 15%	3 20%
A complaints system	14 22%	3 9%	9 24%	3 13%	5 18%	* 3%	6 24%	2 13%	4 19%	1 8%	3 33%	10 22%	3 10%	4 21%	4 29%	1 8%	10 20%	3 10%	3 22%	1 6%
Flagging and reporting mechanisms/ buttons	11 17%	6 16%	9 23%	2 8%	2 8%	4 27%	5 18%	1 8%	4 17%	4 23%	2 15%	8 18%	5 16%	3 16%	3 19%	1 11%	8 17%	5 18%	3 26%	2 9%
A way to directly report harmful content to a regulator or the police	11 17%	6 15%	6 16%	4 17%	5 20%	2 13%	6 24%	4 31%	2 8%	1 9%	2 24%	7 16%	6 19%	4 20%	3 26%	4 30%	8 15%	2 8%	1 7%	1 6%
A tool to hide content you have seen but do not wish to see again	10 15%	5 13%	6 15%	3 13%	4 15%	2 14%	5 21%	3 25%	2 10%	1 8%	* 2%	7 16%	5 16%	2 12%	2 14%	2 19%	8 15%	3 10%	3 29%	-
Parental controls	10 16%	4 10%	5 14%	1 6%	5 20%	2 17%	7 30%	1 7%	2 12%	2 12%	1 8%	9 20%	3 10%	1 7%	3 21%	1 11%	8 15%	2 9%	2 18%	2 10%
Minimum age requirement and checking systems	10 16%	3 9%	5 12%	2 11%	6 23%	1 6%	5 20%	2 17%	3 13%	* 1%	3 26%	8 17%	2 9%	3 15%	1 7%	2 12%	9 19%	2 7%	2 19%	1 4%
Prompts to remind you that tools to help you safely navigate the site/app are available	9 14%	5 12%	8 20%	3 12%	1 4%	2 12%	5 21%	3 21%	2 10%	1 7%	* 2%	7 16%	4 14%	1 8%	3 22%	2 15%	6 12%	3 11%	1 6%	3 18%
Having clear rules for users on how to post advertising content	11 17%	2 6%	6 16%	1 6%	5 20%	1 6%	4 15%	1 7%	6 29%	1 4%	-	10 21%	2 5%	1 8%	-	-	11 22%	2 9%	3 24%	1 8%
The ability to speak to customer services by chat or phone	6 10%	5 13%	5 12%	3 11%	1 6%	2 17%	2 7%	1 6%	2 12%	2 12%	1 10%	4 9%	3 9%	2 12%	* 3%	1 5%	6 12%	4 18%	2 21%	1 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 435

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2	SEG ABC1		SEG C2DE	Age - 13-17		Age - 18+		Age - 18-24	Age - 25-34
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 1 (y)
Weighted base	63	38	39	23*	25**	14**	25**	14**	21**	15**	10**	46*	29*	18**	13**	13**	50	25*	12**	17**
Clear labelling of what is advertising	9 14%	2 5%	6 16%	1 3%	3 12%	1 8%	5 19%	* 2%	2 10%	1 5%	1 15%	7 15%	1 4%	2 12%	1 9%	-	8 15%	2 7%	2 15%	2 10%
NET: Any measure	53 83%	30 79%	32 84%	18 77%	20 81%	12 83%	21 85%	12 88%	17 81%	11 70%	8 79%	38 83%	23 78%	15 82%	10 77%	12 94%	43 84%	18 72%	9 74%	13 78%
None of these	11 17%	8 21%	6 16%	5 23%	5 19%	2 17%	4 15%	2 12%	4 19%	5 30%	2 21%	8 17%	6 22%	3 18%	3 23%	1 6%	8 16%	7 28%	3 26%	4 22%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 436

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	32	71	61	58	48	26	29	93	73	
Weighted base	15**	39*	24**	23*	13**	12**	11**	47	24*	
Effective base	20	37	30	38	25	12	13	52	36	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 19%	7 17%	4 18%	7 29%	2 16%	5 41%	3 24%	8 17%	3 14%	
A notice that flags content that might be inappropriate or harmful before you view it	3 18%	10 25%	3 11%	5 23%	1 8%	1 11%	1 7%	13 28%	3 12%	
Clear terms and conditions of use	3 23%	5 12%	4 17%	5 22%	3 26%	2 19%	3 28%	8 17%	4 17%	
A complaints system	6 36%	9 23%	1 6%	4 18%	2 16%	1 10%	* 4%	11 24%	3 12%	
Flagging and reporting mechanisms/ buttons	3 22%	6 16%	4 19%	4 17%	1 11%	2 13%	2 21%	8 16%	4 15%	
A way to directly report harmful content to a regulator or the police	6 36%	7 18%	3 15%	3 14%	2 17%	2 17%	2 16%	8 16%	4 16%	
A tool to hide content you have seen but do not wish to see again	4 27%	5 14%	3 15%	4 18%	1 11%	1 7%	1 13%	9 19%	4 14%	
Parental controls	3 20%	6 16%	3 13%	4 16%	1 5%	2 16%	2 19%	8 17%	2 7%	
Minimum age requirement and checking systems	6 37%	5 13%	2 8%	5 22%	1 10%	1 9%	* 5%	9 20%	3 11%	
Prompts to remind you that tools to help you safely navigate the site/app are available	2 15%	6 14%	3 11%	3 14%	2 15%	1 8%	2 20%	7 15%	2 10%	
Having clear rules for users on how to post advertising content	3 21%	7 18%	1 3%	4 17%	2 12%	* 4%	1 8%	11 23%z	1 6%	
The ability to speak to customer services by chat or phone	2 13%	4 10%	3 13%	2 10%	1 11%	1 10%	1 12%	5 10%	4 16%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 436

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Age - 35-44		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		No Impacting/limiting condition	
	Wave 1 (a)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (y)	Wave 2 (z)	
Weighted base	15**	39*	24**	23*	13**	12**	11**	47	24*	
Clear labelling of what is advertising	4 24%	6 15%	1 3%	3 12%	1 8%	1 10%	* 3%	8 16%	1 6%	
NET: Any measure	14 94%	32 82%	19 81%	20 84%	10 76%	10 79%	9 87%	40 86%	20 81%	
None of these	1 6%	7 18%	5 19%	4 16%	3 24%	3 21%	1 13%	7 14%	5 19%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 437

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	35	76	87	128	110	124	109	116	99	125	110	124	102	114	99	116	105	130	111	89	73	90	81	
Weighted base	17**	33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14	
Effective base	19	39	42	69	53	66	54	68	46	74	53	73	49	66	46	61	51	71	54	69	69	80	69	
Tools and information to help you navigate the site/app safely such as in a "safety centre"	3 16%	8 23%	5 19%	13 21%	6 17%	13 22%	6 18%	11 21%	5 16%	13 23%	6 17%	13 24%	6 18%	12 26%	6 18%	12 23%	6 19%	13 21%	6 17%	7 27%	2 15%	5 18%	2 14%	
A notice that flags content that might be inappropriate or harmful before you view it	2 12%	11 33% <sup>d</sup>	3 11%	15 25% <sup>f</sup>	4 10%	15 25% <sup>h</sup>	4 10%	10 20%	3 11%	12 21%	4 10%	12 22%	3 11%	9 18%	3 11%	12 24%	3 10%	15 24% <sup>t</sup>	4 10%	6 23%	2 16%	4 15%	2 15%	
Clear terms and conditions of use	3 19%	6 17%	6 22%	10 16%	7 20%	10 17%	7 21%	8 16%	7 23%	10 17%	7 20%	10 18%	7 23%	10 20%	7 22%	8 15%	7 22%	10 16%	7 20%	5 18%	3 22%	3 13%	3 18%	
A complaints system	3 15%	7 23%	3 10%	14 22%	3 9%	14 24%	3 10%	12 25%	3 10%	12 21%	3 9%	12 21%	3 10%	11 22%	3 11%	11 22%	3 10%	14 22%	3 9%	4 13%	2 15%	4 17%	2 15%	
Flagging and reporting mechanisms/ buttons	1 7%	7 22%	4 12%	11 17%	6 16%	11 19%	6 17%	10 19%	6 19%	11 19%	6 16%	11 20%	6 18%	10 21%	6 19%	10 18%	6 19%	11 17%	6 16%	5 19%	2 19%	5 20%	2 17%	
A way to directly report harmful content to a regulator or the police	2 11%	6 17%	5 19%	11 18%	6 16%	11 19%	6 16%	11 22%	6 19%	9 16%	6 16%	9 17%	6 17%	9 18%	5 15%	10 19%	6 17%	11 17%	6 15%	4 13%	2 15%	4 15%	2 12%	
A tool to hide content you have seen but do not wish to see again	4 22%	4 12%	5 16%	10 15%	5 13%	10 16%	5 14%	8 15%	5 16%	8 14%	5 13%	7 13%	5 15%	6 13%	5 15%	10 19%	5 15%	10 15%	5 13%	3 12%	2 19%	3 12%	2 16%	
Parental controls	2 12%	5 16%	3 11%	10 16%	4 10%	10 18%	4 11%	10 20%	4 12%	9 15%	4 10%	9 15%	4 11%	7 15%	4 12%	10 20%	4 11%	10 16%	4 10%	4 15%	1 11%	5 18%	1 10%	
Minimum age requirement and checking systems	3 20%	6 18%	3 10%	10 17%	3 9%	10 18%	3 9%	10 21%	3 8%	9 15%	3 9%	8 15%	3 8%	7 15%	3 9%	7 13%	3 10%	10 16%	3 9%	6 21%	1 9%	4 17%	1 9%	
Prompts to remind you that tools to help you safely navigate the site/app are available	3 16%	3 10%	4 15%	8 12%	5 12%	8 13%	5 13%	8 15%	4 15%	8 15%	5 13%	8 15%	4 14%	8 17%	3 10%	9 18%	5 14%	9 14%	5 12%	5 17%	2 13%	4 15%	2 13%	
Having clear rules for users on how to post advertising content	4 21%	7 23%	2 7%	11 18%	2 6%	11 19%	2 6%	7 13%	2 7%	6 11%	2 6%	6 11%	2 7%	5 11%	2 6%	11 21% <sup>r</sup>	2 7%	11 17%	2 6%	3 11%	2 14%	4 14%	2 16%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 437

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	17**		33*	29*	62	37	58	35	51	30*	57	37	56	32*	49	31*	50	33	63	38	28	12	26	14
The ability to speak to customer services by chat or phone	2 9%		4 12%	3 11%	6 10%	5 12%	6 11%	5 14%	5 10%	3 10%	6 11%	4 12%	6 11%	4 11%	6 13%	4 14%	6 12%	4 13%	6 10%	5 13%	5 17%	2 19%	4 14%	3 18%
Clear labelling of what is advertising	3 19%		4 14%	1 4%	9 14%	2 5%	9 15%	2 5%	7 14%	2 5%	7 12%	2 5%	7 13%	2 5%	7 15%	2 5%	8 17%	2 5%	9 14%	2 5%	5 16%	2 13%	4 15%	2 11%
NET: Any measure	12 71%		30 91%	23 81%	51 83%	29 79%	50 87%	30 85%	44 87%	25 85%	47 82%	29 79%	47 83%	27 86%	40 82%	26 86%	45 89%	29 87%	53 83%	30 79%	24 89%	11 89%	21 82%	12 86%
None of these	5 29%		3 9%	5 19%	11 17%	8 21%	8 13%	5 15%	7 13%	5 15%	10 18%	8 21%	9 17%	5 14%	9 18%	4 14%	5 11%	4 13%	11 17%	8 21%	3 11%	1 11%	5 18%	2 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 438

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)
Unweighted base	80	76	46	34	100	89	30
Weighted base	34*	26*	29**	11**	46	30*	18**
Effective base	47	36	26	18	63	42	13
Tools and information to help you navigate the site/app safely such as in a "safety centre"	10 30%	6 23%	3 11%	* 4%	10 22%	6 18%	3 19%
A notice that flags content that might be inappropriate or harmful before you view it	4 12%	3 10%	11 39%	1 10%	12 26%†	3 10%	4 20%
Clear terms and conditions of use	5 16%	5 21%	5 16%	2 18%	9 20%	7 23%	1 5%
A complaints system	8 24%	2 9%	6 20%	1 10%	10 21%	3 10%	4 22%
Flagging and reporting mechanisms/ buttons	6 19%	5 20%	5 16%	1 7%	10 22%	5 18%	1 5%
A way to directly report harmful content to a regulator or the police	7 22%	6 22%	3 12%	* 1%	9 20%	5 15%	2 12%
A tool to hide content you have seen but do not wish to see again	6 17%	4 16%	4 13%	1 7%	7 16%	5 15%	2 13%
Parental controls	5 15%	3 10%	5 18%	1 9%	7 16%	3 11%	3 16%
Minimum age requirement and checking systems	3 9%	3 10%	7 25%	1 5%	6 14%	3 9%	4 24%
Prompts to remind you that tools to help you safely navigate the site/app are available	7 20%	4 14%	2 7%	1 8%	7 15%	4 15%	2 11%
Having clear rules for users on how to post advertising content	4 12%	1 5%	7 24%	1 9%	6 13%	2 6%	5 30%
The ability to speak to customer services by chat or phone	4 11%	3 12%	3 9%	2 17%	6 13%	4 13%	1 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 438

**Q10. Safety measures - Fruitlab**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**Fruitlab**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)
Weighted base	34*	26*	29**	11**	46	30*	18**
Clear labelling of what is advertising	5 16%	2 7%	3 12%	* 1%	6 13%	2 5%	3 16%
NET: Any measure	29 87%	22 85%	23 79%	8 66%	36 80%	26 85%	16 91%
None of these	4 13%	4 15%	6 21%	4 34%	9 20%	5 15%	2 9%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 439

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Flagging and reporting mechanisms/ buttons	658 52%	661 53%	329 53%	313 52%	329 51%	341 54%	177 52%	174 52%	225 61%	224 61%	124 48%	129 50%	128 46%	128 47%	402 56%	398 57%	252 47%	257 48%	55 62%	49 56%	603 52%	612 53%	92 64%	91 64%	127 59%	119 56%
Parental controls	651 52%	621 50%	319 52%	306 51%	332 52%	312 49%	192 56%	173 51%	186 50%	185 51%	139 53%	112 44%	131 47%	149 54%	378 53%	358 51%	270 50%	261 49%	46 52%	51 58%	605 52%	570 49%	84 59%	69 49%	117 54%	106 50%
A notice that flags content that might be inappropriate or harmful before you view it	585 46%	564 45%	298 48%	260 43%	287 45%	300 47%	158 46%	155 46%	196 53%	176 48%	108 41%	108 42%	120 43%	120 44%	354 50%	332 47%	228 42%	228 43%	41 46%	44 50%	544 46%	520 45%	88 62%	75 53%	108 50%	107 50%
A complaints system	570 45%	565 45%	289 47%	269 44%	281 44%	291 46%	156 46%	154 46%	171 46%	173 47%	119 46%	105 41%	122 43%	130 47%	327 46%	327 47%	241 45%	235 44%	52 59%	45 51%	518 44%	521 45%	67 46%	77 54%	101 47%	85 40%
A tool to hide content you have seen but do not wish to see again	562 45%	521 42%	258 42%	225 37%	304 47%	290 46%	157 46%	141 42%	190 51%	157 43%	100 38%	118 46%	112 40%	101 37%	347 49%	299 43%	212 39%	219 41%	47 53%	34 39%	515 44%	487 42%	89 62%	73 52%	106 50%	100 47%
Minimum age requirement and checking systems	539 43%	505 41%	259 42%	247 41%	280 44%	257 41%	146 43%	141 42%	159 43%	158 43%	118 45%	99 39%	115 41%	104 38%	305 43%	300 43%	233 43%	203 38%	48 55%	46 52%	491 42%	459 40%	74 52%	71 50%	102 47%	96 45%
Clear terms and conditions of use	515 41%	476 38%	255 41%	222 37%	259 40%	251 40%	145 42%	133 40%	150 40%	147 40%	111 43%	88 34%	107 38%	104 38%	295 41%	280 40%	218 40%	192 36%	39 44%	40 46%	476 41%	435 38%	72 50%	65 46%	94 44%	86 40%
Having clear rules for users on how to post advertising content	418 33%	400 32%	211 34%	183 30%	207 32%	211 33%	113 33%	112 33%	138 37%	127 35%	80 31%	74 29%	84 30%	83 30%	252 35%	239 34%	164 30%	157 30%	35 39%	41 47%	384 33%	358 31%	62 43%	57 40%	75 35%	72 34%
Clear labelling of what is advertising	443 35%	372 30%	237 38%	178 29%	207 32%	191 30%	127 37%	113 34%	147 39%	107 29%	87 33%	78 31%	81 29%	71 26%	274 38%	220 31%	168 31%	149 28%	37 42%	37 43%	406 35%	334 29%	76 53%	64 45%	86 40%	72 34%
A way to directly report harmful content to a regulator or the police	372 30%	337 27%	179 29%	151 25%	193 30%	181 29%	106 31%	97 29%	114 31%	92 25%	78 30%	64 25%	73 26%	81 29%	220 31%	189 27%	151 28%	145 27%	30 34%	38 43%	342 29%	299 26%	49 34%	45 32%	65 30%	55 26%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	315 25%	293 24%	175 28%	147 24%	140 22%	141 22%	92 27%	79 24%	99 27%	85 23%	58 22%	58 23%	64 23%	67 24%	191 27%	164 23%	122 23%	125 24%	28 32%	36 41%	287 24%	257 22%	49 35%	45 32%	73 34%	53 25%
Prompts to remind you that tools to help you safely navigate the site/app are available	286 23%	247 20%	148 24%	120 20%	138 22%	121 19%	81 24%	70 21%	91 25%	72 20%	56 21%	46 18%	57 20%	56 20%	172 24%	142 20%	113 21%	101 19%	29 33%	32 37%	257 22%	214 19%	49 34%	33 23%	62 29%	38 18%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 439

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
The ability to speak to customer services by chat or phone	205	216	108	96	97	115	62	61	68	60	34	40	41	53	130	121	75	93	24	25	181	191	31	44	39	34		
	16%	17%	17%	16%	15%	18%	18%	18%	18%	16%	13%	16%	15%	19%	18%	17%	14%	18%	27%	28%	15%	17%	22%	31%	18%	16%		
NET: Any measure	1113	1093	541	524	572	563	301	292	332	337	233	217	243	239	633	629	476	456	84	78	1029	1015	133	138	193	191		
	88%	88%	87%	87%	89%	89%	88%	87%	90%	92%	89%	85%	87%	87%	89%	90%	88%	86%	95%	89%	88%	88%	93%	97%	90%	90%		
None of these	146	150	78	82	68	69	41	45	39	27	28	39	36	36	80	72	64	75	4	10	142	140	10	4	23	21		
	12%	12%	13%	13%	11%	11%	12%	13%	10%	8%	11%	15%	13%	13%	11%	10%	12%	14%	5%	11%	12%	12%	7%	3%	10%	10%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 440

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Flagging and reporting mechanisms/ buttons	126 62%	118 59%	125 56%	129 59%	64 37%	83 48%	53 38%	45 33%	16 22%	27 37%	133 35%	154 41%	69 33%	71 34%	556 51%	565 52%	94 60%	90 59%	192 55%	205 56%	102 63%	117 61%	100 48%	119 59%w	448 52%	433 51%
Parental controls	125 61%	117 58%	110 50%	113 52%	75 43%	68 40%	66 48%	61 44%	26 36%	36 50%	167 43%	165 43%	93 44%	97 46%	564 52%	529 49%	83 52%	89 59%	179 51%	178 49%	83 51%	102 53%	103 49%	99 50%	453 52%	423 51%
A notice that flags content that might be inappropriate or harmful before you view it	108 53%	96 48%	104 47%	101 46%	75 43%	65 38%	48 34%	56 41%	13 18%	20 28%	135 35%	142 37%	61 29%	77 37%	488 45%	468 43%	88 56%	90 60%	185 52%	173 48%	92 56%	97 51%	100 48%	96 48%	386 44%	371 44%
A complaints system	103 51%	81 40%	92 42%	96 44%	72 41%	82 48%	57 41%	61 44%	26 36%	39 54%	155 40%	182 48%	83 39%	100 48%	494 46%	489 45%	71 45%	70 46%	156 44%	182 50%	71 44%	95 50%	94 45%	106 53%	397 46%	364 44%
A tool to hide content you have seen but do not wish to see again	107 52%	92 46%	87 39%	101 46%	66 38%	60 35%	47 34%	39 29%	11 16%	22 30%	125 32%	121 32%	58 28%	61 29%	476 44%	445 41%	81 51%	72 47%	173 49%	165 45%	87 54%	96 50%	94 45%	87 44%	374 43%	343 41%
Minimum age requirement and checking systems	94 46%	78 39%	97 44%	90 41%	62 35%	50 29%	46 33%	47 34%	16 22%	27 38%	124 32%	124 33%	62 29%	74 35%	449 41%	427 40%	82 52%	72 47%	130 37%	155 42%	66 41%	86 45%	73 35%	85 43%	387 45%	330 40%
Clear terms and conditions of use	90 44%	75 37%	89 40%	83 38%	60 34%	61 35%	46 34%	42 31%	24 33%	24 33%	131 34%	126 33%	71 33%	66 31%	438 40%	405 38%	70 44%	67 44%	149 42%	135 37%	74 46%	75 39%	83 40%	73 36%	350 40%	327 39%
Having clear rules for users on how to post advertising content	80 39%	71 35%	69 31%	71 33%	47 27%	40 23%	36 26%	32 23%	14 20%	16 22%	98 25%	87 23%	51 24%	47 23%	353 33%	339 31%	60 38%	58 38%	104 30%	109 30%	53 33%	58 30%	59 30%	68 28%	298 34%	276 33%
Clear labelling of what is advertising	84 41%	65 32%	69 31%	54 25%	48 28%	35 20%	29 21%	26 19%	14 19%	19 27%	92 24%	80 21%	43 20%	45 22%	367 34%p	311 29%	71 45%	57 38%	118 34%	100 27%	58 36%	55 29%	68 33%	56 28%	309 36%	261 31%
A way to directly report harmful content to a regulator or the police	67 33%	48 24%	53 24%	53 24%	48 28%	37 22%	43 31%	39 28%	18 25%	22 31%	110 28%	98 26%	61 29%	61 29%	312 29%	282 26%	59 37%	53 35%	107 30%	109 30%	50 31%	60 31%	57 28%	67 34%	255 29%	216 26%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	57 28%	55 27%	50 22%	47 21%	31 18%	23 13%	17 13%	18 13%	9 12%	16 23%	57 15%	57 15%	26 13%	34 17%	249 23%	237 22%	64 41%	55 36%	85 24%	87 24%	45 28%	51 26%	45 22%	52 26%	220 25%	194 23%
Prompts to remind you that tools to help you safely navigate the site/app are available	48 24%	45 22%	36 16%	41 19%	34 19%	22 13%	22 16%	15 11%	7 9%	20 27% <sup>i</sup>	62 16%	57 15%	28 13%	35 17%	237 22%	202 19%	46 29%	44 29%	84 24%	71 19%	41 25%	39 20%	47 22%	47 23%	191 22%	171 20%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 440

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836		
The ability to speak to customer services by chat or phone	33 16%	34 17%	33 15%	30 14%	26 15% <sup>f</sup>	10 6%	16 11%	18 13%	4 6%	21 29% <sup>i</sup>	45 12%	49 13%	20 9%	39 19% <sup>m</sup>	165 15%	170 16%	39 25%	43 28%	46 13%	59 16%	19 12%	33 17%	29 14%	36 18%	151 17%	150 18%		
NET: Any measure	189 93%	184 91%	197 89%	192 88%	146 83%	144 83%	115 83%	108 79%	56 77%	58 81%	317 82%	310 81%	171 81%	166 80%	963 89%	942 87%	136 86%	139 92%	311 88%	323 89%	147 91%	173 90%	175 84%	173 87%	772 89%	736 88%		
None of these	15 7%	18 9%	24 11%	26 12%	29 17%	29 17%	24 17%	29 21%	17 23%	14 19%	70 18%	71 19%	40 19%	42 20%	122 11%	137 13%	22 14%	13 8%	42 12%	42 11%	15 9%	19 10%	33 16%	27 13%	95 11%	101 12%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 441  
**Q10. Safety measures - NET: Any VSP**  
**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**  
**Base: All respondents who have used ... in the past 3 months**  
**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Flagging and reporting mechanisms/ buttons	445 51%	440 53%	157 52%	221 54%	629 54%	614 55%	434 63%	409 60%	251 64%	257 61%	563 55%	556 55%	231 63%	211 59%	127 72%	107 66%	98 65%	94 63%	39 62%	22 58%	35 68%	24 64%	53 69%	41 66%
Parental controls	438 51%	401 48%	166 55%	220 54%	612 53%	574 51%	387 56%	356 52%	258 66% <sup>j</sup>	232 55%	553 54%	506 50%	214 59%	196 54%	120 68%	103 64%	105 70%	90 60%	44 69%	23 60%	31 60%	23 61%	50 65%	39 62%
A notice that flags content that might be inappropriate or harmful before you view it	392 45%	363 43%	151 50%	201 49%	556 48%	526 47%	397 57%	365 53%	220 56%	232 55%	497 48%	481 47%	206 56%	207 58%	116 66%	104 64%	99 66%	90 60%	40 64%	25 66%	32 62%	23 60%	49 64%	38 61%
A complaints system	385 44%	387 46%	133 44%	178 44%	543 47%	510 46%	357 52%	330 48%	221 57%	222 53%	493 48%	473 46%	195 53%	178 50%	107 61%	104 65%	86 57%	89 60%	39 62%	22 60%	26 52%	19 50%	49 64%	34 54%
A tool to hide content you have seen but do not wish to see again	373 43%	338 41%	141 47%	183 45%	529 46%	476 43%	389 56% <sup>h</sup>	338 50%	219 56%	208 49%	504 49%	468 46%	205 56%	186 52%	106 60%	85 53%	96 63% <sup>r</sup>	77 52%	39 61%	22 58%	23 46%	15 39%	43 57%	32 52%
Minimum age requirement and checking systems	350 40%	317 38%	139 46%	187 46%	511 44%	466 42%	345 50%	312 46%	210 54%	218 52%	459 44%	424 42%	187 51%	182 51%	113 64%	92 57%	89 59%	86 57%	37 59%	22 58%	28 54%	22 58%	47 62%	41 66%
Clear terms and conditions of use	349 40%	321 38%	126 42%	154 38%	495 43%	435 39%	329 48%	289 42%	209 54% <sup>j</sup>	182 43%	441 43%	406 40%	186 51%	164 46%	100 57%	92 57%	92 61%	79 53%	41 64%	22 59%	28 56%	18 48%	46 60%	31 49%
Having clear rules for users on how to post advertising content	273 32%	236 28%	109 36%	164 40%	389 34%	373 33%	285 41%	271 40%	180 46%	182 43%	360 35%	347 34%	158 43%	152 42%	95 54%	77 48%	80 53%	79 53%	41 65%	20 52%	24 47%	16 42%	36 47%	28 44%
Clear labelling of what is advertising	281 32% <sup>ab</sup>	228 27%	124 41%	143 35%	428 37% <sup>f</sup>	342 31%	311 45% <sup>h</sup>	255 37%	198 51% <sup>j</sup>	176 42%	370 36% <sup>l</sup>	313 31%	181 50% <sup>n</sup>	145 40%	102 58%	82 51%	88 58%	74 50%	40 63%	21 57%	28 55% <sup>v</sup>	14 37%	47 62% <sup>x</sup>	28 45%
A way to directly report harmful content to a regulator or the police	244 28%	218 26%	98 33%	119 29%	340 29%	308 28%	235 34%	209 31%	152 39%	156 37%	320 31%	292 29%	142 39%	131 36%	69 39%	72 45%	67 44%	70 47%	32 50%	24 64%	23 45%	13 35%	32 42%	28 45%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	200 23%	168 20%	86 29%	125 31%	301 26%	275 25%	236 34%	215 31%	146 38%	146 35%	279 27%	267 26%	132 36%	127 35%	81 46%	77 48%	83 55%	69 46%	40 63%	21 57%	22 43%	16 43%	40 53%	29 46%
Prompts to remind you that tools to help you safely navigate the site/app are available	182 21%	146 17%	75 25%	101 25%	274 24%	232 21%	205 30%	169 25%	131 34%	123 29%	246 24%	222 22%	129 35%	105 29%	81 46%	65 40%	71 47%	61 41%	40 63%	23 60%	19 38%	15 39%	35 47%	26 42%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 441

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
The ability to speak to customer services by chat or phone	120 14%	139 17%	61 20%	77 19%	200 17%	190 17%	150 22%	145 21%	100 26%	105 25%	180 17%	185 18%	103 28%	97 27%	61 35%	61 38%	60 39%	60 40%	32 50%	24 64%	18 35%	9 25%	31 41%	20 33%
NET: Any measure	753 87%	725 87%	274 91%	367 90%	1031 89%	990 88%	642 93%	624 91%	368 94%	392 93%	934 91%	904 89%	340 93%	330 92%	169 96%	151 94%	145 96%	139 93%	61 96%	35 93%	46 91%	35 93%	73 96%	58 93%
None of these	114 13%	109 13%	28 9%	41 10%	128 11%	129 12%	50 7%	59 9%	22 6%	30 7%	98 9%	115 11%	24 7%	30 8%	8 4%	10 6%	6 4%	10 7%	3 4%	3 7%	4 9%	2 7%	3 4%	4 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 442

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Flagging and reporting mechanisms/ buttons	160 65%	187 64%	493 50%	469 50%	291 63%	308 62%	367 46%	352 47%
Parental controls	152 61%	161 55%	494 50%	453 49%	298 65% <sup>f</sup>	286 57%	353 44%	335 45%
A notice that flags content that might be inappropriate or harmful before you view it	145 58%	171 58%	436 44%	387 42%	266 58%	274 55%	319 40%	290 39%
A complaints system	135 54%	162 55%	428 43%	398 43%	256 56%	258 52%	315 39%	307 41%
A tool to hide content you have seen but do not wish to see again	142 57%	156 53%	416 42%	361 39%	247 54%	250 50%	315 39%	271 37%
Minimum age requirement and checking systems	123 50%	137 47%	410 41%	363 39%	248 54%	266 53%	291 36%	239 32%
Clear terms and conditions of use	116 47%	127 43%	394 40%	344 37%	253 55%	253 51%	262 33%	223 30%
Having clear rules for users on how to post advertising content	111 45%	125 42%	304 31%	271 29%	214 47%	222 44%	204 26%	177 24%
Clear labelling of what is advertising	121 49% <sup>b</sup>	113 38%	317 32%	257 28%	229 50% <sup>f</sup>	196 39%	215 27%	176 24%
A way to directly report harmful content to a regulator or the police	84 34%	97 33%	286 29%	237 25%	188 41%	174 35%	184 23%	163 22%
Tools and information to help you navigate the site/app safely such as in a "safety centre"	96 39%	101 34%	216 22%	190 20%	186 41%	176 35%	129 16%	118 16%
Prompts to remind you that tools to help you safely navigate the site/app are available	83 34%	85 29%	198 20%	160 17%	172 37%	163 33%	115 14%	83 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 442

**Q10. Safety measures - NET: Any VSP**

**Q10. Which of the following rules or safety measures do you think these sites and apps have in place?**

**Base: All respondents who have used ... in the past 3 months**

**NET: Any VSP**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	249	293	994	933	460	500	799	743
The ability to speak to customer services by chat or phone	67 27%	71 24%	135 14%	141 15%	107 23%	121 24%	98 12%	95 13%
NET: Any measure	234 94%	274 93%	870 87%	809 87%	437 95%	474 95%	676 85%	618 83%
None of these	15 6%	19 7%	124 13%	124 13%	23 5%	26 5%	123 15%	124 17%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 443

**Q11. Use of reporting/flagging**

**Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.**

**Have you ever used these buttons and/or mechanisms to flag content?**

**Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	699	674	400	358	299	312	195	186	238	234	124	127	139	122	433	420	263	249	69	55	630	619	105	74	142	142
Weighted base	658	661	329	313	329	341	177	174	225	224	124	129	128	128	402	398	252	257	55	49	603	612	92	91	127	119
Effective base	543	547	306	281	244	266	147	149	195	191	93	105	107	98	342	341	199	203	53	51	491	498	82	61	110	109
NET: Yes	266	254	130	99	135	149	80	71	95	85	42	51	47	44	175	156	89	95	15	23	250	231	49	45	64	63
	40%	39%	40%	32%	41%	44%	45%	41%	42%	38%	34%	40%	36%	34%	44%	39%	35%	37%	28%	48%	41%	38%	53%	50%	50%	53%
Yes, and it was easy to find the reporting button/ mechanism	208	187	103	69	106	115	58	50	81	71	32	36	35	29	140	121	68	66	10	15	198	172	42	27	48	52
	32%	28%	31%	22%	32%	34%	33%	29%	36%	32%	26%	28%	27%	23%	35%	30%	27%	26%	19%	30%	33%	28%	46%	30%	38%	44%
Yes, but it was difficult to find the reporting button/ mechanism	57	67	27	31	30	34	22	21	14	15	10	15	11	15	35	35	21	30	5	8	52	59	7	18	15	10
	9%	10%	8%	10%	9%	10%	12%	12%	6%	7%	8%	12%	9%	11%	9%	9%	8%	11%	9%	17%	9%	10%	8%	20%	12%	9%
NET: No	362	380	187	202	175	178	93	96	120	130	80	73	68	79	213	226	147	152	36	25	326	355	34	36	56	48
	55%	58%	57%	64%	53%	52%	53%	55%	53%	58%	64%	57%	53%	62%	53%	57%	58%	59%	65%	51%	54%	58%	37%	40%	44%	40%
No, I tried but I couldn't find the reporting button/ mechanism	17	19	7	9	9	10	7	7	4	8	2	1	2	4	11	14	4	5	3	2	14	17	4	2	3	4
	3%	3%	2%	3%	3%	3%	4%	4%	2%	3%	1%	1%	1%	3%	3%	4%	1%	2%	5%	3%	2%	3%	4%	3%	3%	3%
No, I've never tried to/ felt the need to	345	361	179	193	166	168	86	89	116	123	78	72	66	75	202	212	144	147	33	23	312	338	30	34	53	44
	52%	55%	55%	62%	50%	49%	49%	51%	51%	55%	62%	56%	52%	59%	50%	53%	57%	57%	60%	47%	52%	55%	33%	38%	41%	37%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	74	86	35	40	39	44	29	27	18	22	11	16	13	18	47	50	25	34	8	10	66	76	11	20	19	14
	11%	13%	11%	13%	12%	13%	16%	16%	8%	10%	9%	12%	10%	14%	12%	13%	10%	13%	15%	21%	11%	12%	12%	22%	15%	12%
Can't remember	30	26	12	12	18	14	3	7	11	8	3	4	13	5	14	15	16	9	4	1	27	25	9	9	7	8
	5%	4%	4%	4%	6%	4%	2%	4%	5%	4%	2%	3%	11%	4%	3%	4%	6%	4%	7%	1%	4%	4%	10%	10%	6%	7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 444

**Q11. Use of reporting/flagging**

**Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.**

**Have you ever used these buttons and/or mechanisms to flag content?**

**Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	135	136	126	128	62	78	50	44	10	17	122	139	60	61	561	548	129	121	201	204	107	112	106	118	476	446
Weighted base	126	118	125	129	64	83	53*	45*	16**	27**	133	154	69	71	556	565	94	90	192	205	102	117	100	119	448	433
Effective base	102	106	96	106	52	69	43	40	9	15	103	121	51	52	447	459	91	84	157	169	86	94	80	95	369	360
NET: Yes	71	51	41	42	14	18	12	7	-	5	26	31	12	12	217	207	45	44	86	89	57	63	41	46	170	154
	56%	43%	33%	32%	22%	22%	22%	17%	-	18%	19%	20%	17%	17%	39%	37%	48%	49%	44%	44%	55%	54%	41%	39%	38%	36%
Yes, and it was easy to find the reporting button/ mechanism	53	36	35	31	12	14	9	7	-	5	21	25	9	11	175	158	32	26	67	69	45	51	31	32	135	112
	42%	30%	28%	24%	18%	17%	17%	15%	-	18%	15%	16%	13%	16%	31%	28%	33%	29%	35%	34%	44%	44%	31%	27%	30%	26%
Yes, but it was difficult to find the reporting button/ mechanism	18	15	6	10	3	4	3	1	-	-	5	5	3	1	42	49	14	17	19	20	12	12	10	14	35	42
	14%	13%	5%	8%	4%	5%	5%	2%	-	-	4%	3%	4%	1%	8%	9%	15%	19%	10%	10%	11%	10%	10%	12%	8%	10%
NET: No	55	67	76	82	48	62	41	37	16	22	105	121	58	59	314	337	44	41	101	105	41	45	56	68	257	266
	44%	57%	61%	64%	74%	75%	78%	83%	100%	82%	79%	78%	83%	83%	56%	60%	46%	45%	53%	51%	40%	39%	56%	57%	57%	61%
No, I tried but I couldn't find the reporting button/ mechanism	4	8	2	2	-	1	-	-	-	-	-	1	-	-	10	17	7	2	4	4	2	3	2	2	13	14
	3%	6%	2%	2%	-	1%	-	-	-	-	-	1%	-	-	2%	3%	7%	2%	2%	2%	2%	2%	2%	1%	3%	3%
No, I've never tried to/ felt the need to	51	60	74	80	48	61	41	37	16	22	105	120	58	59	304	320	37	39	98	101	39	43	54	66	244	252
	40%	50%	59%	62%	74%	74%	78%	83%	100%	82%	79%	78%	83%	83%	55%	57%	39%	44%	51%	49%	38%	37%	54%	56%	54%	58%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	22	23	8	13	3	5	3	1	-	-	5	6	3	1	52	66	21	19	22	25	14	15	12	16	48	56
	18%	19%	7%	10%	4%	6%	5%	2%	-	-	4%	4%	4%	1%	9%	12%	22%	21%	12%	12%	13%	13%	12%	13%	11%	13%
Can't remember	-	-	8	5	2	3	-	-	-	-	2	3	-	-	25	21	5	5	5	11	5	8	3	5	21	13
	-	-	7%	4%	4%	3%	-	-	-	-	2%	2%	-	-	5%	4%	5%	6%	3%	5%	4%	7%	3%	4%	5%	3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 445

**Q11. Use of reporting/flagging**

**Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them.**

**Have you ever used these buttons and/or mechanisms to flag content?**

**Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	438	418	191	256	675	637	499	461	335	317	603	583	301	262	205	165	177	166	85	66	86	72	135	114
Weighted base	445	440	157	221	629	614	434	409	251	257	563	556	231	211	127	107	98	94	39*	22*	35	24*	53	41
Effective base	356	353	136	195	525	517	377	362	245	234	462	467	209	187	142	107	123	107	49	31	61	46	111	78
NET: Yes	159 36%	152 35%	91 58% <sup>d</sup>	103 46%	258 41%	242 40%	220 51%	203 49%	121 48%	134 52%	238 42%	235 42%	119 51%	110 52%	67 53%	56 52%	58 59%	49 52%	28 71%	17 76%	19 56%	13 54%	29 56%	19 47%
Yes, and it was easy to find the reporting button/ mechanism	136 30%	108 24%	63 40%	80 36%	203 32%	177 29%	169 39%	145 35%	86 34%	91 35%	184 33%	176 32%	88 38%	79 38%	44 35%	35 32%	38 39%	28 30%	14 36%	10 46%	9 27%	9 37%	19 36%	14 34%
Yes, but it was difficult to find the reporting button/ mechanism	23 5%	44 10% <sup>a</sup>	29 18% <sup>d</sup>	23 10%	55 9%	66 11%	51 12%	58 14%	34 14%	43 17%	53 9%	59 11%	31 13%	30 14%	22 18%	21 20%	20 21%	21 23%	14 35%	7 31%	10 29%	4 18%	10 19%	5 13%
NET: No	266 60%	270 61%	59 38%	110 50% <sup>c</sup>	341 54%	346 56%	191 44%	192 47%	115 46%	115 45%	298 53%	297 53%	97 42%	97 46%	53 42%	50 46%	37 38%	44 47%	11 29%	5 23%	14 41%	11 45%	22 42%	21 52%
No, I tried but I couldn't find the reporting button/ mechanism	11 3%	10 2%	2 1%	9 4%	17 3%	17 3%	15 4%	15 4%	12 5%	10 4%	14 2%	14 2%	13 6%	9 4%	8 6%	8 7%	8 8%	4 4%	5 13%	3 13%	2 6%	1 4%	2 4%	2 5%
No, I've never tried to/ felt the need to	255 57%	260 59%	57 36%	101 46%	324 52%	329 54%	176 41%	177 43%	103 41%	104 41%	284 51%	283 51%	84 36%	88 42%	45 36%	42 39%	29 30%	40 43% <sup>q</sup>	6 15%	2 10%	12 36%	10 41%	20 39%	19 47%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	35 8%	54 12% <sup>a</sup>	31 20%	32 14%	72 11%	83 13%	66 15%	73 18%	47 19%	53 21%	67 12%	73 13%	44 19%	39 18%	30 24%	29 27%	28 28%	25 27%	19 48%	10 44%	12 35%	5 22%	12 23%	7 18%
Can't remember	20 5%	18 4%	7 4%	8 4%	29 5%	25 4%	23 5%	15 4%	15 6%	8 3%	27 5%	24 4%	16 7% <sup>n</sup>	4 2%	7 6%	2 2%	3 3%	1 1%	* 1%	* 1%	1 3%	* 1%	1 2%	* 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 446

**Q11. Use of reporting/flagging**

**Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them. Have you ever used these buttons and/or mechanisms to flag content?**

**Base: All respondents who are aware some sites and apps have buttons or reporting mechanisms**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	212	229	481	441	346	352	353	322
Weighted base	160	187	493	469	291	308	367	352
Effective base	156	166	387	378	264	269	282	279
NET: Yes	105 65%	114 61%	159 32%	138 29%	151 52%	151 49%	114 31%	103 29%
Yes, and it was easy to find the reporting button/ mechanism	73 45%	74 40%	136 28%	110 23%	118 40%	108 35%	91 25%	79 22%
Yes, but it was difficult to find the reporting button/ mechanism	32 20%	40 21%	24 5%	28 6%	34 12%	43 14%	24 6%	24 7%
NET: No	47 29%	63 34%	313 64%	316 67%	126 43%	144 47%	236 64%	236 67%
No, I tried but I couldn't find the reporting button/ mechanism	8 5%	12 7%	9 2%	7 1%	7 3%	11 4%	9 2%	8 2%
No, I've never tried to/ felt the need to	39 24%	50 27%	304 62%	309 66%	119 41%	133 43%	227 62%	228 65%
NET: Difficult to find/ couldn't find the reporting button/ mechanism	40 25%	52 28%	33 7%	34 7%	41 14%	54 18%	33 9%	32 9%
Can't remember	9 5%	11 6%	20 4%	16 3%	14 5%	13 4%	17 5%	13 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 447

**Q12. Own views on safety measures**

**Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**I think the existing rules and regulations are enough vs.**

**I think stricter rules and regulations are needed**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
0 I think the existing rules and regulations are enough	52	49	37	36	15	13	17	18	14	18	8	4	13	7	31	36	21	12	5	5	48	44	9	8	11	7
	4%	4%	6%	6%	2%	2%	5%	5%	4%	5%	3%	2%	5%	3%	4%	5%	4%	2%	5%	5%	4%	4%	6%	6%	5%	3%
1	31	41	24	33	7	8	9	10	9	13	9	9	4	7	18	23	13	16	1	2	30	39	4	6	7	4
	2%	3%	4%	5%	1%	1%	3%	3%	2%	4%	4%	3%	1%	3%	3%	3%	2%	3%	2%	2%	3%	3%	3%	4%	3%	2%
2	47	56	29	31	19	25	16	12	17	15	8	19	6	10	33	27	14	29	4	7	43	50	3	8	7	10
	4%	5%	5%	5%	3%	4%	5%	4%	5%	4%	3%	8%	2%	4%	5%	4%	3%	5%	5%	8%	4%	4%	2%	6%	3%	5%
3	67	47	48	32	19	15	27	16	17	9	10	12	8	44	25	23	20	9	1	58	46	8	7	16	13	
	5%	4%	8%	5%	3%	2%	8%	5%	4%	3%	4%	5%	4%	3%	6%	4%	4%	10%	1%	5%	4%	5%	5%	5%	7%	6%
4	45	58	25	34	20	25	13	15	19	22	5	11	8	11	31	37	13	22	5	4	40	54	10	7	11	14
	4%	5%	4%	6%	3%	4%	4%	4%	5%	6%	2%	4%	3%	4%	4%	5%	2%	4%	6%	5%	3%	5%	7%	5%	5%	6%
5 don't agree with either statements	178	217	82	108	96	108	41	48	48	58	43	45	43	64	89	106	86	108	15	14	163	203	21	26	29	35
	14%	17% <sup>a</sup>	13%	18% <sup>c</sup>	15%	17%	12%	14%	13%	16%	17%	17%	15%	23% <sup>m</sup>	13%	15%	16%	20%	17%	16%	14%	18% <sup>u</sup>	15%	18%	14%	16%
6	135	120	57	59	77	60	25	31	43	37	34	24	33	27	68	69	67	51	8	9	127	110	21	12	22	24
	11%	10%	9%	10%	12%	9%	7%	9%	12%	10%	13%	9%	12%	10%	10%	10%	12%	10%	9%	11%	11%	10%	15%	9%	10%	11%
7	184	179	95	89	89	89	43	68	67	51	35	32	39	28	110	120	75	60	11	20	173	160	24	26	35	32
	15%	14%	15%	15%	14%	14%	12%	20% <sup>g</sup>	18%	14%	14%	12%	14%	10%	15%	17%	14%	11%	12%	23%	15%	14%	17%	19%	16%	15%
8	187	187	87	83	99	101	65	45	53	55	33	44	35	42	119	100	68	86	12	11	174	176	18	24	30	37
	15%	15%	14%	14%	16%	16%	19%	13%	14%	15%	13%	17%	13%	15%	17%	14%	13%	16%	14%	13%	15%	15%	13%	14%	14%	17%
9	87	82	39	24	48	58	26	25	17	28	17	11	25	18	43	53	42	30	5	4	82	78	10	3	18	10
	7%	7%	6%	4%	7%	9%	8%	7%	5%	8%	7%	4%	9%	7%	6%	7%	8%	6%	6%	5%	7%	7%	7%	2%	8%	5%
10 I think stricter rules and regulations are needed	246	206	95	77	152	129	59	49	67	58	58	45	62	52	126	107	120	97	13	11	233	195	14	14	29	28
	20%	17%	15%	13%	24%	20%	17%	14%	18%	16%	22%	18%	22%	19%	18%	15%	22%	18%	15%	12%	20%	17%	10%	10%	14%	13%
NET: 0-3	197	193	138	132	60	60	70	56	56	56	35	45	35	33	126	112	70	78	19	14	178	179	24	29	41	34
	16%	16%	22%	22%	9%	10%	20%	17%	15%	15%	14%	17%	13%	12%	18%	16%	13%	15%	22%	16%	15%	16%	17%	21%	19%	16%
NET: 4-7	542	575	260	289	282	282	121	163	177	168	117	111	123	129	298	331	240	241	39	47	503	527	77	71	97	104
	43%	46%	42%	48%	44%	45%	35%	48% <sup>g</sup>	48%	46%	45%	43%	44%	47%	42%	47%	44%	45%	44%	54%	43%	46%	54%	51%	45%	49%
NET: 8-10	520	476	221	184	299	289	151	118	137	141	108	100	121	113	288	259	230	213	31	27	490	449	42	41	77	74
	41%	38%	36%	30%	47%	46%	44% <sup>h</sup>	35%	37%	39%	42%	39%	43%	41%	40%	37%	43%	40%	35%	31%	42%	39%	30%	29%	36%	35%
Mean	6.54	6.34	6.05	5.76	7.01	6.90	6.37	6.28	6.44	6.31	6.69	6.32	6.77	6.53	6.41	6.30	6.73	6.43	6.00	6.15	6.58	6.36	5.96	5.76	6.18	6.21
Standard deviation	2.77	2.75	2.93	2.88	2.52	2.51	2.91	2.76	2.70	2.81	2.72	2.72	2.73	2.64	2.80	2.78	2.72	2.68	2.84	2.69	2.76	2.75	2.68	2.73	2.79	2.58
Standard error	0.08	0.08	0.11	0.11	0.11	0.10	0.15	0.15	0.14	0.14	0.17	0.17	0.16	0.17	0.10	0.10	0.12	0.12	0.26	0.27	0.08	0.08	0.21	0.25	0.18	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 448

**Q12. Own views on safety measures**

**Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**I think the existing rules and regulations are enough vs.**

**I think stricter rules and regulations are needed**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
0 I think the existing rules and regulations are enough	8 4%	13 6%	7 3%	6 3%	7 4%	5 3%	4 3%	5 4%	2 3%	1 2%	13 3%	11 3%	6 3%	6 3%	43 4%	44 4%	5 3%	5 3%	11 3%	14 4%	4 2%	9 5%	10 5%	6 3%	40 5%	35 4%
1	5 2%	10 5%	6 3%	11 5%	3 2%	5 3%	3 2%	2 2%	2 3%	1 1%	8 2%	8 2%	5 2%	3 1%	28 3%	35 3%	2 1%	6 4%	4 1%	14 4%	1 1%	6 3%	2 1%	9 4%	27 3%	24 3%
2	11 6%	10 5%	7 3%	11 5%	8 4%	5 3%	3 2%	4 3%	2 3%	2 3%	13 3%	11 3%	6 3%	6 3%	42 4%	49 5%	5 3%	7 5%	11 3%	17 5%	4 2%	10 5%	6 3%	8 4%	36 4%	37 4%
3	13 6%	9 4%	12 5%	9 4%	5 3%	5 3%	3 2%	3 2%	2 3%	-	9 2%	8 2%	5 2%	3 1%	51 5%	37 3%	14 9%	7 5%	9 2%	11 3%	4 3%	4 2%	4 2%	6 3%	55 6%	34 4%
4	7 3%	10 5%	5 2%	7 3%	5 4%	4 2%	1 1%	9 7%	1 1%	4 6%	7 2%	17 4%	2 1%	13 6%	41 4%	51 5%	4 3%	6 4%	12 3%	13 4%	5 3%	5 3%	6 3%	7 4%	31 4%	43 5%
5 don't agree with either statements	33 16%	34 17%	27 12%	44 20%	23 13%	25 15%	24 17%	27 20%	5 6%	12 17%	52 13%	65 17%	29 14%	39 19%	150 14%	199 18%	22 14%	16 11%	46 13%	68 19%	23 14%	41 21%	28 14%	38 19%	120 14%	139 17%
6	23 11%	24 12%	20 9%	23 10%	13 8%	12 7%	16 11%	11 8%	12 16%	4 6%	41 11%	27 7%	28 13%	16 7%	118 11%	109 10%	15 9%	10 7%	41 12%	33 9%	21 13%	18 9%	21 10%	17 8%	89 10%	83 10%
7	25 12%	18 9%	39 18%	28 13%	31 17%	31 18%	14 10%	17 12%	6 8%	8 11%	51 13%	55 14%	20 9%	24 12%	160 15%	151 14%	24 15%	27 18%	50 14%	58 16%	33 20%	28 15%	29 14%	37 19%	125 14%	118 14%
8	30 15%	23 11%	35 16%	35 16%	22 12%	24 14%	22 16%	17 12%	18 22%	16 22%	61 16%	57 15%	40 19%	33 16%	157 14%	163 15%	29 18%	22 14%	56 16%	52 14%	23 14%	28 15%	35 17%	26 13%	129 15%	129 15%
9	17 8%	17 8%	16 7%	17 8%	10 6%	20 12%	6 5%	7 5%	4 6%	4 6%	21 5%	32 8%	10 5%	12 6%	77 7%	67 6%	10 6%	15 10%	25 7%	22 6%	7 6%	12 6%	17 8%	16 8%	61 7%	58 7%
10 I think stricter rules and regulations are needed	32 15%	35 17%	47 21%	29 13%	49 28%	36 21%	43 31%	35 26%	19 25%	19 26%	111 29%	90 24%	62 29%	54 26%	217 20%	174 16%	29 18%	30 20%	87 25%	63 17%	37 23%	31 16%	53 25%	30 15%	153 18%	138 16%
NET: 0-3	37 18%	42 21%	32 15%	36 16%	22 13%	20 12%	13 9%	14 10%	8 12%	4 6%	44 11%	39 10%	21 10%	18 9%	165 15%	165 15%	25 16%	26 17%	36 10%	55 15%	13 8%	29 15%	21 10%	28 14%	158 18%	130 16%
NET: 4-7	88 43%	85 42%	91 41%	102 47%	72 41%	72 42%	55 39%	64 47%	24 33%	28 39%	150 39%	164 43%	78 37%	92 44%	469 43%	510 47%	65 41%	59 39%	149 42%	172 47%	81 50%	92 48%	83 40%	100 50%	366 42%	382 46%
NET: 8-10	79 39%	75 37%	98 44%	81 37%	81 46%	80 47%	71 52%	59 43%	41 56%	39 55%	193 50%	179 47%	112 53%	98 47%	451 42%	405 37%	67 43%	67 44%	167 48%	138 38%	68 42%	71 37%	104 50%	72 36%	343 40%	324 39%
Mean	6.29	6.05	6.77	6.22	6.95	6.92	7.19	6.74	7.16	7.21	7.08	6.91	7.18	6.90	6.57	6.31	6.62	6.63	7.00	6.37	7.01	6.28	7.04	6.38	6.36	6.35
Standard deviation	2.77	3.03	2.71	2.68	2.81	2.67	2.66	2.73	2.64	2.49	2.72	2.66	2.65	2.66	2.77	2.73	2.63	2.85	2.61	2.75	2.40	2.78	2.69	2.66	2.83	2.75

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 448

**Q12. Own views on safety measures**

**Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**I think the existing rules and regulations are enough vs.**

**I think stricter rules and regulations are needed**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.19	0.20	0.19	0.18	0.22	0.22	0.24	0.24	0.41	0.34	0.15	0.15	0.21	0.20	0.09	0.08	0.19	0.20	0.14	0.14	0.19	0.20	0.19	0.19	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 449

**Q12. Own views on safety measures**

**Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**I think the existing rules and regulations are enough vs.**

**I think stricter rules and regulations are needed**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
0 I think the existing rules and regulations are enough	34 4%	28 3%	14 5%	21 5%	48 4%	44 4%	19 3%	19 3%	16 4%	14 3%	38 4%	35 3%	15 4%	9 2%	5 3%	10 6%	3 2%	7 4%	1 1%	*	5 10%	6 17%	3 4%	3 5%
1	23 3%	27 3%	6 2%	14 3%	29 3%	40 4%	23 3%	20 3%	11 3%	13 3%	25 2%	29 3%	5 1%	12 3%	5 3%	6 4%	6 4%	6 4%	1 1%	-	3 7%	1 3%	3 4%	3 5%
2	35 4%	35 4%	8 3%	21 5%	44 4%	54 5%	19 3%	31 5%	13 3%	26 6%	33 3%	43 4%	10 3%	18 5%	10 6%	12 7%	5 3%	8 5%	*	3 9% <sup>s</sup>	3 6%	4 10%	4 5%	5 7%
3	41 5%	29 3%	16 5%	18 4%	66 6%	45 4%	37 5%	32 5%	17 4%	18 4%	55 5%	42 4%	23 6%	14 4%	13 8%	10 6%	12 8%	5 3%	9 14%	2 4%	4 8%	3 8%	5 6%	3 6%
4	27 3%	41 5%	13 4%	17 4%	43 4%	53 5%	34 5%	29 4%	26 7%	17 4%	37 4%	48 5%	24 7%	18 5%	14 8%	11 7%	13 9%	11 7%	7 12%	6 16%	4 8%	1 4%	7 10%	4 7%
5 don't agree with either statements	121 14%	154 18% <sup>a</sup>	41 14%	63 15%	164 14%	192 17%	100 14%	116 17%	55 14%	69 16%	145 14%	172 17%	55 15%	65 18%	24 14%	20 12%	13 9%	15 10%	6 10%	4 11%	7 14%	8 20%	10 13%	7 11%
6	98 11%	75 9%	28 9%	45 11%	124 11%	104 9%	73 11%	67 10%	40 10%	38 9%	109 11%	104 10%	42 11%	36 10%	13 8%	8 5%	16 11%	17 12%	5 8%	5 13%	4 9%	3 8%	8 11%	5 8%
7	126 15%	110 13%	47 16%	69 17%	177 15%	161 14%	109 16%	107 16%	61 16%	66 16%	146 14%	141 14%	61 17%	56 16%	27 15%	34 21%	23 15%	26 17%	11 17%	6 16%	6 13%	3 8%	11 15%	10 16%
8	132 15%	133 16%	42 14%	54 13%	168 14%	172 15%	103 15%	102 15%	54 14%	65 15%	160 15%	164 16%	52 14%	58 16%	24 13%	24 15%	27 18%	21 14%	10 16%	4 11%	7 14%	3 9%	12 16%	11 18%
9	54 6%	55 7%	27 9%	27 7%	82 7%	74 7%	53 8%	50 7%	31 8%	29 7%	76 7%	71 7%	29 8%	22 6%	16 9% <sup>p</sup>	6 4%	15 10%	15 7%	5 9%	2 4%	2 4%	1 3%	3 4%	3 5%
10 I think stricter rules and regulations are needed	174 20%	148 18%	60 20%	58 14%	213 18%	181 16%	121 17%	109 16%	65 17%	68 16%	209 20%	169 17%	50 14%	53 15%	24 14%	21 13%	19 13%	22 15%	8 12%	6 15%	4 8%	4 10%	9 12%	8 12%
NET: 0-3	134 15%	118 14%	44 15%	75 18%	187 16%	183 16%	99 14%	103 15%	57 15%	71 17%	150 15%	150 15%	52 14%	52 14%	34 19%	38 23%	25 16%	25 17%	11 17%	5 14%	16 31%	14 38%	15 20%	14 22%
NET: 4-7	373 43%	380 46%	129 43%	194 48%	508 44%	510 46%	316 46%	319 47%	183 47%	189 45%	437 42%	465 46%	182 50%	175 49%	78 45%	72 45%	66 43%	69 46%	30 47%	21 55%	22 43%	15 40%	37 49%	26 43%
NET: 8-10	360 42%	336 40%	129 43% <sup>d</sup>	139 34%	463 40%	427 38%	277 40%	261 38%	150 39%	162 38%	445 43%	404 40%	130 36%	133 37%	64 36%	51 32%	61 40%	55 37%	23 36%	11 31%	13 26%	8 22%	24 32%	22 35%
Mean	6.56	6.45	6.63 <sup>d</sup>	6.14	6.48	6.30	6.53	6.42	6.34	6.42	6.64	6.43	6.35	6.35	6.18	5.84	6.38	6.25	6.32	6.15	5.12	4.63	5.87	5.94
Standard deviation	2.76	2.72	2.77	2.81	2.76	2.77	2.66	2.66	2.73	2.74	2.73	2.70	2.59	2.60	2.74	2.94	2.63	2.82	2.46	2.56	3.03	3.21	2.74	2.88

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 449

**Q12. Own views on safety measures**

**Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**I think the existing rules and regulations are enough vs.**

**I think stricter rules and regulations are needed**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Standard error	0.10	0.10	0.15	0.13	0.08	0.08	0.09	0.10	0.12	0.12	0.08	0.08	0.12	0.12	0.16	0.18	0.16	0.17	0.22	0.24	0.27	0.29	0.19	0.22

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 450

### Q12. Own views on safety measures

Q12. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All respondents

I think the existing rules and regulations are enough vs.

I think stricter rules and regulations are needed

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
0 I think the existing rules and regulations are enough	10 4%	13 4%	43 4%	35 4%	24 5%	31 6%	28 4%	18 2%
1	4 2%	5 2%	27 3%	36 4%	11 2%	23 5%	20 2%	18 2%
2	7 3%	12 4%	40 4%	44 5%	17 4%	30 6%	30 4%	27 4%
3	19 8% <sup>b</sup>	10 3%	47 5%	36 4%	31 7%	25 5%	36 4%	22 3%
4	12 5%	12 4%	33 3%	45 5%	22 5%	29 6%	23 3%	30 4%
5 don't agree with either statements	22 9%	31 11%	153 15%	178 19%	62 14%	63 13%	116 14%	154 21% <sup>g</sup>
6	21 9%	29 10%	113 11%	88 9%	58 13%	49 10%	77 10%	71 10%
7	36 14%	44 15%	143 14%	134 14%	56 12%	76 15%	128 16%	104 14%
8	44 18%	55 19%	141 14%	130 14%	68 15%	70 14%	119 15%	117 16%
9	20 8%	18 6%	67 7%	65 7%	43 9%	38 8%	44 5%	45 6%
10 I think stricter rules and regulations are needed	53 21%	63 22%	189 19%	143 15%	67 15%	68 14%	179 22%	138 19%
NET: 0-3	40 16%	40 14%	157 16%	152 16%	84 18%	109 22%	113 14%	84 11%
NET: 4-7	92 37%	117 40%	441 44%	444 48%	198 43%	216 43%	344 43%	359 48%
NET: 8-10	117 47%	136 46%	396 40%	337 36%	178 39%	176 35%	342 43%	300 40%
Mean	6.76	6.76	6.47	6.23	6.26	5.97	6.70	6.59
Standard deviation	2.77	2.75	2.78	2.75	2.81	2.95	2.74	2.57
Standard error	0.16	0.14	0.09	0.09	0.12	0.12	0.10	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

Prepared by Yonder

# .YONDER

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 451

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs. It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	241 19%	96 16%	145 23%	69 20%	67 18%	52 20%	53 19%	135 19%	105 20%	19 22%	222 19%	19 14%	32 15%
1	176 14%	76 13%	97 15%	38 11%	54 15%	26 10%	56 20%	93 13%	83 16%	11 13%	165 14%	18 13%	30 14%
2	176 14%	91 15%	84 13%	42 13%	58 16%	40 16%	34 12%	100 14%	75 14%	4 4%	172 15%	16 11%	41 19%
3	124 10%	65 11%	58 9%	46 14%	38 10%	23 9%	17 6%	84 12%	40 8%	7 8%	117 10%	16 11%	13 6%
4	78 6%	37 6%	40 6%	23 7%	20 6%	14 6%	20 7%	43 6%	34 6%	6 7%	71 6%	18 13%	8 4%
5 don't agree with either statements	161 13%	86 14%	74 12%	30 9%	50 14%	34 13%	42 15%	80 11%	76 14%	13 14%	148 13%	24 17%	32 15%
6	64 5%	36 6%	28 4%	21 6%	16 4%	19 7%	9 3%	37 5%	27 5%	4 4%	60 5%	7 5%	14 7%
7	61 5%	33 6%	28 4%	22 7%	21 6%	11 4%	6 2%	43 6%	18 3%	11 13%	50 4%	8 6%	15 7%
8	66 5%	40 7%	24 4%	17 5%	18 5%	13 5%	17 6%	36 5%	30 6%	6 7%	60 5%	4 3%	15 7%
9	37 3%	17 3%	21 3%	11 3%	4 1%	8 3%	12 5%	15 2%	20 4%	3 4%	34 3%	2 1%	7 3%
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	60 5%	28 5%	32 5%	17 5%	19 5%	15 6%	9 3%	36 5%	24 4%	4 4%	57 5%	9 6%	6 3%
NET: 0-3	716 58%	327 54%	384 61%	195 58%	216 59%	142 55%	160 58%	411 59%	302 57%	41 46%	676 58%	69 49%	116 54%
NET: 4-7	363 29%	193 32%	170 27%	96 29%	107 29%	78 30%	77 28%	203 29%	155 29%	34 39%	329 29%	58 41%	69 33%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 451

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
NET: 8-10	163 13%	85 14%	77 12%	46 14%	41 11%	37 14%	38 14%	87 12%	74 14%	13 15%	150 13%	15 10%	28 13%
Mean	3.45	3.69	3.22	3.54	3.37	3.61	3.25	3.45	3.42	3.92	3.41	3.73	3.64
Standard deviation	2.98	2.93	3.00	3.03	2.90	3.06	2.94	2.96	3.00	3.17	2.96	2.79	2.90
Standard error	0.08	0.11	0.13	0.16	0.15	0.19	0.19	0.11	0.13	0.32	0.09	0.25	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 452

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (j)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	231	215	153	126	54	333	180	1037	194	372	191	206	828
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Effective base	180	179	136	115	45	293	157	870	137	310	161	168	674
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	33 16%	40 18%	41 24%	35 25%	23 32%	98 26%	57 27%	215 20%	24 16%	84 23%	43 23%	40 20%	153 18%
1	29 14%	34 16%	24 14%	18 13%	12 16%	54 14%	29 14%	154 14%	21 14%	62 17%	36 19%	37 19%	107 13%
2	28 14%	31 14%	26 15%	26 19%	5 7%	56 15%	30 15%	158 15%	17 11%	47 13%	28 14%	26 13%	126 15%
3	19 9%	20 9%	24 14%	15 11%	10 14%	49 13%	25 12%	113 10%	11 7%	32 9%	12 6%	18 9%	89 11%
4	12 6%	16 7%	7 4%	2 2%	7 10%	17 4%	10 5%	65 6%	12 8%	24 7%	11 6%	12 6%	46 6%
5 don't agree with either statements	38 19%	29 13%	10 6%	12 9%	2 3%	24 6%	14 7%	145 13%	14 9%	43 12%	24 12%	22 11%	107 13%
6	10 5%	8 4%	14 8%	5 4%	3 4%	22 6%	8 4%	52 5%	10 7%	14 4%	4 2%	8 4%	48 6%
7	11 5%	8 4%	1 1%	4 3%	3 4%	8 2%	6 3%	46 4%	16 10%	17 5%	10 5%	10 5%	41 5%
8	9 5%	12 5%	7 4%	11 8%	2 3%	20 5%	13 6%	53 5%	10 7%	20 5%	11 6%	12 6%	44 5%
9	3 1%	10 5%	12 7%	- -	1 2%	13 3%	1 1%	31 3%	6 4%	11 3%	6 3%	8 4%	27 3%
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	11 5%	10 5%	7 4%	10 7%	4 6%	21 5%	14 7%	49 5%	11 8%	12 3%	7 4%	7 3%	48 6%
NET: 0-3	108 54%	125 57%	115 67%	93 68%	50 69%	257 67%	142 68%	639 59%	73 48%	225 62%	119 62%	121 60%	475 57%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 452

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
NET: 4-7	71 35%	61 28%	32 19%	24 17%	14 20%	70 18%	38 18%	307 28%	51 34%	98 27%	49 26%	53 26%	242 29%
NET: 8-10	22 11%	32 15%	25 15%	21 15%	8 11%	54 14%	28 14%	133 12%	28 18%	42 12%	23 12%	26 13%	119 14%
Mean	3.56	3.46	3.16	3.12	2.74	3.07	2.99	3.35	4.12	3.12	3.09	3.27	3.58
Standard deviation	2.86	3.00	3.05	3.11	3.03	3.06	3.08	2.93	3.22	2.91	2.96	2.98	3.02
Standard error	0.19	0.20	0.25	0.28	0.41	0.17	0.23	0.09	0.23	0.15	0.21	0.21	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 453

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (j)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	773	469	1141	760	522	1043	449	255	263	111	119	179
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Effective base	663	355	928	594	383	842	323	163	166	54	74	122
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	169 20%	72 18%	206 18%	123 18%	72 17%	182 18%	58 16%	24 15%	26 17%	4 11%	2 6%	8 13%
1	118 14%	58 14%	161 14%	95 14%	65 16%	150 15%	55 15%	24 15%	15 10%	2 6%	1 2%	8 12%
2	131 16%	45 11%	169 15%	89 13%	50 12%	142 14%	32 9%	18 11%	16 10%	2 4%	5 5%	8 13%
3	87 10%	36 9%	110 10%	66 10%	30 7%	102 10%	32 9%	13 8%	14 10%	2 6%	4 10%	4 7%
4	47 6%	31 8%	64 6%	43 6%	28 7%	68 7%	28 8%	9 5%	8 6%	2 5%	2 5%	4 6%
5 don't agree with either statements	100 12%	61 15%	148 13%	106 16%	68 16%	136 13%	60 17%	23 14%	22 14%	5 13%	5 13%	9 15%
6	50 6%	14 3%	57 5%	33 5%	25 6%	49 5%	24 7%	12 8%	12 8%	7 18%	4 11%	2 3%
7	31 4%	30 7%	56 5%	41 6%	30 7%	52 5%	28 8%	15 9%	20 13%	7 19%	3 7%	8 13%
8	41 5%	24 6%	59 5%	34 5%	26 6%	57 6%	17 5%	11 7%	9 6%	4 10%	6 15%	6 9%
9	23 3%	14 3%	35 3%	27 4%	13 3%	33 3%	14 4%	6 4%	5 3%	2 6%	3 7%	4 7%
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	36 4%	24 6%	54 5%	25 4%	13 3%	47 5%	11 3%	6 4%	3 2%	1 3%	4 12%	1 2%
NET: 0-3	506 61%	211 52%	646 58%	373 55%	218 52%	577 57%	178 49%	79 49%	71 47%	10 27%	12 31%	28 46%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 453

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (j)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
NET: 4-7	228 27%	135 33%	325 29%	223 33%	151 36%	305 30%	139 39%	59 36%	62 41%	20 54%	13 36%	23 37%
NET: 8-10	101 12%	62 15%	148 13%	87 13%	53 12%	137 13%	43 12%	23 15%	17 11%	7 19%	13 34%	11 18%
Mean	3.30	3.76	3.47	3.56	3.63	3.51	3.74	3.91	3.93	5.16	5.54	4.19
Standard deviation	2.92	3.07	2.97	2.93	2.92	2.96	2.90	3.00	2.91	2.82	3.04	3.04
Standard error	0.11	0.14	0.09	0.11	0.13	0.09	0.14	0.19	0.18	0.27	0.28	0.23

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 454

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	364	862	570	673
Weighted base	293	933	500	743
Effective base	263	740	432	586
0 Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos	46 16%	195 21%	80 16%	161 22%
1	44 15%	132 14%	63 13%	113 15%
2	27 9%	146 16%	55 11%	121 16%
3	24 8%	99 11%	47 9%	77 10%
4	17 6%	58 6%	35 7%	42 6%
5 don't agree with either statements	43 15%	110 12%	69 14%	92 12%
6	21 7%	42 4%	33 7%	31 4%
7	22 8%	38 4%	36 7%	25 3%
8	20 7%	46 5%	36 7%	30 4%
9	14 5%	22 2%	17 3%	20 3%
10 It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos	15 5%	45 5%	28 6%	32 4%
NET: 0-3	142 49%	572 61%	246 49%	471 63%
NET: 4-7	102 35%	248 27%	173 35%	190 26%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 454

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos vs.**

**It is the responsibility of internet users to protect themselves from violent, inappropriate or abusive videos**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Weighted base	293	933	500	743
NET: 8-10	49 17%	113 12%	81 16%	82 11%
Mean	3.97	3.26	3.94	3.12
Standard deviation	3.09	2.93	3.06	2.88
Standard error	0.16	0.10	0.13	0.11

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 455

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	1243	663	575	358	376	248	252	734	500	100	1143	121	243
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Effective base	1016	530	487	286	311	206	207	597	413	93	928	96	187
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	68 5%	39 7%	28 4%	16 5%	26 7%	11 4%	15 5%	42 6%	26 5%	4 5%	64 6%	10 7%	17 8%
1	55 4%	25 4%	28 4%	13 4%	17 5%	12 5%	13 5%	30 4%	26 5%	6 6%	50 4%	8 5%	17 8%
2	76 6%	31 5%	45 7%	22 7%	24 6%	17 7%	13 5%	46 7%	30 6%	8 9%	68 6%	10 7%	20 9%
3	86 7%	43 7%	42 7%	24 7%	34 9%	13 5%	16 6%	58 8%	28 5%	9 10%	77 7%	14 10%	17 8%
4	75 6%	32 5%	43 7%	17 5%	30 8%	15 6%	10 4%	46 7%	26 5%	3 3%	72 6%	7 5%	17 8%
5 don't agree with either statements	255 21%	141 23%	112 18%	59 18%	71 19%	56 22%	64 23%	130 19%	120 22%	19 21%	236 20%	29 21%	33 16%
6	122 10%	58 10%	64 10%	38 11%	33 9%	24 9%	27 10%	71 10%	51 10%	9 10%	113 10%	26 18%	23 11%
7	128 10%	71 12%	57 9%	42 13%	27 7%	25 10%	32 12%	70 10%	57 11%	11 13%	116 10%	12 9%	16 8%
8	145 12%	56 9%	89 14%	40 12%	39 11%	35 14%	30 11%	80 11%	64 12%	8 10%	137 12%	7 5%	24 11%
9	73 6%	30 5%	43 7%	22 6%	22 6%	14 5%	15 6%	44 6%	29 5%	4 4%	69 6%	4 3%	12 6%
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	160 13%	79 13%	81 13%	44 13%	42 11%	35 13%	39 14%	86 12%	74 14%	8 9%	153 13%	14 10%	16 8%
NET: 0-3	285 23%	139 23%	143 23%	74 22%	101 28%	53 21%	57 21%	175 25%	110 21%	26 30%	259 22%	42 30%	71 34%
NET: 4-7	580 47%	302 50%	275 44%	156 46%	161 44%	120 47%	134 49%	317 45%	254 48%	41 47%	538 47%	75 53%	89 42%
NET: 8-10	378 30%	165 27%	213 34%	106 32%	103 28%	83 32%	85 31%	209 30%	168 32%	20 22%	359 31%	24 17%	52 25%
Mean	5.70	5.62	5.80	5.87	5.37	5.81	5.84	5.61	5.83	5.25	5.73	5.04	4.96

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 455

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 13-17 Wave 2 (t)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	1243	606	631	337	365	257	275	701	532	87	1156	142	212
Standard deviation	2.86	2.86	2.86	2.82	2.94	2.84	2.86	2.89	2.84	2.80	2.87	2.77	2.97
Standard error	0.08	0.11	0.12	0.15	0.15	0.18	0.18	0.11	0.13	0.28	0.08	0.25	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 456

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	231	215	153	126	54	333	180	1037	194	372	191	206	828
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
Effective base	180	179	136	115	45	293	157	870	137	310	161	168	674
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	15 7%	7 3%	6 3%	4 3%	4 6%	14 4%	8 4%	61 6%	7 5%	19 5%	10 5%	8 4%	49 6%
1	8 4%	7 3%	6 4%	1 1%	2 3%	10 3%	3 2%	52 5%	4 2%	22 6%	17 9%	13 7%	32 4%
2	12 6%	12 6%	11 6%	1 1%	2 2%	14 4%	3 1%	63 6%	11 7%	25 7%	16 8%	12 6%	48 6%
3	19 9%	12 5%	6 4%	5 4%	3 4%	15 4%	8 4%	71 7%	13 9%	27 7%	16 8%	16 8%	55 7%
4	25 12%	7 3%	8 5%	6 4%	2 3%	16 4%	8 4%	63 6%	10 7%	17 5%	12 6%	10 5%	53 6%
5 don't agree with either statements	36 18%	53 24%	34 20%	43 31%	8 12%	85 22%	51 24%	231 21%	23 15%	73 20%	36 19%	35 18%	165 20%
6	19 10%	17 8%	17 10%	7 5%	5 8%	29 8%	12 6%	106 10%	15 10%	35 10%	19 10%	20 10%	85 10%
7	19 9%	28 13%	24 14%	14 10%	3 5%	41 11%	17 8%	109 10%	17 11%	42 12%	16 8%	24 12%	84 10%
8	22 11%	30 14%	20 12%	16 12%	19 26%	55 14%	35 17%	127 12%	18 12%	41 11%	17 9%	26 13%	103 12%
9	5 3%	22 10%	12 7%	9 7%	5 8%	26 7%	15 7%	61 6%	9 8%	21 6%	11 6%	11 6%	49 6%
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	22 11%	23 11%	29 17%	32 23%	17 24%	78 20%	49 23%	136 13%	22 15%	42 12%	23 12%	25 12%	113 13%
NET: 0-3	55 27%	39 18%	29 17%	11 8%	11 15%	52 14%	22 11%	246 23%	34 23%	93 25%	59 31%	49 25%	184 22%
NET: 4-7	98 49%	105 48%	83 48%	69 50%	20 27%	171 45%	88 42%	509 47%	66 44%	167 46%	83 43%	88 44%	387 46%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 456

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55-64 Wave 2 (f)	Age - 65-74 Wave 2 (h)	Age - 75-84 Wave 2 (i)	Age - 55+ Wave 2 (l)	Age - 65+ Wave 2 (n)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	202	218	173	137	72*	381	209	1080	152	365	192	200	836
NET: 8-10	49 24%	75 34%	60 35%	57 42%	41 57%	158 42%	98 47%	324 30%	51 34%	105 29%	50 26%	63 31%	265 32%
Mean	5.22	6.06	6.20	6.71	6.85	6.50	6.76	5.67	5.93	5.58	5.25	5.73	5.77
Standard deviation	2.85	2.67	2.78	2.57	2.97	2.75	2.71	2.86	2.87	2.89	2.98	2.87	2.87
Standard error	0.19	0.18	0.22	0.23	0.40	0.15	0.20	0.09	0.21	0.15	0.22	0.20	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 457

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (j)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruiteab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	773	469	1141	760	522	1043	449	255	263	111	119	179
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Effective base	663	355	928	594	383	842	323	163	166	54	74	122
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	35 4%	33 8%	60 5%	32 5%	17 4%	54 5%	17 5%	18 11%	10 6%	1 2%	3 9%	4 7%
1	29 3%	27 7%	55 5%	33 5%	20 5%	46 4%	24 7%	14 9%	6 4%	2 6%	1 4%	2 3%
2	48 6%	27 7%	71 6%	51 7%	35 8%	61 6%	25 7%	16 10%	7 5%	2 6%	4 11%	7 11%
3	49 6%	37 9%	84 8%	57 8%	39 9%	81 8%	35 10%	15 9%	13 9%	5 14%	2 6%	5 8%
4	45 5%	30 7%	71 6%	51 7%	26 6%	55 5%	27 7%	11 7%	11 7%	3 8%	3 9%	7 12%
5 don't agree with either statements	192 23%	63 15%	216 19%	120 18%	77 18%	208 20%	70 19%	25 15%	28 19%	7 17%	7 19%	13 21%
6	75 9%	47 12%	109 10%	66 10%	39 9%	101 10%	40 11%	10 6%	14 10%	4 10%	4 10%	2 4%
7	94 11%	34 8%	116 10%	76 11%	44 11%	104 10%	28 8%	15 9%	19 12%	3 8%	3 7%	5 8%
8	102 12%	43 11%	131 12%	71 10%	49 12%	114 11%	35 10%	13 8%	18 12%	6 15%	4 10%	8 12%
9	51 6%	22 5%	69 6%	43 6%	26 6%	62 6%	22 6%	10 6%	5 3%	2 5%	3 8%	5 8%
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	115 14%	45 11%	137 12%	84 12%	49 12%	133 13%	37 10%	16 10%	17 12%	3 9%	3 7%	4 6%
NET: 0-3	161 19%	124 30%	270 24%	173 25%	112 27%	242 24%	102 28%	62 38%	37 25%	10 28%	11 29%	18 29%
NET: 4-7	406 49%	174 43%	512 46%	312 46%	186 44%	468 46%	164 46%	61 38%	72 48%	16 43%	17 45%	28 45%
NET: 8-10	268 32%	110 27%	337 30%	199 29%	124 29%	309 30%	94 26%	39 24%	41 27%	11 29%	10 25%	16 26%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 457

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	No children aged 17 or under in HH Wave 2 (b)	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (j)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Weighted base	835	408	1119	683	422	1019	360	161	149	38	37	62
Mean	5.92	5.25	5.65	5.61	5.58	5.70	5.33	4.79	5.53	5.52	5.11	5.13
Standard deviation	2.76	3.01	2.87	2.87	2.85	2.87	2.85	3.17	2.85	2.73	2.95	2.83
Standard error	0.10	0.14	0.09	0.10	0.12	0.09	0.13	0.20	0.18	0.26	0.27	0.21

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 458

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	364	862	570	673
Weighted base	293	933	500	743
Effective base	263	740	432	586
0 It is easy to access/ use flagging and reporting mechanisms on websites and apps	18 6%	50 5%	45 9%	23 3%
1	12 4%	43 5%	34 7%	22 3%
2	22 8%	53 6%	42 8%	34 5%
3	22 8%	64 7%	38 8%	48 6%
4	19 7%	54 6%	41 8%	34 5%
5 don't agree with either statements	49 17%	199 21%	73 15%	182 25%
6	33 11%	88 9%	66 13%	56 8%
7	26 9%	98 11%	52 10%	75 10%
8	32 11%	112 12%	39 8%	106 14%
9	19 7%	54 6%	31 6%	42 6%
10 Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use	41 14%	118 13%	41 8%	119 16%
NET: 0-3	74 25%	210 22%	158 32%	127 17%
NET: 4-7	126 43%	440 47%	232 46%	348 47%
NET: 8-10	93 32%	283 30%	110 22%	268 36%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 458

**Q12b. Own Vies on safety measures**

**Q12b. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

**It is easy to access/ use flagging and reporting mechanisms on websites and apps vs.**

**Flagging and reporting mechanisms on websites and apps need to be made easier to access/ use**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Weighted base	293	933	500	743
Mean	5.67	5.71	5.03	6.15
Standard deviation	2.97	2.85	2.95	2.71
Standard error	0.16	0.10	0.12	0.10

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 459

**Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that may be inappropriate or upsetting to children**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
should definitely have rules and safety measures in place	(10) 701 56%	662 53%	297 48%	264 44%	404 63%	396 63%	172 50%	172 51%	218 59%	189 52%	149 57%	138 54%	160 57%	159 58%	390 55%	361 51%	309 57%	297 56%	41 47%	38 43%	660 56%	624 54%	51 36%	54 38%	92 43%	90 42%
9	(9) 109 9%	113 9%	59 9%	57 9%	50 8%	55 9%	29 9%	38 11%	34 9%	32 9%	21 8%	24 9%	24 8%	18 6%	64 9%	71 10%	45 8%	41 8%	11 13%	9 11%	98 8%	104 9%	17 12%	16 11%	18 8%	17 8%
8	(8) 144 11%	154 12%	78 13%	89 15%	67 10%	64 10%	42 12%	49 15%	40 11%	44 12%	37 14%	31 12%	25 9%	28 10%	82 11%	93 13%	62 12%	59 11%	10 11%	11 12%	134 11%	143 12%	16 11%	20 14%	32 15%	31 15%
7	(7) 116 9%	98 8%	67 11%	57 9%	49 8%	41 6%	43 13%	30 9%	29 8%	29 8%	21 8%	25 10%	22 8%	14 5%	72 10%	58 8%	43 8%	39 7%	12 14%	10 11%	104 9%	88 8%	24 17%	16 12%	20 9%	17 8%
6	(6) 67 5%	75 6%	44 7%	51 8%	23 4%	24 4%	21 6%	19 6%	18 5%	29 8%	13 5%	10 4%	15 5%	17 6%	40 6%	48 7%	28 5%	27 5%	5 6%	3 3%	62 5%	72 6%	13 9%	12 9%	16 8%	20 10%
5	(5) 75 6%	91 7%	45 7%	51 8%	29 5%	37 6%	18 5%	13 4%	21 6%	24 6%	10 4%	21 8%	23 8%	31 11%	39 5%	37 5%	33 6%	51 10%	6 7%	11 13%	69 6%	80 7%	16 11%	13 10%	20 9%	19 9%
4	(4) 17 1%	16 1%	11 2%	11 2%	6 1%	5 1%	6 2%	3 1%	3 1%	5 1%	4 1%	4 2%	4 1%	4 1%	10 1%	8 1%	7 1%	8 2%	2 2%	4 4%	16 1%	12 1%	2 1%	3 2%	6 3%	3 2%
3	(3) 11 1%	11 1%	6 1%	8 1%	5 1%	3 1%	4 1%	2 1%	4 1%	7 2%	1 1%	1 1%	3 1%	1 1%	8 1%	9 1%	4 1%	2 1%	- 1%	- 1%	11 1%	11 1%	* 1%	- 1%	7 3%	7 3%
2	(2) 9 1%	10 1%	4 1%	6 1%	5 1%	4 1%	4 1%	3 1%	3 1%	4 1%	2 1%	1 1%	- 1%	2 1%	7 1%	7 1%	2 1%	3 1%	- 1%	1 1%	9 1%	9 1%	2 2%	1 1%	1 1%	4 2%
1	(1) 4 *	2 *	2 *	2 *	1 *	1 *	- *	1 *	- *	- *	* *	1 *	3 1%	* *	- *	1 *	4 1%	1 *	- *	- *	4 *	2 *	* *	* *	* *	1 *
should have no rules or safety measures in place	(0) 6 *	11 1%	4 1%	9 2%	2 *	2 *	2 *	6 2%	1 *	3 1%	2 1%	1 *	1 1%	2 1%	3 1%	9 1%	4 1%	2 1%	1 1%	1 1%	5 *	9 1%	1 1%	5 3%	3 1%	3 1%
NET: 8-10	954 76%	929 75%	433 70%	410 68%	521 81%	516 82%	243 71%	259 77%	292 79%	265 73%	207 80%	192 75%	208 75%	205 74%	536 75%	525 75%	416 77%	397 75%	62 70%	58 66%	892 76%	871 75%	85 59%	90 63%	142 66%	138 65%
NET: 4-7	275 22%	280 22%	168 27%	170 28%	107 17%	107 17%	89 26%	65 19%	71 19%	86 23%	48 18%	60 24%	63 23%	66 24%	160 23%	151 22%	111 21%	126 24%	25 28%	27 31%	250 21%	252 22%	55 38%	46 32%	62 29%	60 28%
NET: 0-3	30 2%	34 3%	17 3%	26 4%	12 2%	8 1%	9 3%	12 4%	8 2%	14 4%	5 2%	4 1%	8 3%	5 2%	17 2%	26 4%	13 2%	8 2%	1 1%	2 2%	29 2%	32 3%	4 2%	6 4%	11 5%	14 7%
Mean	8.62	8.51	8.33	8.10	8.90	8.91	8.45	8.53	8.77j	8.42	8.73	8.59	8.57	8.55	8.61	8.47	8.65	8.57	8.44	8.08	8.64	8.54	7.94	7.87	7.99	7.92
Standard deviation	1.98	2.08	2.10	2.27	1.81	1.78	2.01	2.11	1.87	2.14	1.92	1.93	2.11	2.09	1.94	2.12	2.02	2.01	1.96	2.27	1.98	2.06	2.09	2.43	2.33	2.40
Standard error	0.06	0.06	0.08	0.09	0.08	0.07	0.11	0.11	0.10	0.11	0.12	0.12	0.13	0.13	0.07	0.08	0.09	0.09	0.18	0.23	0.06	0.06	0.17	0.22	0.15	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 460

**Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos that may be inappropriate or upsetting to children

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
should definitely have rules and safety measures in place (10)	95 47%	92 45%	135 61%	121 56%	125 71%	125 73%	102 74%	95 69%	59 81%	48 67%	286 74%	268 70%	161 76%	142 68%	622 57%	589 55%	77 49%	69 45%	224 63%	215 59%	96 59%	108 56%	141 67%	114 57%	461 53%	431 51%	
9	(9) 20 10%	17 8%	16 7%	23 10%	10 6%	15 9%	12 9%	9 6%	4 5%	7 10%	26 7%	31 8%	16 8%	16 8%	94 9%	89 8%	14 9%	22 14%	24 7%	31 9%	17 10%	16 8%	13 6%	21 10%	84 10%	80 10%	
8	(8) 32 16%	30 15%	22 10%	22 10%	10 10%	11 7%	8 6%	16 12%	7 10%	12 17%	32 8%	40 10%	15 7%	28 14%	120 11%	135 12%	20 13%	18 12%	31 9%	45 12%	13 8%	23 12%	16 7%	29 14%w	109 13%	106 13%	
7	(7) 20 10%	20 10%	20 9%	19 9%	10 6%	8 5%	7 5%	5 4%	3 4%	2 3%	20 5%	15 4%	10 5%	7 3%	93 9%	83 8%	21 13%	12 8%	34 10%t	20 5%	17 11%	11 6%	17 8%	7 4%	74 8%	75 9%	
6	(6) 11 6%	11 5%	10 4%	14 6%	8 4%	7 4%	4 3%	5 4%	- 4%	3 4%	12 3%	15 4%	4 2%	8 4%	57 5%	59 5%	9 5%	16 10%	15 4%	19 5%	8 5%	9 4%	7 3%	11 5%	48 6%	54 6%	
5	(5) 16 8%	25 13%	9 4%	15 7%	3 2%	4 2%	4 3%	3 2%	- -	- -	7 2%	7 2%	4 2%	3 2%	60 6%	81 7%	13 8%	9 6%	18 5%	27 7%	10 6%	18 9%	11 5%	15 8%	54 6%	52 6%	
4	(4) 2 1%	2 1%	4 2%	1 *	1 1%	1 1%	1 1%	2 1%	- -	- -	2 *	3 1%	1 *	2 1%	15 1%	12 1%	2 1%	4 2%	* *	2 *	- -	1 1%	* *	1 *	1 *	17 2%	14 2%
3	(3) 1 1%	2 1%	- -	1 1%	2 1%	* *	1 *	- -	- -	- -	2 1%	* *	1 *	- -	8 1%	11 1%	3 2%	* *	4 1%	4 1%	1 *	4 2%	3 1%	* *	6 1%	7 1%	
2	(2) 3 2%	2 1%	2 1%	1 *	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 1%	8 1%	8 1%	- -	2 1%	2 1%	1 *	1 1%	- -	1 *	1 *	7 1%	8 1%	
1	(1) 1 1%	- -	2 1%	* *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	4 *	2 *	- -	- -	- -	1 *	- -	* *	- -	1 *	4 *	2 *	
should have no rules or safety measures in place (0)	1 *	2 1%	- -	* *	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	4 *	10 1%	- -	1 *	2 *	1 *	2 1%	1 1%	2 1%	1 *	5 1%	9 1%	
NET: 8-10	147 72%	138 68%	174 79%	166 76%	152 87%	152 88%	122 88%	120 87%	70 96%	67 94%	344 89%	339 89%	192 91%	187 90%	836 77%	813 75%	110 70%	108 71%	278 79%	291 80%	125 77%	147 77%	170 81%	164 82%	654 75%	616 74%	
NET: 4-7	50 24%	58 29%	44 20%	49 22%	21 12%	20 12%	15 11%	15 11%	3 4%	4 6%	40 10%	40 10%	18 9%	20 9%	226 21%	235 22%	44 28%	41 27%	68 19%	67 18%	35 21%	39 20%	35 17%	34 17%	192 22%	194 23%	
NET: 0-3	7 3%	6 3%	4 2%	3 2%	2 1%	* 1%	1 1%	2 2%	- -	- -	3 1%	3 1%	1 1%	2 1%	24 2%	32 3%	3 2%	2 2%	6 2%	7 2%	2 1%	6 3%	4 2%	2 1%	21 2%	26 3%	
Mean	8.33	8.19	8.80	8.69	9.22	9.30	9.29	9.11	9.62	9.34	9.32	9.24	9.40	9.19	8.69	8.53	8.43	8.38	8.89	8.75	8.83	8.58	8.99	8.80	8.55	8.45	
Standard deviation	2.09	2.16	1.90	1.85	1.46	1.37	1.53	1.70	0.84	1.08	1.40	1.45	1.34	1.51	1.94	2.09	1.91	1.98	1.77	1.91	1.78	2.07	1.79	1.77	2.02	2.12	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 460

**Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that may be inappropriate or upsetting to children**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.14	0.14	0.13	0.13	0.12	0.11	0.14	0.15	0.13	0.15	0.08	0.08	0.10	0.11	0.06	0.07	0.14	0.14	0.09	0.10	0.14	0.15	0.12	0.12	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 461

**Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that may be inappropriate or upsetting to children**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
should definitely have rules and safety measures in place (10)	520 60%	488 56%	140 46%	194 48%	635 55%	595 53%	343 50%	335 49%	181 46%	198 47%	574 56%	524 51%	156 43%	145 40%	64 36%	53 33%	54 36%	55 37%	14 23%	6 16%	12 24%	12 32%	23 30%	17 27%
9	(9) 67 8%	75 9%	30 10%	38 9%	93 8%	99 9%	67 10%	66 10%	41 11%	44 10%	97 9%	95 9%	36 10%	42 12%	26 15% <sup>p</sup>	12 8%	18 12%	22 15%	12 19%	5 13%	7 13%	2 6%	9 12%	6 9%
8	(8) 80 9%	101 12%	54 18%	53 13%	135 12%	136 12%	83 12%	90 13%	54 14%	53 13%	125 12%	136 13%	49 13%	47 13%	26 15%	31 19%	25 16%	27 18%	12 19%	7 20%	8 15%	3 9%	13 17%	12 19%
7	(7) 64 7%	59 7%	39 13%	39 9%	114 10%	91 8%	82 12%	64 9%	49 13%	36 8%	95 9%	88 9%	47 13%	41 11%	19 11%	15 9%	21 14%	17 11%	6 10%	8 21%	6 12%	6 15%	10 14%	8 14%
6	(6) 47 5%	51 6%	15 5%	25 6%	63 5%	67 6%	49 7%	43 6%	24 6%	32 8%	55 5%	62 6%	33 9%	25 7%	16 9%	23 14%	16 11%	12 8%	8 13%	4 11%	8 16%	3 9%	8 11%	8 13%
5	(5) 55 6%	52 6%	13 4%	39 9% <sup>c</sup>	74 6%	84 8%	44 6%	58 9%	26 7%	40 9%	54 5%	77 8%	30 8%	40 11%	15 8%	14 9%	9 6%	9 6%	5 7%	3 8%	4 9%	5 13%	7 9%	5 9%
4	(4) 9 1%	10 1%	6 2%	6 2%	16 1%	16 1%	9 1%	11 2%	6 1%	10 2%	11 1%	14 1%	4 2%	7 3%	4 2%	5 3%	2 2%	4 3%	2 3%	3 8%	3 6%	3 8%	2 2%	1 2%
3	(3) 11 1%	8 1%	* 1%	3 1%	10 1%	11 1%	8 1%	6 1%	3 1%	5 1%	10 1%	9 1%	5 1%	5 1%	3 2%	4 1%	3 2%	1 1%	2 3%	* 1%	* 1%	1 4%	2 3%	2 3%
2	(2) 7 1%	7 1%	2 1%	3 1%	9 1%	10 1%	4 1%	7 1%	1 1%	1 1%	4 1%	6 2%	3 1%	6 2%	2 1%	2 1%	2 1%	- 1%	1 1%	1 2%	2 3%	- 1%	* 1%	1 2%
1	(1) 4 *	1 *	- *	1 *	3 *	2 *	* *	* *	* *	* *	2 *	1 *	* *	* *	* *	* *	* *	* *	* 1%	* 1%	* 1%	2 4%	* 1%	* 1%
should have no rules or safety measures in place (0)	3 *	3 *	1 *	8 2%	6 1%	7 1%	4 1%	4 1%	5 1%	3 1%	5 1%	7 1%	2 1%	2 1%	1 1%	3 2%	- 1%	1 1%	- 1%	* 1%	- 1%	* 1%	1 1%	1 2%
NET: 8-10	667 77%	644 77%	224 74%	285 70%	863 75%	830 74%	493 71%	491 72%	275 71%	295 70%	796 77%	754 74%	241 66%	234 65%	117 66%	96 60%	97 64%	105 70%	39 61%	18 48%	26 52%	18 47%	45 59%	34 55%
NET: 4-7	175 20%	171 21%	75 25%	108 27%	267 23%	259 23%	182 26%	175 26%	105 27%	118 28%	216 21%	241 24%	114 31%	113 31%	53 30%	56 35%	49 32%	42 28%	21 33%	18 49%	22 43%	17 45%	27 36%	23 37%
NET: 0-3	25 3%	20 2%	3 1%	14 4%	28 2%	30 3%	16 2%	17 3%	10 3%	9 2%	20 2%	23 2%	10 3%	13 4%	6 4%	9 5%	5 3%	3 2%	3 5%	1 3%	2 5%	3 8%	4 5%	5 8%
Mean	8.69	8.65	8.51	8.24	8.57	8.50	8.45	8.39	8.35	8.30	8.691	8.49	8.19	8.04	8.04	7.64	8.05	8.22	7.66	7.22	7.35	7.16	7.72	7.41
Standard deviation	2.02	1.96	1.80	2.27	2.01	2.06	1.98	2.06	2.07	2.09	1.89	2.02	2.05	2.18	2.12	2.35	1.99	1.93	2.12	2.07	2.26	2.63	2.18	2.41
Standard error	0.07	0.07	0.10	0.10	0.06	0.06	0.07	0.07	0.09	0.09	0.06	0.06	0.09	0.10	0.12	0.15	0.12	0.12	0.19	0.20	0.20	0.24	0.15	0.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 462

**Q13. Need for safety measures - Videos that may be inappropriate or upsetting to children**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that may be inappropriate or upsetting to children**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	129 52%	134 46%	564 57%	521 56%	198 43%	226 45%	503 63%	436 59%
9 (9)	27 11%	29 10%	82 8%	83 9%	52 11%	41 8%	58 7%	72 10%
8 (8)	31 12%	42 14%	113 11%	112 12%	60 13%	66 13%	84 11%	88 12%
7 (7)	25 10%	28 10%	89 9%	68 7%	52 11%	57 11%	64 8%	40 5%
6 (6)	11 5%	20 7%	55 6%	55 6%	35 8%	39 8%	33 4%	36 5%
5 (5)	19 8%	24 8%	52 5%	61 7%	36 8%	42 8%	39 5%	49 7%
4 (4)	2 1%	8 3%	15 2%	8 1%	13 3%	8 2%	4 *	8 1%
3 (3)	2 1%	1 1%	9 1%	10 1%	4 1%	6 1%	7 1%	5 1%
2 (2)	1 *	4 1%	8 1%	6 1%	4 1%	4 1%	5 1%	6 1%
1 (1)	* *	* *	3 *	2 *	2 1%	1 *	1 *	1 *
should have no rules or safety measures in place (0)	2 1%	3 1%	5 *	8 1%	3 1%	9 2%	3 *	1 *
NET: 8-10	187 75%	205 70%	758 76%	715 77%	310 67%	333 67%	645 81%	596 80%
NET: 4-7	57 23%	80 27%	211 21%	192 21%	136 30%	146 29%	139 17%	133 18%
NET: 0-3	4 2%	8 3%	25 3%	26 3%	14 3%	21 4%	16 2%	14 2%
Mean	8.59	8.24	8.64	8.61	8.17	8.12	8.88	8.77
Standard deviation	1.91	2.16	1.98	2.03	2.15	2.29	1.83	1.88
Standard error	0.11	0.11	0.07	0.07	0.09	0.10	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.



Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 463

Q13. Need for safety measures - Videos that contain sexual or pornographic content

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All respondents

Videos that contain sexual or pornographic content

Table with columns for Wave 1(a), Wave 2(b), Gender - Male (c,d), Gender - Female (e,f), SEG AB (g,h), SEG C1 (i,j), SEG C2 (k,l), SEG DE (m,n), SEG ABC1 (o,p), SEG C2DE (q,r), Age - 13-17 (s,t), Age - 18+ (u,v), Age - 18-24 (w,x), Age - 25-34 (y,z). Rows include Unweighted base, Weighted base, Effective base, and various response categories from 9 down to 1, plus summary rows like NET: 8-10 and Mean.

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 464

**Q13. Need for safety measures - Videos that contain sexual or pornographic content**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

**Videos that contain sexual or pornographic content**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
should definitely have rules and safety measures in place (10)	92 45%	81 40%	122 55%	112 51%	110 63%	116 67%	81 58%	98 71%g	53 73%	48 66%	244 63%	262 69%	134 63%	145 70%	573 53%	569 53%	77 49%	69 45%	205 58%	206 57%	90 56%	109 57%	126 61%	113 57%	431 50%	420 50%	
9 (9)	23 11%	18 9%	17 8%	28 13%	18 11%	10 6%	10 7%	5 4%	8 11%	12 17%	36 9%	33 7%	17 8%	18 9%	106 10%	90 8%	11 7%	16 10%	22 6%	27 7%	13 8%	10 5%	9 4%	19 10%	94 11%	75 9%	
8 (8)	27 13%	22 11%	28 12%	20 9%	19 11%	19 11%	16 12%	9 7%	8 11%	7 9%	43 11%	35 9%	24 11%	16 8%	127 12%	113 11%	24 15%	20 13%	46 13%	45 12%	27 16%	26 14%	25 12%	24 12%	102 12%	86 10%	
7 (7)	14 7%	29 14%a	17 8%	19 9%	7 4%	6 3%	8 6%	6 4%	2 2%	1 2%	17 4%	13 3%	10 5%	7 3%	81 7%	94 9%	16 10%	16 11%	18 5%	24 6%	9 5%	11 6%	10 5%	10 5%	78 9%	81 10%	
6 (6)	15 7%	15 7%	11 5%	11 5%	5 3%	6 3%	8 6%	9 7%	- 4%	3 4%	13 3%	18 5%	8 4%	12 6%	57 5%	68 6%	8 5%	13 8%	21 6%	15 4%	6 4%	5 3%	14 7%	9 4%	41 5%	65 8%y	
5 (5)	22 11%	24 12%	13 6%	19 9%	6 4%	9 5%	8 6%	6 4%	- 2%	1 4%	14 4%	17 4%	8 4%	7 3%	82 8%	91 8%	13 8%	13 8%	27 8%	30 8%	12 7%	19 10%	16 8%	17 8%	63 7%	67 8%	
4 (4)	3 1%	1 1%	5 2%	1 1%	1 *	4 2%	- -	- -	- -	- -	1 *	4 1%	- -	- -	16 2%	13 1%	5 3%	2 1%	3 1%	6 2%	2 1%	3 1%	2 1%	* *	3 2%	18 2%	9 1%
3 (3)	2 1%	4 2%	2 1%	2 1%	1 1%	- 1%	1 *	2 1%	- -	- -	2 *	2 *	1 *	2 1%	10 1%	13 1%	2 1%	* 1%	2 1%	5 1%	1 *	2 1%	1 1%	2 1%	9 1%	9 1%	
2 (2)	- -	2 1%	3 1%	3 1%	3 2%	1 1%	3 2%	2 1%	2 3%	- -	9 2%	3 1%	5 2%	2 1%	12 1%	6 1%	1 1%	1 1%	3 1%	- -	1 *	- -	3 1%	- -	11 1%	7 1%	
1 (1)	4 2%	3 1%	2 1%	2 1%	2 1%	1 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -	7 1%	8 1%	1 *	1 1%	2 1%	3 1%	1 *	3 2%	1 1%	1 *	6 1%	6 1%	
should have no rules or safety measures in place (0)	3 2%	4 2%	* 1%	1 1%	2 1%	- 1%	4 3%	- -	- -	- -	6 2%l	- -	4 2%	- -	14 1%	14 1%	* 1%	2 1%	3 1%	4 1%	1 1%	2 1%	2 1%	2 1%	13 2%	11 1%	
NET: 8-10	142 69%	120 60%	167 75%	160 73%	148 85%	145 84%	106 77%	112 82%	69 95%	67 93%	323 84%	324 85%	175 83%	179 86%	806 74%	772 72%	111 71%	104 68%	273 77%	279 76%	130 80%	145 76%	160 77%	157 78%	627 72%	581 69%	
NET: 4-7	54 26%	69 34%	46 21%	51 23%	19 11%	25 15%	25 18%	21 15%	2 2%	5 7%	45 12%	52 14%	26 12%	26 13%	237 22%	266 25%	42 27%	43 29%	69 20%	75 21%	29 18%	39 20%	41 20%	39 19%	200 23%	222 27%	
NET: 0-3	9 4%	12 6%	8 4%	7 3%	8 5%	3 2%	8 6%	3 2%	2 3%	- -	18 5%l	6 2%	10 5%	3 2%	43 4%	41 4%	4 2%	4 3%	10 3%	12 3%	3 2%	8 4%	7 3%	5 2%	39 5%	33 4%	
Mean	8.12	7.82	8.50	8.47	8.83	8.95	8.48	9.02	9.36	9.35	8.81	9.05	8.79	9.14	8.43	8.37	8.32	8.23	8.60	8.54	8.65	8.45	8.61	8.61	8.32	8.30	
Standard deviation	2.36	2.44	2.18	2.12	2.15	1.88	2.42	1.82	1.53	1.16	2.17	1.75	2.19	1.63	2.23	2.25	2.08	2.18	2.10	2.17	1.99	2.30	2.15	2.08	2.30	2.26	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 464

**Q13. Need for safety measures - Videos that contain sexual or pornographic content**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that contain sexual or pornographic content**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.16	0.16	0.15	0.14	0.17	0.15	0.22	0.16	0.24	0.16	0.12	0.10	0.17	0.12	0.07	0.07	0.15	0.16	0.11	0.11	0.15	0.17	0.15	0.15	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 465

**Q13. Need for safety measures - Videos that contain sexual or pornographic content**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that contain sexual or pornographic content**

		No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans			
		Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base		813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179		
Weighted base		867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62		
Effective base		657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122		
should definitely have rules and safety measures in place	(10)	453 52%	457 55%	147 49%	185 45%	585 51%	569 51%	345 50%	323 47%	185 47%	198 47%	535 52%	509 50%	160 44%	151 42%	72 41%	57 35%	54 36%	53 35%	20 31%	8 23%	12 24%	11 30%	16 22%	15 23%		
9	(9)	77 9%	72 9%	34 11%	36 9%	107 9%	89 8%	65 9%	55 8%	29 7%	30 7%	105 10%	92 9%	32 9%	28 8%	15 9%	11 7%	17 11%	10 7%	7 11%	3 7%	7 13%	4 10%	8 10%	5 7%		
8	(8)	102 12%	90 11%	42 14%	45 11%	141 12%	126 11%	81 12%	80 12%	43 11%	43 10%	129 12%	119 12%	45 12%	45 12%	22 11%	17 13%	20 15%	23 16%	10 16%	7 18%	6 8%	3 9%	10 13%	7 12%		
7	(7)	67 8%	60 7%	29 10%	52 13%	95 8%	107 10%	65 9%	79 12%	46 12%	45 11%	81 8%	93 9%	42 12%	42 12%	21 12%	20 12%	24 16%	19 13%	12 19%	3 8%	11 22%v	3 9%	13 17%	10 16%		
6	(6)	47 5%	50 6%	16 5%	30 7%	66 6%	71 6%	40 6%	49 7%	26 7%	31 7%	60 6%	68 7%	27 8%	28 8%	21 12%	18 11%	7 4%	15 10%q	6 9%	5 18%	4 9%	7 10%	5 10%	8 8%		
5	(5)	66 8%	62 7%	23 8%	42 10%	95 8%	99 9%	58 8%	65 9%	38 10%	51 12%	70 7%	88 9%	34 9%	50 14%	15 8%	25 15%o	19 12%	19 13%	5 7%	6 17%	5 11%	9 24%u	11 14%	9 15%		
4	(4)	14 2%	10 1%	5 2%	5 1%	19 2%	15 1%	15 2%	12 2%	10 3%	10 2%	18 2%	14 1%	10 3%	5 2%	5 3%	4 3%	4 3%	3 2%	3 4%	1 3%	3 5%	1 2%	3 5%	2 3%		
3	(3)	10 1%	11 1%	2 1%	3 1%	11 1%	13 1%	7 1%	7 1%	5 1%	6 1%	12 1%	11 1%	5 1%	3 1%	3 1%	2 1%	3 2%	3 2%	2 2%	*	1 3%	1 4%	3 4%	3 5%		
2	(2)	13 2%	8 1%	-	1	14 1%	9 1%	4 1%	3	1	4	6 1%	8 1%	2	1	1	2 1%	1	1	-	1	-	1	2 1%	4 4%		
1	(1)	7 1%	8 1%	1	2	8 1%	10 1%	2	4	*	-	5	8	*	4	*	2	*	2	*	1	*	-	1	*		
should have no rules or safety measures in place	(0)	11 1%	7 1%	3 1%	9 2%	17 1%	11 1%	10 1%	7 1%	6 2%	6 1%	13 1%	12 1%	6 2%	4 1%	3 2%	4 3%	2 1%	2 1%	*	*	*	1 2%	3 4%	4 6%		
NET: 8-10		632 73%	619 74%	222 74% <sup>d</sup>	266 65%	833 72%	784 70%	491 71%	457 67%	257 66%	271 64%	768 74%	719 71%	238 65%	223 62%	108 62%	85 53%	92 61%	86 58%	37 58%	18 48%	25 49%	18 48%	34 45%	26 42%		
NET: 4-7		194 22%	182 22%	74 24%	129 32%	275 24%	292 26%	178 26%	205 30%	121 31%	136 32%	229 22%	263 26%	115 31%	125 35%	61 35%	67 41%	54 36%	56 37%	24 39%	17 46%	24 47%	17 44%	35 46%	26 42%		
NET: 0-3		41 5%	33 4%	6 2%	14 3%	50 4%	42 4%	23 3%	21 3%	12 3%	15 4%	35 3%	37 4%	13 3%	12 3%	6 4%	10 6%	6 4%	7 5%	2 3%	2 6%	2 4%	3 8%	7 10%	10 15%		
Mean		8.35	8.46	8.45	8.12	8.31	8.31	8.33	8.21	8.16	8.08	8.45	8.31	8.08	7.95	7.94	7.46	7.86	7.67	7.82	7.05	7.46	7.14	6.91	6.64		
Standard deviation		2.31	2.21	2.03	2.29	2.30	2.24	2.22	2.19	2.26	2.30	2.16	2.23	2.26	2.28	2.27	2.53	2.23	2.34	2.06	2.36	2.12	2.62	2.63	2.90		
Standard error		0.08	0.08	0.11	0.11	0.07	0.07	0.08	0.08	0.10	0.10	0.07	0.07	0.10	0.11	0.13	0.16	0.14	0.14	0.18	0.22	0.19	0.24	0.19	0.22		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 466

**Q13. Need for safety measures - Videos that contain sexual or pornographic content**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos that contain sexual or pornographic content**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	111 45%	138 47%	535 54%	497 53%	202 44%	218 44%	452 57%	424 57%
9 (9)	27 11%	20 7%	90 9%	87 9%	48 11%	38 8%	69 9%	70 9%
8 (8)	31 13%	35 12%	119 12%	99 11%	55 12%	62 12%	97 12%	72 10%
7 (7)	26 10%	31 11%	74 7%	79 8%	47 10%	60 12%	53 7%	51 7%
6 (6)	10 4%	24 8%	57 6%	56 6%	29 6%	45 9%	39 5%	35 5%
5 (5)	26 11%	26 9%	64 6%	73 8%	43 9%	45 9%	51 6%	59 8%
4 (4)	5 2%	8 3%	16 2%	7 1%	15 3%	8 2%	7 1%	8 1%
3 (3)	3 1%	2 1%	9 1%	11 1%	5 1%	7 1%	6 1%	6 1%
2 (2)	1 *	2 1%	12 1%	7 1%	5 1%	1 *	8 1%	7 1%
1 (1)	1 1%	3 1%	7 1%	6 1%	2 *	4 1%	6 1%	6 1%
should have no rules or safety measures in place (0)	6 2%	4 1%	11 1%	11 1%	7 1%	11 2%	10 1%	4 1%
NET: 8-10	170 68%	193 66%	744 75%	683 73%	305 66%	319 64%	619 77%	566 76%
NET: 4-7	68 27%	89 30%	211 21%	215 23%	134 29%	158 32%	150 19%	153 21%
NET: 0-3	11 5%	12 4%	39 4%	35 4%	20 4%	23 5%	31 4%	24 3%
Mean	8.10	8.09	8.47	8.44	8.06	8.00	8.57	8.59
Standard deviation	2.39	2.35	2.21	2.20	2.34	2.37	2.18	2.12
Standard error	0.13	0.12	0.07	0.08	0.10	0.10	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 467

**Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage unhealthy diets or eating disorders**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34				
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243	
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212	
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187	
should definitely have rules and safety measures in place	(10)	544 43%	514 41%	193 31%	190 31%	352 55%	324 51%	130 38%	136 40%	159 43%	143 39%	119 46%	100 39%	135 48%	133 49%	289 41%	278 40%	253 47%	234 44%	34 39%	33 37%	510 44%	481 42%	44 31%	38 27%	71 33%	57 27%
9	(9)	106 8%	98 8%	59 10%	45 7%	47 7%	51 8%	29 8%	26 8%	38 10%	29 8%	19 7%	28 11%	19 7%	15 6%	67 9%	55 8%	39 7%	43 8%	10 11%	4 5%	96 8%	94 8%	7 5%	15 11%	17 8%	19 9%
8	(8)	176 14%	164 13%	89 14%	87 14%	88 14%	77 12%	50 15%	46 14%	56 15%	42 12%	32 12%	44 17%	38 13%	28 10%	106 15%	89 13%	70 13%	72 14%	21 24%	11 13%	155 13%	153 13%	22 16%	17 12%	33 15%	27 13%
7	(7)	143 11%	168 14%	88 14%	97 16%	55 9%	69 11%	55 16%	57 17%	35 9%	49 14%	26 10%	30 12%	26 9%	31 11%	90 13%	107 15%	52 10%	61 12%	9 11%	17 20%	133 11%	151 13%	23 16%	28 20%	25 12%	35 17%
6	(6)	103 8%	93 8%	70 11%	51 8%	34 5%	43 7%	30 9%	30 9%	28 7%	31 9%	24 9%	16 6%	22 8%	16 6%	57 8%	62 9%	46 8%	31 6%	4 5%	9 10%	99 8%	85 7%	16 11%	9 6%	27 13%	25 12%
5	(5)	102 8%	119 10%	59 10%	73 12%	43 7%	46 7%	28 8%	21 6%	24 6%	24 12%	22 9%	23 9%	26 9%	28 10%	52 7%	65 9%	48 9%	51 10%	4 5%	8 9%	98 8%	112 10%	18 12%	20 14%	17 8%	30 14%
4	(4)	24 2%	21 2%	14 2%	13 2%	10 2%	8 1%	9 3%	3 1%	9 2%	5 1%	2 1%	3 1%	4 2%	10 4%	18 3%	8 1%	6 1%	13 2%	1 2%	2 2%	24 2%	19 2%	5 3%	1 1%	5 2%	9 4%
3	(3)	25 2%	17 1%	20 3%	11 2%	5 1%	7 1%	9 3%	2 1%	8 2%	6 2%	5 2%	6 2%	3 1%	3 2%	17 2%	8 1%	8 2%	10 2%	2 3%	1 1%	23 2%	16 1%	5 4%	4 3%	9 4%	3 2%
2	(2)	8 1%	16 1%	3 1%	12 2%	4 1%	3 1%	1 *	5 1%	4 1%	2 1%	1 *	3 1%	2 1%	6 2%	5 1%	7 1%	3 *	9 2%	- -	- -	8 1%	16 1%	* *	1 1%	3 1%	4 2%
1	(1)	8 1%	9 1%	8 1%	6 1%	- *	3 *	1 *	3 1%	2 1%	4 1%	3 1%	* 1%	2 1%	2 1%	3 *	7 1%	5 1%	2 *	- -	1 1%	8 1%	8 1%	2 2%	3 2%	3 1%	* *
should have no rules or safety measures in place	(0)	20 2%	23 2%	15 2%	21 3%	4 1%	2 *	1 *	7 2%	8 2%	9 2%	8 3%	3 1%	2 1%	4 1%	9 1%	15 2%	10 2%	7 1%	3 3%	2 2%	17 1%	21 2%	1 1%	5 3%	6 3%	4 2%
NET: 8-10		826 66%	776 62%	340 55%	321 53%	486 76%	451 72%	209 61%	208 62%	254 68%	214 59%	170 65%	172 67%	191 68%	177 64%	462 65%	422 60%	362 67%	349 66%	65 73%	48 55%	762 65%	728 63%	73 51%	70 49%	121 56%	103 48%
NET: 4-7		372 30%	401 32%	231 37%	234 39%	141 22%	165 26%	122 36%	112 33%	95 26%	130 36%	74 28%	72 28%	78 28%	84 30%	217 30%	242 34%	152 28%	156 29%	19 21%	35 40%	353 30%	366 32%	61 43%	58 41%	74 34%	98 46%
NET: 0-3		61 5%	65 5%	47 8%	50 8%	14 2%	15 2%	11 3%	17 5%	22 6%	20 6%	16 6%	13 5%	10 4%	15 5%	34 5%	37 5%	26 5%	27 5%	5 6%	4 5%	56 5%	61 5%	9 6%	13 9%	21 10%	12 5%
Mean		8.04	7.92	7.48	7.36	8.59	8.45	7.98	7.97	8.05	7.76	7.99	8.04	8.21	8.02	8.01	7.86	8.11	8.03	8.12	7.75	8.04	7.93	7.40	7.24	7.44	7.30
Standard deviation		2.31	2.38	2.48	2.60	1.99	2.01	2.08	2.31	2.40	2.46	2.50	2.20	2.23	2.46	2.25	2.39	2.37	2.34	2.28	2.35	2.31	2.38	2.33	2.60	2.60	2.36
Standard error		0.07	0.07	0.09	0.10	0.08	0.08	0.11	0.12	0.12	0.13	0.16	0.14	0.13	0.15	0.08	0.09	0.10	0.10	0.21	0.24	0.07	0.07	0.19	0.24	0.17	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 468

**Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

**Videos which encourage unhealthy diets or eating disorders**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
should definitely have rules and safety measures in place	82 40%	72 36%	96 44%	99 45%	98 56%	105 61%	78 56%	72 53%	41 57%	37 52%	217 56%	215 56%	119 56%	109 52%	491 45%	460 43%	51 33%	50 33%	174 49%	170 46%	83 51%	84 44%	104 50%	89 45%	356 41%	335 40%
9	(9) 24 12%	13 6%	14 6%	27 12%	21 5%	8 5%	10 7%	7 5%	4 5%	5 7%	35 9%	20 5%	14 7%	12 6%	90 8%	86 8%	14 9%	11 8%	31 9%	32 9%	15 9%	19 10%	20 9%	24 12%	72 8%	66 8%
8	(8) 23 11%	34 17%	32 15%	23 11%	14 8%	26 15%	18 13%	19 14%	13 18%	9 12%	45 12%	53 14%	31 15%	28 13%	148 14%	142 13%	27 17%	20 13%	62 17%	47 13%	24 15%	26 14%	38 14%	23 12%	110 13%	113 14%
7	(7) 21 10%	27 14%	31 14%	25 11%	17 10%	10 6%	7 5%	14 10%	9 12%	11 16%	33 9%	35 9%	16 7%	25 9%	124 11%	133 12%	16 10%	33 22%q	24 7%	49 14%r	14 9%	25 13%	12 6%	30 15%w	113 13%	110 13%
6	(6) 19 9%	13 6%	16 7%	17 8%	11 7%	7 4%	10 7%	9 7%	- -	5 7%	21 5%	22 6%	10 5%	15 7%	84 8%	77 7%	19 12%	17 11%	21 6%	23 6%	9 6%	10 5%	14 7%	11 5%	80 9%	68 8%
5	(5) 21 10%	25 12%	19 8%	15 7%	8 5%	10 6%	9 6%	8 6%	6 8%	4 6%	23 6%	22 6%	15 7%	12 6%	84 8%	106 10%	16 10%	11 7%	25 7%	26 7%	9 6%	16 8%	15 7%	16 8%	71 8%	82 10%
4	(4) 6 3%	5 3%	4 2%	2 1%	1 1%	2 1%	2 2%	- -	- -	1 1%	4 1%	3 1%	2 1%	1 *	17 2%	17 2%	6 4%	4 3%	5 2%	4 1%	3 2%	3 2%	2 1%	1 *	17 2%	16 2%
3	(3) 5 3%	1 1%	3 1%	4 2%	- -	- -	1 *	4 3%	- -	- -	1 *	4 1%	1 *	4 2%	18 2%	15 1%	6 4%	3 2%	4 1%	1 *	2 1%	- -	1 *	1 *	19 2%	14 2%
2	(2) -	5 2%a	2 1%	2 1%	2 1%	2 1%	1 1%	2 2%	- -	- -	3 1%	4 1%	1 *	2 1%	7 1%	13 1%	- -	1 1%	3 1%	- -	1 1%	1 1%	1 1%	1 1%	7 1%	11 1%
1	(1) -	2 1%	3 1%	2 1%	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	6 1%	9 1%	1 1%	- -	2 1%	4 1%	1 1%	4 2%	1 *	1 *	5 1%	4 1%
should have no rules or safety measures in place	(0) 4 2%	6 3%	* -	4 2%	2 1%	2 1%	3 2%	1 1%	- -	- -	6 1%	2 1%	3 2%	1 *	18 2%	22 2%	1 1%	1 1%	3 1%	6 2%	2 1%	3 1%	3 2%	2 1%	16 2%	17 2%
NET: 8-10	129 63%	118 59%	143 64%	149 68%	133 76%	139 81%	106 76%	98 72%	58 80%	51 70%	297 77%	288 76%	164 78%	149 71%	728 67%	689 64%	93 59%	81 53%	267 76%t	249 68%	122 75%	129 67%	161 77%	137 68%	538 62%	514 61%
NET: 4-7	67 33%	70 35%	70 32%	58 27%	38 22%	29 17%	28 20%	31 23%	15 20%	21 30%	81 21%	82 21%	43 20%	52 25%	309 28%	333 31%	56 36%	65 43%	76 21%	103 28%	36 22%	54 28%	42 20%	58 29%	281 32%	276 33%
NET: 0-3	9 4%	13 7%	8 4%	11 5%	4 2%	4 2%	5 4%	8 6%	- -	- -	9 2%	12 3%	5 2%	8 4%	49 4%	58 5%	9 6%	6 4%	10 3%	13 4%	5 3%	8 4%	5 2%	5 2%	48 6%	47 6%
Mean	7.93	7.58	8.08	8.19	8.68	8.74	8.48	8.37	8.83	8.59	8.64	8.58	8.60	8.45	8.13	7.95	7.63	7.75	8.43	8.23	8.48	8.11	8.48	8.32	7.91	7.85
Standard deviation	2.32	2.54	2.19	2.32	2.00	2.01	2.28	2.22	1.59	1.72	2.04	2.04	2.07	2.06	2.28	2.41	2.30	2.11	2.07	2.24	2.10	2.35	2.05	2.06	2.37	2.40

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 468

**Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage unhealthy diets or eating disorders**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.16	0.17	0.15	0.16	0.16	0.16	0.20	0.20	0.25	0.23	0.11	0.11	0.16	0.15	0.07	0.07	0.16	0.15	0.11	0.12	0.16	0.17	0.14	0.14	0.08	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 469

**Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage unhealthy diets or eating disorders**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
should definitely have rules and safety measures in place (10)	393 45%	370 44%	117 39%	144 35%	482 42%	460 41%	266 38%	245 36%	144 37%	140 33%	451 44%	396 39%	123 34%	98 27%	45 25%	46 29%	36 24%	41 27%	12 19%	8 21%	4 8%	4 11%	18 23%	12 19%
9	(9) 66 8%	68 8%	29 10%	31 7%	101 9%	89 8%	60 9%	58 9%	37 9%	32 8%	83 8%	83 8%	35 10%	33 9%	21 12%	9 6%	17 11%	15 10%	7 12%	2 6%	7 13%	4 10%	8 11%	7 11%
8	(8) 112 13%	106 13%	43 14%	59 14%	168 14%	143 13%	109 16%	98 14%	60 16%	53 13%	149 14%	139 14%	61 17%	49 14%	37 21%	21 13%	32 21%	27 18%	18 28%	9 23%	9 17%	4 12%	15 20%	11 18%
7	(7) 91 11%	101 12%	42 14%	67 16%	131 11%	156 14%	87 13%	104 15%	51 13%	71 17%	126 12%	148 15%	47 13%	70 20%	17 10%	32 20%	21 14%	27 18%	9 14%	8 21%	5 11%	4 10%	12 16%	11 17%
6	(6) 63 7%	56 7%	36 12%	37 9%	98 8%	83 7%	61 9%	60 9%	38 10%	41 10%	84 8%	82 8%	32 9%	36 10%	23 13%	11 7%	16 11%	10 7%	7 11%	4 11%	10 20%	4 10%	9 12%	8 13%
5	(5) 78 9%	75 9%	19 6%	44 11%	97 8%	107 10%	60 9%	70 10%	34 9%	54 13%	77 7%	103 10%	42 11%	48 13%	20 11%	23 14%	16 10%	17 12%	6 9%	5 12%	6 11%	7 20%	9 12%	8 12%
4	(4) 16 2%	12 1%	7 2%	9 2%	23 2%	21 2%	15 2%	15 2%	7 2%	9 2%	18 2%	18 2%	7 2%	9 2%	3 4%	6 2%	3 2%	2 2%	1 1%	*	3 5%	2 6%	1 2%	2 3%
3	(3) 19 2%	14 2%	4 1%	3 1%	25 2%	16 1%	15 2%	14 2%	5 1%	9 2%	18 2%	15 1%	9 2%	9 2%	5 3%	3 2%	4 2%	4 2%	3 4%	1 1%	2 3%	1 4%	1 2%	1 1%
2	(2) 7 1%	10 1%	1 *	6 1%	7 1%	16 1%	4 1%	7 1%	3 1%	3 1%	6 1%	13 1%	1 *	1 *	1 3%	4 3%	2 1%	2 1%	1 3%	1 3%	2 4%	3 8%	1 2%	2 3%
1	(1) 7 1%	7 1%	- *	2 *	8 1%	9 1%	5 1%	4 1%	4 1%	1 *	5 1%	7 1%	3 1%	3 1%	2 1%	2 1%	2 1%	1 1%	*	*	*	*	1 1%	1 1%
should have no rules or safety measures in place (0)	15 2%	15 2%	2 1%	8 2%	19 2%	19 2%	8 1%	9 1%	7 2%	8 2%	16 2%	16 2%	5 1%	5 1%	2 1%	4 2%	2 2%	1 1%	*	*	4 8%	4 10%	1 1%	1 2%
NET: 8-10	571 66%	544 65%	190 63%	233 57%	751 65%	693 62%	436 63%	401 59%	241 62%	226 54%	683 66%	618 61%	219 60%	180 50%	102 58%	76 47%	85 56%	84 56%	37 59%	19 50%	19 38%	12 33%	41 54%	29 47%
NET: 4-7	248 29%	245 29%	105 35%	156 38%	349 30%	366 33%	224 32%	249 36%	130 33%	175 41%	304 29%	351 34%	128 35%	162 45%	63 36%	73 45%	56 37%	57 38%	22 35%	17 45%	24 47%	17 45%	31 41%	29 46%
NET: 0-3	48 5%	46 6%	7 2%	19 5%	58 5%	59 5%	33 5%	33 5%	19 5%	21 5%	45 4%	51 5%	18 5%	17 5%	11 6%	12 8%	10 7%	9 6%	4 6%	2 5%	8 15%	8 21%	4 5%	4 7%
Mean	8.04	8.03	8.06	7.71	7.99	7.91	7.91	7.78	7.85	7.59	8.10	7.86	7.73	7.45	7.48	7.21	7.43	7.57	7.49	7.35	6.19	5.76	7.44	7.10
Standard deviation	2.39	2.39	2.04	2.34	2.32	2.38	2.27	2.28	2.32	2.33	2.25	2.33	2.28	2.24	2.29	2.51	2.31	2.24	2.05	2.06	2.74	3.01	2.17	2.35
Standard error	0.08	0.09	0.11	0.11	0.07	0.07	0.08	0.08	0.10	0.10	0.07	0.07	0.11	0.11	0.13	0.16	0.14	0.14	0.18	0.20	0.24	0.28	0.15	0.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 470

**Q13. Need for safety measures - Videos which encourage unhealthy diets or eating disorders**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage unhealthy diets or eating disorders**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	80 32%	93 32%	459 46%	416 45%	161 35%	173 35%	383 48%	341 46%
9 (9)	26 10%	23 8%	78 8%	76 8%	36 8%	36 7%	70 9%	62 8%
8 (8)	46 19%	40 14%	128 13%	124 13%	66 14%	61 12%	110 14%	104 14%
7 (7)	28 11%	46 16%	114 11%	119 13%	73 16%	88 18%	70 9%	80 11%
6 (6)	25 10%	30 10%	77 8%	63 7%	41 9%	46 9%	62 8%	47 6%
5 (5)	24 10%	36 12%	74 7%	78 8%	44 10%	60 12%	58 7%	59 8%
4 (4)	5 2%	7 3%	19 2%	12 1%	14 3%	10 2%	10 1%	11 1%
3 (3)	8 3%	5 2%	17 2%	13 1%	12 3% <sup>f</sup>	2 *	13 2%	15 2%
2 (2)	3 1%	5 2%	5 1%	11 1%	2 *	6 1%	6 1%	9 1%
1 (1)	1 *	3 1%	7 1%	5 1%	6 1%	4 1%	2 *	5 1%
should have no rules or safety measures in place (0)	4 2%	5 2%	15 2%	17 2%	5 1%	13 3%	15 2%	10 1%
NET: 8-10	151 61%	155 53%	665 67%	616 66%	263 57%	270 54%	563 70%	507 68%
NET: 4-7	82 33%	120 41%	284 29%	272 29%	171 37%	204 41%	201 25%	197 27%
NET: 0-3	15 6%	18 6%	45 5%	46 5%	25 5%	26 5%	36 4%	39 5%
Mean	7.69	7.48	8.14	8.09	7.70	7.59	8.24	8.14
Standard deviation	2.33	2.42	2.30	2.33	2.33	2.43	2.27	2.31
Standard error	0.13	0.13	0.08	0.08	0.10	0.10	0.08	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 471

**Q13. Need for safety measures - Videos which encourage people to harm themselves**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage people to harm themselves**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
should definitely have rules and safety measures in place (10)	842 67%	811 65%	375 61%	357 59%	467 73%	448 71%	206 60%	212 63%	264 71%	232 63%	170 65%	169 66%	199 71%	194 70%	471 66%	444 63%	369 68%	363 68%	53 60%	49 56%	789 67%	762 66%	72 50%	78 55%	120 56%	112 53%
9	(9) 98 8%	103 8%	55 9%	55 9%	43 7%	48 8%	33 10%	40 12%	31 8%	41 11%	18 7%	10 4%	16 6%	12 4%	63 9%	80 11%	34 6%	21 4%	9 10%	7 9%	89 8%	96 8%	14 9%	7 5%	20 9%	22 10%
8	(8) 94 7%	128 10%a	53 9%	72 12%	41 6%	55 9%	32 9%	31 9%	22 6%	30 8%	27 10%	36 14%	14 5%	28 10% m	53 7%	61 9%	41 8%	64 12% q	10 11%	10 11%	84 7%	118 10% u	17 12%	20 14%	20 9%	24 11%
7	(7) 93 7% b	60 5%	63 10% d	37 6%	30 5%	23 4%	37 11% h	20 6%	21 6%	17 5%	20 8%	11 4%	14 5%	11 4%	58 8%	37 5%	34 6%	23 4%	9 10%	5 6%	84 7% v	55 5%	11 7%	9 6%	28 13%	17 8%
6	(6) 47 4%	49 4%	27 4%	30 5%	20 3%	19 3%	14 4%	13 4%	14 4%	16 4%	9 4%	10 4%	9 3%	10 4%	28 4%	29 4%	19 3%	20 4%	2 2%	5 6%	45 4%	44 4%	16 11%	8 6%	9 4%	16 8%
5	(5) 55 4%	69 6%	27 4%	40 7%	27 4%	30 5%	10 3%	10 3%	12 3%	24 7%	10 4%	17 7%	20 7%	16 6%	22 3%	34 5%	30 6%	33 6%	3 4%	7 8%	51 4%	62 5%	11 8%	13 9%	11 5%	19 9%
4	(4) 16 1%	9 1%	10 2%	4 1%	5 1%	5 1%	6 2%	2 1%	2 1%	3 1%	3 1%	2 1%	4 2%	2 1%	8 1%	5 1%	8 1%	3 1%	1 2%	3 3%	14 1%	6 1%	2 1%	2 1%	3 2%	1 *
3	(3) 3 *	2 *	1 *	1 *	2 *	1 *	1 *	1 *	1 *	- *	- *	- *	1 *	1 *	2 *	1 *	1 *	1 *	- *	- *	3 *	2 *	1 1%	1 *	1 1%	1 *
2	(2) 5 *	3 *	2 *	3 *	3 *	- *	2 1%	3 1%	3 1%	* *	- *	- *	* *	- *	5 1%	3 *	* *	- *	- *	- *	5 *	3 *	* *	- *	1 *	- *
1	(1) * *	- *	* *	- *	- *	- *	- *	- *	- *	- *	* *	- *	- *	- *	- *	- *	* *	- *	- *	- *	* *	- *	- *	- *	* *	- *
should have no rules or safety measures in place (0)	7 1%	10 1%	5 1%	7 1%	2 *	2 *	1 *	5 1%	2 1%	2 1%	2 1%	1 *	1 1%	2 1%	3 1%	7 1%	4 1%	3 1%	1 1%	1 1%	6 1%	8 1%	1 1%	5 3%	2 1%	2 1%
NET: 8-10	1034 82%	1042 84%	483 78%	484 80%	551 86%	552 87%	271 79%	283 84%	316 85%	303 83%	215 82%	215 84%	229 82%	234 85%	587 82%	586 84%	444 82%	449 84%	72 82%	66 76%	961 82%	976 84%	102 71%	105 74%	159 74%	157 74%
NET: 4-7	210 17%	187 15%	127 21%	111 18%	82 13%	76 12%	66 19%	45 13%	49 13%	60 17%	43 17%	40 16%	48 17%	39 14%	115 16%	105 15%	91 17%	79 15%	15 17%	20 23%	194 17%	167 14%	39 27%	31 22%	52 24%	53 25%
NET: 0-3	16 1%	14 1%	9 1%	11 2%	7 1%	3 1%	5 1%	9 3%	5 1%	2 1%	3 1%	1 *	3 1%	2 1%	10 1%	10 1%	5 1%	3 1%	1 1%	1 1%	15 1%	13 1%	2 2%	5 4%	4 2%	2 1%
Mean	9.00	8.98	8.81	8.76	9.19	9.19	8.87	8.95	9.16	8.97	8.97	8.97	9.03	9.08	9.02	8.96	9.00	9.03	8.90	8.55	9.01	9.02	8.42	8.37	8.64	8.56
Standard deviation	1.77	1.78	1.87	1.95	1.65	1.57	1.77	1.90	1.69	1.73	1.78	1.72	1.84	1.71	1.73	1.81	1.81	1.71	1.79	2.12	1.77	1.74	2.00	2.37	1.95	1.94
Standard error	0.05	0.05	0.07	0.08	0.07	0.07	0.09	0.10	0.09	0.09	0.11	0.11	0.11	0.11	0.06	0.07	0.08	0.08	0.17	0.21	0.05	0.05	0.16	0.22	0.13	0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 472

**Q13. Need for safety measures - Videos which encourage people to harm themselves**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage people to harm themselves**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
should definitely have rules and safety measures in place (10)	123 60%	115 57%	151 68%	155 71%	145 83%	139 80%	116 84%	108 79%	62 85%	55 77%	323 84%	302 79%	178 84%	163 78%	755 70%	723 67%	84 53%	82 54%	263 75%	252 69%	117 72%	127 66%	157 75%	141 71%	560 65%	538 64%
9	(9) 9%	17 9%	17 8%	22 10%	7 4%	11 6%	6 4%	10 7%	7 9%	8 11%	20 5%	28 7%	13 6%	18 8%	78 7%	83 8%	16 10%	20 13%	19 5%	24 7%	9 5%	14 7%	10 5%	13 6%	78 9%	77 9%
8	(8) 9%	26 13%	12 6%	16 7%	7 4%	15 9%	7 5%	12 9%	2 3%	5 7%	16 4%	32 8%	9 4%	17 8%	72 7%	106 10%	19 12%	20 13%	25 7%	37 10%	12 8%	20 11%	15 7%	20 10%	64 7%	87 10%
7	(7) 6%	13 6%	17 8%	10 5%	10 6%	- 6%	5 3%	5 4%	2 3%	1 1%	17 4%	6 2%	7 3%	6 3%	79 7%	48 4%	14 9%	11 7%	19 5%	19 5%	9 6%	10 5%	12 6%	12 6%	69 8%	38 4%
6	(6) 5%	10 5%	6 3%	5 2%	4 2%	3 2%	- 2%	- 2%	- 2%	1 2%	4 1%	5 1%	- 1%	1 1%	34 3%	39 4%	9 6%	9 6%	8 2%	10 3%	6 4%	4 2%	2 1%	6 3%	35 4%	37 4%
5	(5) 8%	14 7%	9 4%	10 4%	1 *	4 2%	3 2%	2 2%	- -	1 2%	4 1%	7 2%	3 1%	3 2%	42 4%	62 6%	13 8%	6 4%	15 4%	19 5%	6 3%	13 7%	11 5%	8 4%	36 4%	42 5%
4	(4) 1%	3 1%	6 3%	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	13 1%	7 1%	3 2%	2 1%	* *	1 *	- *	* *	* *	* *	14 2%	8 1%
3	(3) -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *	1 1%	1 1%	2 1%	1 *	1 *	1 1%	1 *	- *	* *	1 *	* *
2	(2) 1%	3 1%	2 1%	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	5 *	2 *	- -	1 1%	* *	1 *	* *	1 1%	- *	* *	5 1%	1 *
1	(1) -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
should have no rules or safety measures in place (0)	2 1%	1 *	1 *	* *	1 1%	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	5 *	9 1%	- -	* *	2 1%	2 *	1 1%	2 1%	1 1%	- -	4 *	8 1%
NET: 8-10	161 79%	158 79%	181 82%	192 88%	159 91%	165 96%	129 93%	129 95%	71 97%	68 95%	359 93%	363 95%	200 94%	198 95%	905 83%	912 84%	118 75%	122 80%	306 87%	313 86%	138 85%	161 84%	182 87%	174 87%	702 81%	702 84%
NET: 4-7	40 20%	39 19%	38 17%	26 12%	14 8%	7 4%	8 6%	7 5%	2 3%	4 5%	25 7%	18 5%	11 5%	11 5%	168 15%	155 14%	38 24%	28 19%	42 12%	49 13%	21 13%	27 14%	26 12%	26 13%	154 18%	125 15%
NET: 0-3	3 1%	4 2%	2 1%	* *	1 1%	1 *	1 1%	- -	- -	- -	3 1%	1 *	1 1%	- -	12 1%	12 1%	1 1%	2 1%	4 1%	3 1%	3 2%	3 2%	1 *	* *	10 1%	9 1%
Mean	8.76	8.67	9.01	9.27	9.52	9.53	9.54	9.56	9.76	9.55	9.57	9.54	9.62	9.55	9.09	9.02	8.60	8.79	9.24	9.11	9.15	8.98	9.26	9.23	8.96	8.97
Standard deviation	1.96	1.97	1.81	1.41	1.32	1.21	1.28	1.00	0.65	1.03	1.21	1.10	1.11	1.01	1.71	1.78	1.85	1.70	1.62	1.64	1.71	1.83	1.54	1.42	1.78	1.79

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 472

**Q13. Need for safety measures - Videos which encourage people to harm themselves**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage people to harm themselves**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.14	0.13	0.12	0.10	0.10	0.10	0.11	0.09	0.10	0.14	0.07	0.06	0.09	0.07	0.05	0.06	0.13	0.12	0.09	0.09	0.13	0.13	0.11	0.10	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 473

**Q13. Need for safety measures - Videos which encourage people to harm themselves**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage people to harm themselves**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
should definitely have rules and safety measures in place (10)	609	577	180	234	765	733	433	405	230	243	692	645	193	189	82	80	75	74	20	8	15	13	30	27
	70%	69%	60%	57%	66%	66%	63%	59%	59%	58%	67%	63%	53%	53%	47%	50%	49%	50%	32%	21%	29%	35%	39%	43%
9	(9)	67	71	21	32	96	90	55	62	34	39	85	84	37	28	19	20	17	19	8	5	8	3	9
		8%	9%	7%	8%	8%	8%	8%	9%	9%	9%	8%	8%	10%	8%	11%	12%	11%	13%	13%	14%	15%	9%	12%
8	(8)	54	85	29	43	83	112	60	82	37	55	86	113	38	53	21	15	20	19	12	4	7	5	10
		6%	10%a	10%	10%	7%	10%e	9%	12%	9%	13%	8%	11%	10%	15%	12%	9%	13%	19%	11%	14%	14%	13%	10%
7	(7)	54	29	30	30	87	57	40	34	27	68	54	30	25	25	13	17	12	13	7	5	4	12	9
		6%b	4%	10%	7%	8%f	5%	8%	6%	9%	6%	7%	5%	8%	7%	14%	8%	11%	8%	20%	18%	11%	10%	16%
6	(6)	27	23	18	26	44	44	34	33	25	16	36	43	27	20	11	10	8	4	4	7	3	6	5
		3%	3%	6%	6%	4%	4%	5%	5%	6%	4%	3%	4%	7%	6%	7%	7%	6%	6%	11%	13%	9%	8%	9%
5	(5)	34	40	17	29	54	65	36	49	19	32	41	62	30	33	12	16	9	11	5	4	5	6	4
		4%	5%	6%	7%	5%	6%	5%	7%	5%	8%	4%	6%	8%	9%	7%	10%	6%	8%	9%	12%	10%	15%	8%
4	(4)	9	3	5	6	14	9	8	8	4	7	13	8	4	8	2	3	1	4	1	3	2	1	1
		1%	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	3%	1%	9%g	3%	4%	1%
3	(3)	2	1	1	1	2	1	2	1	2	1	3	1	2	1	1	*	1	*	1	*	1	1	1
		*	*	*	*	*	*	*	*	1%	*	*	*	1%	*	1%	*	*	1%	*	1%	1%	2%	1%
2	(2)	5	3	*	*	5	3	3	1	1	*	3	3	*	*	*	1	*	-	*	1	*	*	1
		1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2%	1%	*	*
1	(1)	*	-	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	-	-	-
		*	-	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	*	-	1%	-	-
should have no rules or safety measures in place (0)	(0)	5	3	-	7	7	5	4	2	3	2	6	6	3	2	2	3	-	1	-	*	1	1	1
		1%	*	-	2%c	1%	*	1%	*	1%	*	1%	1%	1%	1%	2%	-	1%	-	*	2%	2%	1%	1%
NET: 8-10		730	733	231	308	944	935	549	549	301	337	863	842	268	271	122	115	112	112	40	17	29	22	48
		84%	88%	76%	76%	82%	84%	79%	80%	77%	80%	84%	83%	74%	75%	69%	71%	74%	75%	63%	47%	58%	58%	64%
NET: 4-7		124	96	70	92	199	174	133	130	82	82	158	167	91	86	50	42	38	36	23	19	19	14	25
		14%	11%	23%	22%	17%	16%	19%	19%	21%	20%	15%	16%	25%	24%	29%	26%	25%	24%	36%	50%	37%	38%	33%
NET: 0-3		13	6	1	8	15	10	10	4	7	3	12	10	6	3	3	4	1	2	1	1	2	2	2
		1%	1%	*	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%	4%	5%	4%	3%
Mean		9.10	9.17	8.80	8.60	8.98	9.00	8.85	8.82	8.76	8.76	9.04	8.93	8.54	8.53	8.39	8.35	8.59	8.51	8.07t	7.25	7.60	7.62	8.12
Standard deviation		1.76	1.56	1.73	2.09	1.80	1.73	1.86	1.77	1.90	1.83	1.73	1.77	1.99	1.95	1.99	2.21	1.76	1.96	1.81	2.23	2.39	2.44	2.06
Standard error		0.06	0.06	0.10	0.10	0.05	0.05	0.07	0.06	0.08	0.08	0.05	0.05	0.09	0.09	0.12	0.14	0.11	0.12	0.16	0.21	0.21	0.22	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 474

**Q13. Need for safety measures - Videos which encourage people to harm themselves**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos which encourage people to harm themselves**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	153 62%	169 58%	680 68%	635 68%	247 54%	274 55%	595 74%	537 72%
9 (9)	20 8%	22 7%	78 8%	79 8%	38 8%	42 8%	60 8%	61 8%
8 (8)	24 9%	38 13%	69 7%	89 10%	49 11%	58 12%	45 6%	70 9%g
7 (7)	21 8%	21 7%	71 7% <sup>d</sup>	37 4%	55 12% <sup>f</sup>	38 8%	38 5%	22 3%
6 (6)	11 5%	16 6%	34 3%	32 3%	22 5%	34 7%	24 3%	16 2%
5 (5)	14 6%	19 7%	36 4%	46 5%	30 6%	39 8%	25 3%	31 4%
4 (4)	2 1%	3 1%	13 1%	6 1%	11 2%	6 1%	4 1%	2 *
3 (3)	2 1%	1 *	1 *	1 *	2 1%	1 *	1 *	1 *
2 (2)	* *	1 *	5 *	2 *	1 *	1 *	4 *	2 *
1 (1)	- -	- -	- -	- -	* *	- -	- -	- -
should have no rules or safety measures in place (0)	1 *	3 1%	6 1%	7 1%	3 1%	8 2%	5 1%	2 *
NET: 8-10	197 79%	229 78%	827 83%	802 86%	334 73%	374 75%	700 88%	667 90%
NET: 4-7	48 20%	60 20%	155 16%	121 13%	119 26%	116 23%	91 11%	71 10%
NET: 0-3	3 1%	4 1%	12 1%	10 1%	7 1%	9 2%	9 1%	4 1%
Mean	8.86	8.70	9.06	9.09	8.55	8.55	9.27	9.28
Standard deviation	1.79	1.93	1.75	1.70	1.97	2.08	1.59	1.47
Standard error	0.10	0.10	0.06	0.06	0.09	0.09	0.06	0.06

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 475

**Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**  
**Base: All respondents**  
**Videos containing misleading information e.g. fake news or conspiracy theories**

			Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243	
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212	
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187	
should definitely have rules and safety measures in place	(10)	543	494	231	210	312	278	132	137	166	139	119	96	125	298	276	243	216	40	29	503	465	36	36	76	55	
		43%	40%	37%	35%	49%	44%	38%	41%	45%	38%	46%	38%	45%	42%	39%	45%	41%	46%	33%	43%	40%	25%	26%	35% <sup>z</sup>	26%	
9	(9)	121	129	65	67	56	63	39	42	33	33	23	28	25	23	72	75	48	52	9	8	112	122	25	12	16	22
		10%	10%	11%	11%	9%	10%	12%	12%	9%	9%	9%	11%	9%	9%	10%	11%	9%	10%	10%	9%	10%	11%	17%	8%	7%	10%
8	(8)	184	171	87	76	97	95	48	50	53	56	36	31	48	33	101	106	84	63	15	16	170	154	19	24	34	34
		15%	14%	14%	13%	15%	15%	14%	15%	14%	15%	14%	12%	17%	12%	14%	15%	16%	12%	17%	19%	14%	13%	13%	17%	16%	16%
7	(7)	135	160	75	79	59	80	44	49	46	42	25	44	19	25	90	92	43	68	9	11	126	149	19	19	31	36
		11%	13%	12%	13%	9%	13%	13%	15%	12%	12%	9%	17% <sup>k</sup>	7%	9%	13%	13%	8%	13% <sup>q</sup>	10%	13%	11%	13%	13%	13%	14%	17%
6	(6)	96	84	50	46	47	39	33	20	28	27	21	13	15	23	61	47	35	36	6	4	90	80	19	15	20	21
		8%	7%	8%	8%	7%	6%	10%	6%	8%	7%	8%	5%	5%	8%	9%	7%	7%	7%	7%	4%	8%	7%	13%	11%	9%	10%
5	(5)	96	111	55	62	41	50	22	17	21	33	20	26	30	33	44	51	50	59	5	11	91	101	17	17	20	24
		8%	9%	9%	10%	6%	8%	7%	5%	6%	9%	8%	10%	11%	12%	6%	7%	9%	11%	6%	12%	8%	9%	12%	12%	9%	11%
4	(4)	28	19	17	12	11	7	10	4	6	6	6	5	5	3	17	10	11	8	3	5	25	14	5	2	5	5
		2%	2%	3%	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	3%	6%	2%	1%	3%	2%	2%	2%
3	(3)	13	18	9	11	4	7	4	3	4	5	1	4	4	6	8	8	5	10	-	1	13	17	2	7	5	4
		1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	*	2%	2%	2%	1%	1%	1%	2%	-	1%	1%	1%	5%	2%	2%	2%
2	(2)	12	13	7	10	4	3	2	3	4	5	-	-	6	5	6	8	6	5	-	1	12	11	-	-	1	4
		1%	1%	1%	2%	1%	*	1%	1%	1%	1%	-	-	2%	1%	1%	1%	1%	1%	-	2%	1%	1%	-	-	*	2%
1	(1)	7	4	5	4	2	-	1	2	4	2	2	-	*	-	5	4	2	-	*	-	6	4	1	-	1	1
		1%	*	1%	1%	*	-	*	*	1%	1%	1%	-	*	-	1%	1%	*	-	*	-	1%	*	1%	-	*	*
should have no rules or safety measures in place	(0)	24	39	16	29	8	10	6	8	6	15	9	9	2	6	12	23	11	15	1	1	23	38	1	7	6	7
		2%	3%	3%	5%	1%	2%	2%	2%	1%	4% <sup>i</sup>	3%	4%	1%	2%	2%	3%	2%	3%	1%	1%	2%	3%	1%	5%	3%	3%
NET: 8-10		849	794	384	353	464	436	219	229	252	229	178	155	198	176	471	458	376	331	64	53	785	741	80	73	127	111
		67%	64%	62%	58%	73%	69%	64%	68%	68%	63%	68%	61%	71%	64%	66%	65%	70% <sup>r</sup>	62%	72%	61%	67%	64%	56%	51%	59%	52%
NET: 4-7		355	375	197	199	158	175	110	91	102	108	71	88	69	83	212	200	140	171	23	31	332	344	59	54	76	86
		28%	30%	32%	33%	25%	28%	32%	27%	27%	30%	27%	34%	25%	30%	30%	28%	26%	32%	26%	35%	28%	30%	42%	38%	35%	40%
NET: 0-3		55	74	37	54	18	20	14	16	17	28	12	13	13	16	30	44	24	29	1	4	54	70	4	15	13	16
		4%	6%	6%	9%	3%	3%	4%	5%	4%	8%	4%	5%	4%	6%	4%	6%	4%	5%	2%	4%	5%	6%	3%	10% <sup>w</sup>	6%	7%
Mean		8.08	7.90	7.79	7.52	8.37	8.24	7.98	8.14	8.17 <sup>j</sup>	7.72	8.09	7.83	8.14	7.94	8.08	7.92	8.11	7.89	8.34 <sup>t</sup>	7.66	8.06	7.91	7.60	7.13	7.68	7.32
Standard deviation		2.31	2.46	2.46	2.71	2.12	2.13	2.26	2.26	2.27	2.63	2.45	2.44	2.27	2.43	2.27	2.47	2.36	2.43	2.06	2.35	2.33	2.47	2.13	2.65	2.43	2.46
Standard error		0.07	0.07	0.09	0.11	0.09	0.12	0.12	0.12	0.14	0.16	0.15	0.14	0.15	0.08	0.09	0.10	0.11	0.19	0.23	0.07	0.07	0.07	0.17	0.24	0.16	0.16

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

Prepared by Yonder





### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 476

**Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
should definitely have rules and safety measures in place	72 35%	72 36%	84 38%	86 40%	100 57%	101 58%	77 55%	77 56%	58 79% <sup>kj</sup>	37 52%	235 61%	215 56%	135 64%	115 55%	487 45%	443 41%	55 35%	47 31%	174 49%	168 46%	70 43%	81 42%	118 56% <sup>kx</sup>	90 45%	357 41%	318 38%
9	(9) 23 11%	15 8%	24 11%	33 15%	11 6%	14 8%	5 4%	11 8%	8 11%	15 21%	24 6%	40 11%	13 6%	26 12%	100 9%	105 10%	17 10%	22 15%	29 8%	34 9%	15 9%	14 7%	13 6%	24 12%	88 10%	91 11%
8	(8) 32 16%	26 13%	34 15%	20 9%	25 14%	23 13%	19 14%	19 14%	6 8%	9 12%	50 13%	25 13%	27 12%	27 13%	155 14%	146 13%	28 18%	22 15%	48 14%	52 14%	24 15%	28 14%	17 8%	27 13%	132 15%	114 14%
7	(7) 21 10%	32 16%	26 12%	30 14%	11 6%	15 9%	18 13%	11 8%	- 9%	6 9%	29 8%	33 9%	18 9%	17 8%	112 10%	140 13%	23 14%	20 13%	30 9%	38 10%	13 8%	23 12%	20 9%	22 11%	98 11%	119 14%
6	(6) 17 8%	17 8%	11 5%	18 8%	17 10% <sup>f</sup>	3 2%	6 4%	5 4%	- 2%	1 *	23 6% <sup>l</sup>	9 2%	6 3%	6 3%	79 7%	66 6%	16 10%	17 11%	27 8%	22 6%	14 9%	13 7%	14 7%	12 6%	65 8%	56 7%
5	(5) 23 11%	19 9%	16 7%	18 8%	6 3%	9 5%	8 6%	9 7%	1 1%	3 5%	15 4%	22 6%	9 4%	13 6%	84 8%	97 9%	12 7%	14 9%	28 8%	29 8%	18 11%	19 10%	19 9%	15 8%	64 7%	74 9%
4	(4) 3 2%	3 1%	10 5% <sup>d</sup>	1 *	- 2%	3 1%	1 1%	- -	- -	- -	1 *	3 1%	1 1%	- -	24 2%	16 2%	1 *	1 *	3 1%	6 2%	1 1%	3 2%	2 1%	3 2%	23 3%	11 1%
3	(3) 3 2%	3 2%	2 1%	2 1%	1 *	- -	1 -	- -	- -	- -	1 *	- -	1 *	- -	11 1%	18 2%	3 2%	- -	5 2%	4 1%	3 2%	2 1%	2 1%	2 1%	6 1%	14 2%
2	(2) 3 1%	2 1%	7 3%	2 1%	- 1%	1 -	1 2%	2 -	- -	- -	1 *	4 1%	1 *	2 1%	11 1%	9 1%	1 1%	4 3%	4 1%	1 *	3 2%	- -	2 1%	1 *	8 1%	9 1%
1	(1) 3 1%	3 1%	2 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1%	4 *	1 *	1 *	2 *	1 *	1 *	1 1%	- -	1 *	6 1%	2 *
should have no rules or safety measures in place	4 2%	10 5%	4 2%	7 3%	5 3%	3 2%	2 2%	3 2%	- -	- -	7 2%	6 2%	2 1%	3 1%	17 2%	35 3% <sup>o</sup>	3 2%	4 2%	3 1%	10 3%	1 *	7 3%	2 1%	3 2%	20 2%	28 3%
NET: 8-10	127 62%	113 56%	143 64%	139 64%	135 77%	138 80%	101 73%	107 78%	72 99% <sup>kj</sup>	61 85%	308 80%	306 80%	173 82%	168 80%	742 68%	694 64%	99 63%	92 61%	250 71%	254 69%	109 67%	123 64%	148 71%	141 70%	577 67%	523 63%
NET: 4-7	64 31%	71 35%	64 29%	68 31%	34 19%	30 17%	34 25%	25 18%	1 1%	11 15% <sup>l</sup>	69 18%	66 17%	35 17%	36 17%	299 28%	319 30%	51 33%	52 34%	89 25%	95 26%	46 28%	59 31%	54 26%	53 26%	250 29%	261 31%
NET: 0-3	13 6%	18 9%	15 7%	12 5%	6 3%	4 2%	4 3%	5 4%	- -	- -	9 2%	10 3%	4 2%	5 3%	44 4%	66 6% <sup>o</sup>	7 5%	8 5%	13 4%	16 4%	7 4%	10 5%	6 3%	6 3%	40 5%	53 6%
Mean	7.74	7.49	7.80	7.99	8.60	8.72	8.52	8.57	9.66 <sup>j</sup>	8.99	8.77	8.72	8.91	8.71	8.15 <sup>p</sup>	7.92	7.91	7.76	8.32	8.16	8.09	7.91	8.47	8.28	8.01	7.84
Standard deviation	2.44	2.73	2.52	2.42	2.17	2.06	2.10	2.22	0.82	1.38	2.00	2.01	1.84	1.98	2.27	2.48	2.21	2.32	2.17	2.36	2.21	2.48	2.17	2.17	2.36	2.46

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 476

**Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos containing misleading information e.g. fake news or conspiracy theories**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.17	0.18	0.17	0.16	0.17	0.17	0.19	0.20	0.13	0.19	0.11	0.11	0.14	0.15	0.07	0.08	0.16	0.17	0.11	0.12	0.17	0.18	0.15	0.15	0.08	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 477

**Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos containing misleading information e.g. fake news or conspiracy theories

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179	
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62	
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122	
should definitely have rules and safety measures in place (10)	409	363	94	131	494	442	264	234	128	141	431	390	118	97	47	46	43	41	12	6	3	4	19	13	
	47%	43%	31%	32%	43%	40%	38%	34%	33%	33%	42%	38%	32%	27%	27%	28%	28%	27%	19%	16%	7%	11%	25%	21%	
9	(9)	75 9%	91 11%	37 12%	38 9%	103 10%	117 10%	72 10%	71 10%	40 10%	46 11%	115 11%	107 11%	45 12%	42 12%	19 11%	19 12%	23 15%	22 14%	12 19%	5 13%	5 9%	3 8%	10 13%	6 10%
8	(8)	109 13%	100 12%	60 20%	71 17%	172 15%	151 13%	106 15%	106 15%	64 15%	62 15%	154 14%	139 14%	55 15%	50 14%	26 15%	21 13%	31 20%	30 21%	13 20%	8 15%	8 10%	4 19%	14 19%	12 20%
7	(7)	85 10%	100 12%	40 13%	60 15%	123 11%	146 13%	90 13%	103 15%	50 13%	62 15%	116 11%	138 14%	48 13%	60 17%	29 16%	27 17%	20 13%	19 13%	10 16%	5 14%	6 12%	2 6%	12 16%	7 12%
6	(6)	68 8%	50 6%	22 7%	35 9%	91 8%	76 7%	67 10%	50 7%	54 14j	32 8%	84 8%	77 8%	46 13n	28 8%	19 11%	11 7%	13 8%	12 8%	9 14%	4 10%	4 8%	2 6%	10 13%	7 11%
5	(5)	66 8%	68 8%	25 8%	44 11%	95 8%	101 9%	52 8%	70 10%	30 8%	44 10%	72 7%	101 10k	32 9%	52 15m	21 12%	19 12%	11 7%	13 9%	6 9%	5 14%	9 18%	3 9%	6 8%	7 12%
4	(4)	14 2%	9 1%	10 3%	10 3%	25 2%	19 2%	13 2%	13 2%	5 1%	9 2%	22 2%	14 1%	7 2%	8 4%	4 2%	7 1%	2 4%	6 1%	1 7%	3 4%	2 4%	* 2%	2 2%	2 3%
3	(3)	8 1%	13 2%	5 2%	5 1%	12 1%	17 2%	8 1%	11 2%	4 1%	8 2%	11 1%	16 2%	2 1%	12 3m	3 2%	2 2%	2 1%	2 1%	1 1%	1 2%	1 3%	2 5%	2 2%	2 4%
2	(2)	9 1%	9 1%	3 1%	4 1%	12 1%	13 1%	4 1%	9 1%	4 1%	7 2%	8 1%	9 1%	* 1%	4 1%	3 2%	4 3%	1 1%	3 2%	- 4%	1 2%	1 11u	* 4%	3 4%	3 4w
1	(1)	6 1%	4 *	- *	* *	7 1%	4 *	3 *	1 *	2 1%	1 *	5 *	4 *	3 1%	1 *	1 1%	1 2%	2 2%	1 *	* 7v	- *	3 *	* 1%	1 1%	1 1%
should have no rules or safety measures in place (0)	17	29	5	10	24	34	12	14	10	10	17	24	7	6	4	5	4	2	-	*	8	12	1	2	
	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	-	*	17%	33%u	1%	3%	
NET: 8-10	593 68%	554 66%	191 63%	240 59%	770 66%	710 63%	442 64%	411 60%	231 59%	249 59%	699 68d	636 62%	218 60%	189 52%	92 52%	86 53%	97 64%	92 62%	37 59%	18 48%	16 31%	11 29%	43 57%	31 50%	
NET: 4-7	234 27%	226 27%	98 32%	149 36%	334 29%	342 31%	222 32%	237 35%	139 36%	147 35%	293 28%	330 32%	134 37%	148 41%	73 42%	63 39%	45 30%	50 33%	25 40%	17 46%	21 41v	8 21%	29 39%	24 38%	
NET: 0-3	40 5%	54 7%	13 4%	19 5%	55 5%	67 6%	27 4%	36 5%	20 5%	26 6%	40 4%	52 5%	13 4%	23 6%	11 6%	12 7%	9 6%	7 5%	1 1%	2 6%	14 28%	19 50%u	3 5%	7 12%w	
Mean	8.17	8.00	7.79	7.68	8.03	7.88	7.98	7.76	7.72	7.69	8.12l	7.89	7.79n	7.42	7.41	7.37	7.72	7.68	7.74t	7.03	5.21	4.25	7.62x	6.95	
Standard deviation	2.35	2.52	2.23	2.32	2.35	2.46	2.22	2.33	2.33	2.40	2.23	2.36	2.24	2.33	2.37	2.54	2.38	2.27	1.76	2.23	3.28	3.83	2.12	2.62	
Standard error	0.08	0.09	0.12	0.11	0.07	0.07	0.08	0.08	0.10	0.10	0.07	0.07	0.10	0.11	0.14	0.16	0.15	0.14	0.15	0.21	0.29	0.35	0.15	0.20	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 478

**Q13. Need for safety measures - Videos containing misleading information e.g. fake news or conspiracy theories**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos containing misleading information e.g. fake news or conspiracy theories**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	84 34%	101 35%	452 45%	388 42%	155 34%	165 33%	388 49%	329 44%
9 (9)	31 12%	23 8%	90 9%	106 11%	54 12%	43 9%	67 8%	87 12%
8 (8)	42 17%	39 13%	141 14%	132 14%	71 16%	77 15%	113 14%	93 13%
7 (7)	27 11%	38 13%	108 11%	121 13%	54 12%	64 13%	81 10%	96 13%
6 (6)	27 11%	26 9%	69 7%	56 6%	45 10%	51 10%	51 6%	33 4%
5 (5)	25 10%	33 11%	66 7%	73 8%	35 8%	53 11%	62 8%	58 8%
4 (4)	6 2%	7 2%	22 2%	13 1%	17 4%	10 2%	11 1%	9 1%
3 (3)	4 2%	11 4%	9 1%	7 1%	9 2%	7 1%	4 1%	11 2%
2 (2)	1 *	6 2%	11 1%	7 1%	8 2%	5 1%	4 *	8 1%
1 (1)	* *	1 *	6 1%	3 *	2 *	2 *	5 1%	2 *
should have no rules or safety measures in place (0)	3 1%	10 3%	21 2%	27 3%	10 2%	23 5%	14 2%	16 2%
NET: 8-10	156 63%	163 55%	683 69%	626 67%	281 61%	285 57%	568 71%	509 69%
NET: 4-7	84 34%	104 35%	265 27%	262 28%	150 33%	179 36%	205 26%	196 26%
NET: 0-3	9 3%	27 9% <sup>a</sup>	46 5%	45 5%	29 6%	37 7%	27 3%	37 5%
Mean	7.86	7.45	8.15	8.06	7.70	7.49	8.30	8.17
Standard deviation	2.18	2.62	2.34	2.36	2.42	2.61	2.22	2.31
Standard error	0.12	0.14	0.08	0.08	0.11	0.11	0.08	0.09

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

**Ofcom VSP Tracker - Wave 1 & 2 Combined**

Absolutes/col percents

Table 479

**Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
should definitely have rules and safety measures in place	(10) 754 60%	732 59%	328 53%	308 51%	426 67%	424 67%	191 56%	195 58%	226 61%	210 57%	155 59%	154 60%	182 65%	170 62%	417 59%	405 58%	337 62%	324 61%	46 52%	45 52%	708 61%	687 59%	64 45%	64 45%	100 47%	97 46%
9	(9) 120 10%	108 9%	61 10%	54 9%	59 9%	52 8%	30 9%	34 10%	42 11%	36 10%	25 10%	14 5%	21 8%	25 9%	72 10%	69 10%	47 9%	39 7%	13 15%	8 9%	107 9%	101 9%	14 10%	7 5%	24 11%	22 10%
8	(8) 137 11%	128 10%	71 11%	77 13%	67 10%	50 8%	44 13%	36 11%	42 11%	39 11%	30 11%	32 12%	22 8%	19 7%	86 12%	76 11%	51 9%	51 10%	12 13%	7 8%	125 11%	120 10%	24 17%	24 17%	26 12%	27 13%
7	(7) 73 6%	89 7%	49 8%	56 9%	25 4%	33 5%	21 6%	33 10%	17 5%	16 4%	19 7%	19 7%	15 5%	17 6%	38 5%	50 7%	34 6%	36 7%	4 5%	12 13%	69 6%	78 7%	13 9%	14 10%	15 7%	19 9%
6	(6) 64 5%	56 5%	42 7%	28 5%	21 3%	28 4%	25 7%	11 3%	17 4%	21 6%	12 4%	16 6%	11 4%	9 3%	41 6%	32 5%	22 4%	24 5%	6 7%	4 5%	58 5%	52 4%	12 9%	8 6%	21 10%	18 9%
5	(5) 59 5%	78 6%	32 5%	44 7%	27 4%	33 5%	16 5%	10 3%	13 4%	26 7%	10 4%	15 6%	18 7%	25 9%	29 4%	35 5%	28 5%	40 8%	4 5%	4 5%	55 5%	74 6%	12 8%	13 9%	12 5%	17 8%
4	(4) 18 1%	9 1%	8 1%	5 1%	10 2%	4 1%	8 2%	2 1%	4 1%	3 1%	1 *	- *	5 2%	3 1%	12 2%	5 1%	6 1%	3 1%	1 2%	1 2%	16 1%	7 1%	2 1%	* *	6 3%	5 2%
3	(3) 9 1%	10 1%	7 1%	8 1%	2 *	2 *	3 1%	3 1%	3 1%	3 1%	2 1%	1 1%	1 1%	3 1%	6 1%	6 1%	3 1%	4 1%	1 1%	2 2%	8 1%	8 1%	1 1%	4 3%	3 1%	2 1%
2	(2) 2 *	9 1%	2 1%	7 1%	- *	1 *	1 *	6 2%	- *	1 *	- *	- *	1 *	1 *	1 *	7 1%	1 *	2 *	- 1%	1 1%	2 *	8 1%	* 1%	2 1%	1 1%	2 1%
1	(1) 6 *	3 *	4 1%	3 *	2 *	1 *	1 *	1 *	2 1%	2 1%	1 *	- *	2 1%	- *	3 *	3 *	3 1%	- *	- *	- *	6 1%	3 *	- *	- *	1 *	1 1%
should have no rules or safety measures in place	(0) 17 1%	21 2%	14 2%	17 3%	2 *	4 1%	3 1%	6 2%	5 1%	8 2%	6 2%	5 2%	1 1%	3 1%	8 1%	14 2%	8 1%	7 1%	2 2%	3 3%	15 1%	18 2%	2 1%	6 4%	6 3%	3 1%
NET: 8-10	1011 80%	969 78%	460 74%	438 72%	552 86%	526 83%	265 77%	265 79%	310 83%	285 78%	210 80%	200 78%	225 81%	214 78%	575 81%	550 78%	435 80%	414 78%	70 80%	60 69%	941 80%	908 79%	102 71%	94 67%	150 70%	146 69%
NET: 4-7	214 17%	232 19%	131 21%	132 22%	82 13%	98 15%	69 20%	56 17%	51 14%	66 18%	42 16%	50 19%	49 17%	54 20%	120 17%	122 17%	91 17%	104 20%	16 18%	21 25%	198 17%	210 18%	39 27%	35 25%	54 25%	59 28%
NET: 0-3	34 3%	43 3%	28 4%	35 6%	6 1%	8 1%	8 2%	15 4%	11 3%	15 4%	9 4%	6 3%	6 2%	7 2%	18 3%	30 4%	15 3%	13 2%	2 3%	6 6%	31 3%	37 3%	3 2%	12 8%w	11 5%	8 4%
Mean	8.75	8.65	8.42	8.28	9.07	9.02	8.62	8.68	8.85	8.57	8.73	8.70	8.85	8.73	8.74	8.63	8.80	8.71	8.59	8.27	8.76	8.68	8.29	7.89	8.15	8.19
Standard deviation	2.04	2.14	2.30	2.43	1.70	1.76	2.02	2.15	1.99	2.26	2.13	2.04	1.99	2.07	2.01	2.21	2.06	2.06	2.09	2.47	2.04	2.12	2.05	2.64	2.43	2.26
Standard error	0.06	0.06	0.09	0.09	0.07	0.07	0.11	0.11	0.10	0.12	0.14	0.13	0.12	0.13	0.07	0.08	0.09	0.09	0.19	0.25	0.06	0.06	0.16	0.24	0.16	0.15

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 480

**Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
should definitely have rules and safety measures in place	(10) 106 52%	98 49%	141 64%	139 64%	132 76%	132 77%	104 75%	103 75%	60 83%	54 75%	297 77%	289 76%	164 78%	156 75%	667 62%	647 60%	81 51%	79 52%	241 68%	233 64%	109 68%	118 61%	150 72% <sup>x</sup>	122 61%	493 57%	484 58%
9	(9) 24 12%	18 9%	17 8%	19 8%	10 6%	17 10%	10 7%	9 7%	8 11%	9 13%	29 7%	36 9%	18 9%	18 9%	102 9%	95 9%	16 10%	13 8%	24 7%	33 9%	13 8%	16 8%	11 5%	25 12% <sup>w</sup>	94 11%	72 9%
8	(8) 32 16%	24 12%	21 9%	20 9%	14 8%	12 7%	7 5%	10 7%	1 1%	4 5%	23 6%	26 7%	8 4%	13 6%	118 11%	108 10%	18 11%	18 12%	31 9%	30 8%	16 10%	15 8%	15 7%	19 10%	102 12%	93 11%
7	(7) 9 4%	20 10%	15 7%	14 7%	8 5%	1 1%	7 5%	8 6%	2 3%	2 3%	17 4%	12 3%	9 4%	11 5%	61 6%	73 7%	12 8%	15 10%	19 5%	26 7%	7 4%	15 8%	10 5%	13 6%	48 6%	58 7%
6	(6) 11 5%	11 6%	4 2%	7 3%	5 3%	3 2%	3 2%	2 1%	1 1%	3 4%	10 2%	7 2%	4 2%	4 2%	49 4%	46 4%	13 9%	10 7%	12 3%	12 3%	4 3%	5 3%	9 4%	7 3%	48 6%	41 5%
5	(5) 15 7%	19 9%	11 5%	16 7%	1 1%	5 3%	4 3%	5 3%	- -	- -	6 1%	9 2%	4 2%	5 2%	45 4%	66 6%	14 9%	11 7%	19 5%	21 6%	9 5%	15 8%	11 5%	11 6%	37 4%	50 6%
4	(4) 2 1%	1 1%	4 2%	- -	1 1%	1 1%	1 1%	- -	- -	- -	3 1%	1 *	1 1%	- -	15 1%	7 1%	2 1%	1 1%	3 1%	2 *	1 *	1 *	2 1%	1 *	15 2%	7 1%
3	(3) - -	* -	4 2%	1 1%	- -	- -	- -	1 -	- -	- -	- -	1 *	- -	1 *	9 1%	9 1%	- -	1 1%	1 1%	1 *	1 1%	1 *	- -	- -	7 1%	8 1%
2	(2) 1 1%	4 2%	- -	1 *	- -	* -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	5 *	- -	2 1%	- -	1 *	- -	* -	- -	1 *	2 *	5 1%
1	(1) 1 1%	2 1%	4 2%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	3 *	- -	1 1%	- -	3 1%	- -	2 1%	- -	* 1%	6 1%	1 *
should have no rules or safety measures in place	(0) 3 1%	6 3%	* 1%	2 1%	3 1%	1 *	1 1%	1 1%	- -	- -	4 1%	1 *	1 1%	1 *	11 1%	21 2%	2 1%	* *	2 1%	4 1%	2 1%	4 2%	1 1%	1 *	14 2%	17 2%
NET: 8-10	163 80% <sup>b</sup>	140 69%	178 81%	178 82%	157 90%	161 93%	122 88%	121 89%	70 96%	67 93%	348 90%	350 92%	191 90%	188 90%	888 82%	850 79%	115 73%	111 73%	296 84%	296 81%	139 86%	149 78%	175 84%	166 83%	689 80%	649 78%
NET: 4-7	37 18%	51 25%	34 16%	36 17%	16 9%	10 6%	16 11%	14 10%	3 4%	5 7%	35 9%	29 8%	19 9%	19 9%	170 16%	192 18%	42 26%	37 24%	53 15%	61 17%	20 13%	36 19%	32 15%	32 16%	148 17%	156 19%
NET: 0-3	5 2%	11 6%	9 4%	4 2%	3 1%	1 1%	1 1%	1 1%	- -	- -	4 1%	2 1%	1 1%	1 1%	27 3%	37 3%	2 1%	4 3%	3 1%	8 2%	3 2%	7 4%	1 1%	2 1%	29 3%	30 4%
Mean	8.58	8.16	8.78	8.90	9.30	9.43	9.26	9.32	9.71	9.52	9.36	9.41	9.42	9.39	8.83	8.68	8.48	8.49	9.05	8.88	9.04	8.66	9.10	8.97	8.65	8.61
Standard deviation	2.06	2.48	2.11	1.88	1.64	1.37	1.65	1.48	0.77	1.00	1.52	1.35	1.43	1.34	1.97	2.16	2.00	2.02	1.72	1.97	1.81	2.24	1.73	1.68	2.13	2.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 480

**Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.14	0.16	0.14	0.13	0.13	0.11	0.15	0.13	0.12	0.14	0.08	0.07	0.11	0.10	0.06	0.07	0.14	0.14	0.09	0.10	0.14	0.16	0.12	0.12	0.07	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 481  
**Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**  
**Base: All respondents**  
**Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**

		No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans			
		Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base		813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179		
Weighted base		867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62		
Effective base		657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122		
should definitely have rules and safety measures in place	(10)	559 64%	523 63%	150 50%	210 51%	682 59%	656 59%	389 56%	370 54%	192 49%	222 53%	616 60%	581 57%	178 49%	159 44%	69 39%	69 43%	61 40%	66 44%	17 27%	7 18%	7 13%	8 21%	26 35%	24 38%		
9	(9)	69 8%	74 9%	38 13%	35 9%	109 9%	95 9%	70 10%	65 10%	39 10%	35 8%	105 10%	92 9%	43 12%	30 8%	26 15% <sup>p</sup>	13 8%	18 12%	19 13%	10 15%	5 12%	10 19% <sup>v</sup>	2 5%	12 16% <sup>x</sup>	5 7%		
8	(8)	84 10%	79 9%	41 13%	49 12%	129 11%	117 10%	88 13%	77 11%	57 15%	46 11%	123 12%	112 11%	44 12%	55 15%	31 18%	22 13%	27 18%	22 14%	10 16%	4 11%	8 15%	5 14%	12 16%	10 16%		
7	(7)	47 5%	47 6%	22 7%	42 10%	69 6%	83 7%	35 5%	60 9% <sup>g</sup>	23 6%	37 9%	53 5%	78 8% <sup>k</sup>	21 6%	37 10% <sup>m</sup>	9 5%	14 9%	11 7%	14 9%	8 13%	9 24%	6 12%	2 6%	8 10%	8 13%		
6	(6)	35 4%	35 4%	23 8%	21 5%	61 5%	47 4%	46 7%	38 6%	39 10%	31 7%	53 5%	50 5%	34 9%	27 7%	19 11%	15 9%	18 12%	12 8%	11 17%	7 18%	6 12%	3 8%	8 11%	8 13%		
5	(5)	38 4%	48 6%	18 6%	30 7%	58 5%	73 7%	39 6%	49 7%	23 6%	35 8%	48 5%	72 7% <sup>k</sup>	30 8%	36 10%	12 7%	16 10%	10 7%	8 5%	5 8%	2 7%	7 14%	9 23%	6 8%	4 7%		
4	(4)	10 1%	4 *	6 2%	5 1%	16 1%	9 1%	11 2%	4 1%	5 1%	2 1%	16 2% <sup>d</sup>	5 *	5 1%	3 1%	3 1%	1 2%	3 *	1 2%	1 *	1 3%	1 3%	2 1%	1 2%	* *		
3	(3)	6 1%	7 1%	2 1%	3 1%	9 1%	10 1%	6 1%	6 1%	4 1%	5 1%	6 1%	9 1%	3 2%	6 3%	5 1%	1 1%	3 2%	1 2%	3 3%	1 5%	1 3%	2 5%	2 3%	* *		
2	(2)	2 *	5 1%	- -	4 1%	9 *	9 1%	1 *	6 1%	2 *	1 1%	7 *	7 1%	2 *	1 1%	3 2%	1 1%	3 2%	2 *	2 *	2 6% <sup>s</sup>	2 *	2 4%	2 *	2 3%		
1	(1)	6 1%	3 *	- -	- -	6 1%	3 *	* *	2 *	* *	1 *	* *	3 *	* *	* *	1 1%	* *	* *	* *	- -	1 2%	1 2%	1 2%	* *	- -		
should have no rules or safety measures in place	(0)	11 1%	12 1%	3 1%	9 2%	17 1%	17 2%	7 1%	6 1%	7 2%	6 1%	11 1%	11 1%	5 1%	3 1%	1 1%	6 4%	1 1%	3 2%	- -	4 1%	4 7%	4 10%	* *	1 2%		
NET: 8-10		712 82%	675 81%	229 76%	293 72%	920 79%	868 78%	548 79%	512 75%	288 74%	304 72%	844 82% <sup>d</sup>	785 77%	265 73%	245 68%	126 71%	104 64%	106 70%	106 71%	37 58%	15 40%	24 48%	15 40%	50 66%	38 62%		
NET: 4-7		129 15%	134 16%	68 23%	98 24%	204 18%	212 19%	130 19%	152 22%	90 23%	104 25%	169 16%	205 20%	90 25%	103 29%	43 24%	46 28%	42 28%	35 23%	25 40%	19 50%	21 41%	15 39%	23 30%	21 33%		
NET: 0-3		26 3%	26 3%	5 2%	17 4%	34 3%	39 3%	14 2%	19 3%	12 3%	14 3%	19 2%	29 3%	9 3%	12 3%	7 4%	12 7%	3 2%	8 5%	2 3%	4 10%	6 11%	8 21%	3 4%	3 5%		
Mean		8.85	8.80	8.53	8.36	8.70	8.64	8.68	8.56	8.39	8.42	8.81	8.63	8.38	8.18	8.15	7.83	8.20	8.22	7.77	7.06	6.73	6.05	8.04	7.86		
Standard deviation		2.04	2.06	1.96	2.28	2.08	2.14	1.97	2.06	2.14	2.18	1.92	2.06	2.13	2.14	2.13	2.63	2.02	2.29	1.95	2.27	2.80	3.19	2.07	2.35		
Standard error		0.07	0.07	0.11	0.11	0.06	0.06	0.07	0.07	0.09	0.10	0.06	0.06	0.10	0.10	0.12	0.16	0.12	0.14	0.17	0.22	0.24	0.29	0.15	0.18		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

Prepared by Yonder

# YONDER



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 482

**Q13. Need for safety measures - Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos promoting hate towards others (including towards a specific group of people based on e.g. gender, race, religion)**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	127 51%	140 48%	620 62%	587 63%	217 47%	244 49%	537 67%	488 66%
9 (9)	26 11%	25 8%	94 9%	83 9%	44 10%	36 7%	76 10%	73 10%
8 (8)	36 14%	36 12%	100 10%	91 10%	63 14%	61 12%	74 9%	66 9%
7 (7)	16 6%	29 10%	56 6%	57 6%	33 7%	53 11%	40 5%	36 5%
6 (6)	18 7%	20 7%	45 4%	36 4%	42 9%	38 8%	22 3%	18 2%
5 (5)	13 5%	24 8%	42 4%	51 5%	32 7%	44 9%	27 3%	34 5%
4 (4)	6 2%	4 1%	11 1%	4 *	12 3% <sup>f</sup>	2 *	6 1%	6 1%
3 (3)	2 1%	5 2%	7 1%	5 1%	5 1%	5 1%	3 *	5 1%
2 (2)	* *	3 1%	2 *	6 1%	2 1%	4 1%	- -	5 1%
1 (1)	- -	* *	6 1%	3 *	3 1%	1 *	3 *	3 *
should have no rules or safety measures in place (0)	4 2%	7 2%	13 1%	13 1%	5 1%	12 2%	12 1%	9 1%
NET: 8-10	189 76%	201 69%	814 82%	760 81%	325 71%	341 68%	687 86%	627 84%
NET: 4-7	53 21%	78 27%	153 15%	146 16%	119 26%	138 27%	95 12%	94 13%
NET: 0-3	6 3%	14 5%	27 3%	27 3%	16 3%	21 4%	18 2%	21 3%
Mean	8.48	8.18	8.84	8.83	8.24	8.21	9.04	8.95
Standard deviation	2.12	2.36	2.01	2.02	2.22	2.32	1.87	1.96
Standard error	0.12	0.12	0.07	0.07	0.10	0.10	0.07	0.08

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 483

**Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
should definitely have rules and safety measures in place (10)	786 62%	746 60%	342 55%	328 54%	445 69%	414 66%	199 58%	196 58%	240 65%	223 61%	160 61%	153 60%	185 66%	172 62%	440 62%	418 60%	345 64%	325 61%	51 57%	46 53%	736 63%	701 61%	60 42%	64 45%	116 54%	99 47%
9	(9) 125 10%	123 10%	68 11%	64 10%	57 9%	59 9%	26 8%	35 10%	45 12%	34 9%	28 11%	23 9%	25 9%	30 11%	71 10%	69 10%	53 10%	53 10%	6 7%	3 4%	119 10%	119 10%	19 13%	13 9%	24 11%	26 12%
8	(8) 123 10%	126 10%	76 12%	67 11%	47 7%	58 9%	42 12%	36 11%	34 9%	36 10%	27 10%	23 9%	20 7%	28 10%	75 11%	72 10%	47 9%	51 10%	12 14%	11 12%	111 9%	115 10%	24 17%	23 16%	20 9%	24 11%
7	(7) 80 6%	84 7%	54 9%	48 8%	26 4%	36 6%	36 11%	28 8%	20 5%	21 6%	11 4%	22 9%	11 4%	14 5%	57 8%	48 7%	23 4%	36 7%	9 10%	8 9%	71 6%	76 7%	9 6%	10 7%	24 11%	26 12%
6	(6) 48 4%	53 4%	27 4%	29 5%	21 3%	24 4%	18 5%	15 4%	10 3%	14 4%	13 5%	15 6%	7 2%	8 3%	28 4%	29 4%	20 4%	23 4%	3 4%	8 9%	45 4%	45 4%	10 7%	10 7%	13 6%	12 6%
5	(5) 59 5%	67 5%	28 5%	41 7%	31 5%	26 4%	8 2%	11 3%	14 4%	22 6%	12 4%	16 6%	23 8%	17 6%	22 3%	33 5%	35 6%	32 6%	3 4%	5 6%	56 5%	61 5%	16 11%	12 8%	12 5%	14 6%
4	(4) 18 1%	12 1%	12 2%	5 1%	6 1%	6 1%	7 2%	4 1%	3 1%	5 1%	4 2%	* *	4 2%	2 1%	9 1%	10 1%	9 2%	2 *	1 1%	1 2%	17 1%	10 1%	4 3%	3 2%	2 1%	5 2%
3	(3) 3 *	5 *	2 *	2 *	1 *	3 *	- *	2 1%	1 1%	2 1%	1 *	* *	1 *	- *	1 1%	5 1%	2 *	* *	- *	1 1%	3 *	4 *	* *	1 1%	1 *	2 1%
2	(2) 7 1%	8 1%	3 *	6 1%	4 1%	2 *	3 1%	4 1%	3 1%	1 *	1 *	1 *	1 *	2 1%	5 1%	6 1%	2 1%	2 *	2 2%	- *	5 1%	8 1%	- *	* *	2 1%	2 1%
1	(1) 1 *	4 *	* *	2 *	1 *	2 *	- *	- *	* *	2 *	* *	- *	1 *	2 1%	* *	2 *	1 *	2 *	- *	1 1%	1 *	3 *	- *	2 1%	1 *	1 1%
should have no rules or safety measures in place (0)	8 1%	15 1%	6 1%	14 2%	2 *	1 *	3 1%	6 2%	1 *	5 1%	3 1%	3 1%	1 *	1 *	4 1%	11 2%	4 1%	4 1%	1 1%	3 3%	7 1%	12 1%	1 1%	5 3%	2 1%	2 1%
NET: 8-10	1035 82%	995 80%	486 79%	458 76%	549 86%	531 84%	267 78%	266 79%	319 86%	293 80%	215 83%	199 78%	230 82%	230 84%	586 82%	559 80%	445 82%	429 81%	69 78%	60 69%	965 82%	935 81%	103 72%	100 70%	160 75%	149 70%
NET: 4-7	205 16%	216 17%	121 20%	124 20%	84 13%	92 15%	69 20%	58 17%	47 13%	62 17%	40 15%	53 21%	46 16%	41 15%	116 16%	120 17%	86 16%	94 18%	16 18%	23 26%	189 16%	194 17%	39 28%	34 24%	50 23%	56 26%
NET: 0-3	19 2%	32 3%	11 2%	23 4%	8 1%	9 1%	5 2%	13 4%	5 1%	10 3%	5 2%	4 2%	4 1%	5 2%	10 1%	23 3%	9 2%	9 2%	3 3%	5 5%	16 1%	27 2%	1 1%	8 5%w	5 2%	7 3%
Mean	8.91	8.77	8.70	8.50	9.11	9.02	8.77	8.69	9.09j	8.75	8.85	8.76	8.92	8.93	8.93	8.72	8.89	8.85	8.66	8.20	8.93	8.81	8.25	8.06	8.62	8.33
Standard deviation	1.83	2.01	1.93	2.25	1.71	1.72	1.86	2.12	1.64	2.08	1.93	1.94	1.91	1.83	1.76	2.10	1.92	1.89	2.07	2.49	1.81	1.96	2.01	2.50	1.98	2.14
Standard error	0.05	0.06	0.07	0.09	0.07	0.07	0.10	0.11	0.08	0.11	0.12	0.12	0.11	0.12	0.06	0.08	0.08	0.08	0.19	0.25	0.05	0.06	0.16	0.23	0.13	0.14

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 484

**Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
should definitely have rules and safety measures in place (10)	113 56%	107 53%	134 61%	148 68%	138 79%	128 74%	109 78%	106 78%	65 89% <sup>kj</sup>	48 66%	312 81%	281 74%	174 82%	154 74%	703 65%	669 62%	79 50%	74 49%	246 70%	239 65%	112 69%	123 64%	147 71%	129 65%	523 60%	490 59%	
9	(9) 27 13%	20 10%	23 11%	20 9%	12 7%	22 12%	8 6%	9 7%	6 8%	10 13%	25 7%	41 11%	13 6%	19 9%	105 10%	103 9%	18 11%	19 13%	22 6%	38 10%	10 6%	22 11%	14 7%	22 11%	100 12%	80 10%	
8	(8) 22 11%	21 10%	21 9%	19 9%	9 5%	7 4%	12 8%	11 8%	2 3%	10 14%	23 6%	29 7%	14 7%	21 10%	102 9%	97 9%	19 12%	23 15%	42 12%	29 8%	22 13%	13 7%	22 10%	19 9%	74 9%	92 11%	
7	(7) 11 5%	14 7%	15 7%	10 4%	6 4%	7 4%	6 4%	6 5%	- 5%	4 5%	12 3%	17 4%	6 3%	10 5%	62 6%	71 7%	18 12%	11 7%	13 4%	21 6%	5 3%	10 5%	7 3%	14 7%	64 7%	59 7%	
6	(6) 7 3%	10 5%	10 5%	7 3%	3 2%	4 3%	1 1%	2 1%	- 1%	- 1%	4 1%	7 2%	1 *	2 1%	37 3%	42 4%	9 6%	11 7%	11 3%	11 3%	7 5%	5 3%	5 3%	4 2%	33 4%	41 5%	
5	(5) 15 7%	18 9%	9 4%	12 5%	3 2%	4 2%	2 1%	2 1%	- 2%	1 1%	5 1%	7 2%	2 1%	3 1%	48 4%	58 5%	11 7%	9 6%	15 4%	20 5%	5 3%	14 7%	12 6%	11 5%	41 5%	40 5%	
4	(4) 6 3%	2 1%	4 2%	1 *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	15 1%	9 1%	2 1%	2 1%	* *	* *	* *	1 *	* *	* *	1 *	17 2%	10 1%
3	(3) * *	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	3 *	4 *	- -	1 1%	1 *	1 *	- -	- -	* *	- -	* *	2 *	4 1%
2	(2) 1 1%	6 3%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	7 1%	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *	6 1%	5 1%	
1	(1) - -	- -	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	4 *	- -	- -	1 *	3 1%	- -	3 1%	- -	* *	1 *	1 *	
should have no rules or safety measures in place (0)	1 *	3 2%	- -	2 1%	3 1%	1 *	1 1%	- -	- -	- -	4 1%	1 *	1 *	- -	4 *	15 1% <sup>o</sup>	- -	- -	1 *	2 1%	1 *	2 1%	- -	* *	7 1%	13 2%	
NET: 8-10	163 80%	149 74%	179 81%	187 86%	159 91%	157 91%	128 92%	127 93%	73 100%	67 93%	361 93%	350 92%	201 95%	194 93%	910 84%	869 80%	115 73%	117 77%	310 88%	306 84%	143 88%	157 82%	183 88%	170 85%	697 80%	662 79%	
NET: 4-7	39 19%	44 22%	39 18%	29 13%	13 7%	15 9%	9 6%	10 7%	- -	5 7%	22 6%	30 8%	9 4%	15 7%	162 15%	181 17%	40 26%	33 22%	39 11%	53 14%	18 11%	29 15%	24 12%	29 14%	154 18%	151 18%	
NET: 0-3	2 1%	9 4%	4 2%	3 1%	3 1%	1 *	2 1%	- -	- -	- -	4 1%	1 *	2 1%	- -	13 1%	30 3% <sup>o</sup>	2 1%	2 1%	3 1%	7 2%	1 1%	5 3%	1 1%	1 1%	15 2%	23 3%	
Mean	8.72	8.39	8.86	9.08	9.40	9.40	9.45	9.50	9.86 <sup>j</sup>	9.36	9.50	9.43	9.59	9.45	9.00 <sup>p</sup>	8.80	8.54	8.59	9.17	8.99	9.16	8.87	9.19	9.08	8.84	8.71	
Standard deviation	1.91	2.32	1.83	1.75	1.58	1.33	1.38	1.07	0.43	1.08	1.37	1.19	1.16	1.07	1.74	2.04	1.87	1.81	1.55	1.84	1.54	2.05	1.53	1.58	1.90	2.05	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 484

**Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Standard error	0.13	0.15	0.13	0.12	0.12	0.11	0.12	0.09	0.07	0.15	0.08	0.07	0.09	0.08	0.05	0.06	0.13	0.13	0.08	0.10	0.12	0.15	0.11	0.11	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 485

**Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**  
**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

Base: All respondents

Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
should definitely have rules and safety measures in place (10)	583 67%	529 63%	153 51%	218 53%	713 62%	675 60%	397 57%	379 56%	194 50%	232 55%	647 63%	595 58%	170 47%	162 45%	74 42%	73 45%	68 45%	71 48%	22 34%	9 25%	12 24%	12 33%	28 37%	27 43%
9	(9) 75 9%	94 11%	43 14% <sup>d</sup> 7%	29 7%	118 10%	108 10%	75 11%	73 11%	46 12%	43 10%	108 10%	105 10%	40 11%	36 10%	21 12%	12 7%	23 15%	18 12%	6 9%	2 7%	3 6%	2 6%	10 14%	8 13%
8	(8) 83 10%	79 9%	28 9%	47 11%	114 10%	110 10%	77 11%	76 11%	45 12%	47 11%	104 10%	106 10%	52 14%	59 16%	25 14%	22 14%	22 14%	19 13%	12 18%	6 15%	9 18%	4 11%	12 16% <sup>x</sup>	5 8%
7	(7) 46 5%	49 6%	25 8%	35 9%	78 7%	75 7%	53 8%	56 8%	35 9%	30 7%	65 6%	72 7%	32 9%	33 9%	20 11%	19 11%	15 10%	15 10%	9 15%	7 19%	8 16%	6 16%	8 11%	9 14%
6	(6) 28 3%	27 3%	16 5%	26 6%	45 4%	50 4%	29 4%	33 5%	24 6%	24 6%	40 4%	48 5%	24 7%	23 6%	16 9%	11 7%	8 5%	11 7%	6 9%	6 15%	7 14% <sup>v</sup>	2 4%	7 9%	6 10%
5	(5) 32 4%	38 5%	24 8%	29 7%	55 5%	61 5%	39 6%	43 6%	29 7%	31 7%	44 4%	61 6%	35 10%	30 8%	11 6%	13 8%	10 7%	10 7%	6 10%	4 10%	7 14%	6 17%	6 8%	4 6%
4	(4) 8 1%	3 *	9 3%	9 2%	16 1%	11 1%	10 2%	7 1%	7 2%	3 1%	12 1%	10 1%	4 1%	8 2%	6 3%	2 1%	4 3%	2 1%	2 4%	1 2%	1 2%	1 4%	1 2%	1 2%
3	(3) 1 *	2 *	1 *	3 1%	2 *	5 *	1 *	5 1%	1 *	1 1%	4 *	4 *	1 *	4 1%	2 1%	1 1%	* 1%	2 1%	* 1%	1 4%	* 1%	1 1%	1 2%	- -
2	(2) 4 *	5 1%	1 *	3 1%	7 1%	7 1%	4 1%	4 1%	3 1%	* *	5 1%	6 1%	3 1%	* *	2 1%	* *	- *	- *	- *	1 3%	1 1%	1 3%	1 1%	2 3%
1	(1) 1 *	4 *	- -	- -	1 *	4 *	1 *	2 *	1 *	2 *	1 *	2 *	1 *	1 *	1 2%	4 2%	* *	* *	- *	- *	1 1%	- -	1 1%	- -
should have no rules or safety measures in place (0)	5 1%	7 1%	1 *	9 2%	8 1%	11 1%	4 1%	4 1%	4 1%	6 1%	4 *	9 1%	3 1%	3 1%	1 1%	3 2%	- 2%	2 2%	- *	* *	1 2%	2 6%	- -	1 1%
NET: 8-10	741 85%	701 84%	224 74%	294 72%	945 82%	894 80%	550 79%	529 77%	285 73%	322 76%	858 83% <sup>d</sup>	806 79%	262 72%	257 71%	119 68%	107 66%	113 75%	108 72%	39 61%	17 46%	24 48%	18 49%	51 67%	40 64%
NET: 4-7	114 13%	117 14%	75 25%	99 24%	195 17%	198 18%	132 19%	139 20%	95 24%	88 21%	162 16%	191 19%	95 26%	94 26%	53 30%	44 27%	38 25%	37 25%	24 37%	17 47%	24 47%	15 41%	22 29%	20 32%
NET: 0-3	12 1%	17 2%	3 1%	15 4%	18 2%	27 2%	10 1%	15 2%	10 3%	12 3%	13 1%	22 2%	8 2%	9 3%	4 2%	10 6%	1 1%	5 3%	1 1%	3 7%	3 5%	4 10%	3 4%	2 4%
Mean	9.08	8.97	8.53	8.37	8.88	8.78	8.77	8.67	8.43	8.58	8.961	8.74	8.34	8.27	8.20	8.03	8.50	8.37	7.93	7.28	7.20	7.10	8.07	8.15
Standard deviation	1.71	1.83	1.97	2.29	1.85	1.98	1.87	1.96	2.10	2.10	1.75	1.97	2.07	2.09	2.07	2.47	1.80	2.15	1.97	2.22	2.34	2.90	2.09	2.22
Standard error	0.06	0.07	0.11	0.11	0.05	0.06	0.07	0.07	0.09	0.09	0.05	0.06	0.10	0.10	0.12	0.15	0.11	0.13	0.17	0.21	0.20	0.27	0.15	0.17

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 486

**Q13. Need for safety measures - Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**

**Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?**

**Base: All respondents**

**Videos promoting violence (including towards a specific group of people based on e.g. gender, race, religion)**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
should definitely have rules and safety measures in place (10)	135 54%	150 51%	644 65%	589 63%	222 48%	255 51%	564 71%	492 66%
9	(9) 31 12%	26 9%	95 10%	96 10%	53 12%	52 10%	72 9%	71 10%
8	(8) 31 12%	40 13%	90 9%	85 9%	59 13%	48 10%	63 8%	78 10%
7	(7) 20 8%	24 8%	59 6%	58 6%	43 9%	51 10%	37 5%	34 5%
6	(6) 11 4%	17 6%	36 4%	36 4%	26 6%	36 7%	22 3%	17 2%
5	(5) 15 6%	19 7%	40 4%	43 5%	33 7%	32 6%	26 3%	35 5%
4	(4) * *	3 1%	17 2%	8 1%	15 3%	8 2%	3 *	4 1%
3	(3) 1 *	5 2%	2 *	* *	2 *	4 1%	1 *	1 *
2	(2) 2 1%	4 1%	5 *	4 *	4 1%	4 1%	3 *	4 *
1	(1) * *	2 1%	1 *	2 *	1 *	2 *	1 *	2 *
should have no rules or safety measures in place (0)	2 1%	4 1%	6 1%	11 1%	3 1%	9 2%	5 1%	6 1%
NET: 8-10	197 79%	216 74%	828 83%	770 83%	334 73%	355 71%	700 88%	640 86%
NET: 4-7	47 19%	63 22%	153 15%	146 16%	116 25%	127 25%	89 11%	90 12%
NET: 0-3	5 2%	14 5%	13 1%	17 2%	9 2%	19 4%	10 1%	13 2%
Mean	8.71	8.36	8.98	8.91	8.41	8.36	9.20	9.04
Standard deviation	1.91	2.27	1.79	1.90	2.05	2.25	1.62	1.78
Standard error	0.11	0.12	0.06	0.06	0.09	0.09	0.06	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 487

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	170 14%	169 14%	120 19%	112 19%	50 8%	57 9%	41 12%	42 12%	48 13%	52 14%	28 11%	34 13%	53 19%	40 15%	89 12%	94 13%	81 15%	74 14%	6 7%	5 6%	164 14%	164 14%	20 14%	26 19%	29 14%	35 17%		
1	67 5%	97 8%a	40 6%	66 11%c	27 4%	31 5%	20 6%	23 7%	22 6%	26 7%	16 6%	18 7%	8 3%	29 11% <sup>m</sup>	42 6%	49 7%	24 5%	47 9% <sup>q</sup>	4 4%	4 5%	63 5%	93 8% <sup>u</sup>	4 3%	17 12% <sup>w</sup>	17 8%	16 8%		
2	90 7%	99 8%	52 8%	58 10%	38 6%	39 6%	22 7%	27 8%	35 9%	35 10%	23 9%	18 7%	11 4%	19 7%	57 8%	62 9%	33 6%	37 7%	3 4%	5 6%	87 7%	94 8%	16 11%	14 10%	24 11%	21 10%		
3	93 7%	80 6%	52 8%	39 6%	41 6%	41 6%	28 8%	26 8%	32 9%	29 8%	17 7%	17 7%	16 6%	6 2%	60 8%	55 8%	33 6%	24 4%	7 8%	3 4%	86 7%	76 7%	14 10%	8 6%	15 7%	21 10%		
4	88 7%	69 6%	42 7%	34 6%	46 7%	35 6%	25 7%	20 6%	23 6%	25 7%	16 6%	12 5%	24 8%	11 4%	49 7%	45 6%	40 7%	23 4%	6 7%	7 8%	82 7%	62 5%	20 14%	12 8%	25 12% <sup>z</sup>	12 6%		
5 don't agree with either statements	174 14%	198 16%	83 13%	84 14%	91 14%	112 18%	57 17%	45 13%	42 11%	43 12%	28 11%	54 21% <sup>k</sup>	44 16%	52 19%	98 14%	88 13%	72 13%	106 20% <sup>q</sup>	7 7%	21 24% <sup>s</sup>	167 14%	176 15%	25 17%	18 13%	27 13%	44 21% <sup>y</sup>		
6	72 6%	74 6%	38 6%	35 6%	34 5%	37 6%	10 3%	26 8% <sup>g</sup>	28 8%	20 5%	17 6%	10 4%	17 6%	18 7%	38 5%	46 7%	34 6%	29 5%	4 5%	4 4%	67 6%	70 6%	9 6%	13 10%	15 7%	12 6%		
7	104 8%	98 8%	55 9%	45 7%	49 8%	53 8%	32 9%	33 10%	29 8%	28 8%	25 10%	17 7%	18 7%	19 7%	61 9%	60 8%	43 8%	36 7%	16 18%	8 9%	88 8%	89 8%	8 5%	10 7%	17 8%	15 7%		
8	106 8%	119 10%	49 8%	47 8%	57 9%	72 11%	31 9%	29 9%	34 9%	42 12%	23 9%	27 10%	19 7%	21 8%	65 9%	71 10%	42 8%	48 9%	10 12%	14 16%	96 8%	106 9%	12 8%	10 7%	17 8%	17 8%		
9	61 5%	64 5%	16 3%	27 4%	45 7%	37 6%	14 4%	18 5%	13 4%	13 4%	15 6%	20 8%	17 6%	13 5%	28 4%	31 4%	31 6%	33 6%	5 6%	5 5%	55 5%	59 5%	4 3%	4 3%	10 5%	4 2%		
10 I would prefer to have the protective measures pre-determined by the site/ app	233 19% <sup>b</sup>	176 14%	70 11%	58 10%	163 25% <sup>f</sup>	118 19%	61 18%	47 14%	65 17%	52 14%	53 21% <sup>l</sup>	30 12%	54 19%	46 17%	126 18%	100 14%	107 20% <sup>r</sup>	76 14%	20 22%	11 12%	214 18% <sup>v</sup>	165 14%	11 8%	9 6%	19 9%	15 7%		
NET: 0-3	420 33%	446 36%	265 43%	276 46%	156 24%	168 27%	111 33%	118 35%	137 37%	142 39%	84 32%	87 34%	87 31%	95 35%	248 35%	260 37%	171 32%	182 34%	20 22%	18 20%	401 34%	428 37%	54 38%	66 47%	84 39%	93 44%		
NET: 4-7	438 35%	439 35%	218 35%	198 33%	219 34%	236 37%	124 36%	124 37%	122 33%	115 32%	85 33%	93 36%	103 37%	100 37%	246 35%	239 34%	188 35%	193 36%	33 37%	41 46%	405 35%	398 34%	62 43%	53 37%	85 39%	83 39%		
NET: 8-10	401 32%	359 29%	136 22%	132 22%	265 41%	227 36%	107 31%	95 28%	112 30%	107 29%	91 35%	77 30%	89 32%	80 29%	218 31%	202 29%	180 33%	157 29%	36 40%	29 33%	365 31%	330 29%	27 19%	23 16%	46 21%	36 17%		
Mean	5.27	5.00	4.43	4.26	6.09	5.72	5.28	5.10	5.12	4.90	5.53	5.07	5.23	5.00	5.20	4.99	5.37	5.03	6.30	5.71	5.20	4.95	4.43	3.95	4.53	4.18		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 487

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Standard deviation	3.43	3.36	3.34	3.34	3.31	3.23	3.36	3.31	3.40	3.40	3.44	3.29	3.54	3.48	3.38	3.35	3.49	3.38	3.15	2.89	3.43	3.39	2.94	3.12	3.14	3.04
Standard error	0.10	0.10	0.13	0.13	0.14	0.13	0.18	0.17	0.18	0.18	0.22	0.21	0.21	0.22	0.12	0.12	0.15	0.15	0.29	0.29	0.10	0.10	0.23	0.28	0.21	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 488

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

Base: All respondents

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	29 14%	45 22%	43 20%	31 14%	20 11%	12 7%	21 15%	13 9%	2 3%	2 3%	42 11%	26 7%	23 11%	14 7%	149 14%	142 13%	18 11%	26 17%	50 14%	54 15%	28 17%	37 19%	30 14%	26 13%	121 14%	112 13%
1	15 7%	22 11%	8 4%	18 8%	9 5%	7 4%	5 4%	11 8%	4 6%	3 4%	19 5%	20 5%	9 4%	13 6%	56 5%	82 8%	10 7%	14 9%	16 5%	27 8%	5 3%	16 8%	8 4%	20 10%	47 5%	67 8%
2	20 10%	13 6%	11 5%	18 8%	7 4%	13 8%	9 7%	10 7%	- -	5 6%	17 4%	28 7%	9 4%	15 7%	74 7%	91 8%	15 9%	8 5%	21 6%	39 11%	11 7%	19 10%	10 5%	20 10%	68 8%	55 7%
3	14 7%	12 6%	18 8%	16 7%	18 10%	5 3%	4 3%	9 7%	3 4%	4 6%	25 6%	18 5%	7 3%	14 7%	85 8%	69 6%	8 5%	8 5%	32 9%	22 6%	16 10%	15 8%	15 7%	9 4%	59 7%	54 7%
4	6 3%	11 6%	15 7%	14 6%	6 3%	6 3%	10 7%	2 1%	- -	5 8%	16 4%	13 3%	10 5%	7 4%	68 6%	58 5%	19 12%	11 7%	18 5%	18 5%	7 4%	9 5%	11 5%	8 4%	65 8%	51 6%
5 don't agree with either statements	31 15%	30 15%	35 16%	43 20%	25 14%	19 11%	19 14%	18 13%	5 7%	4 6%	49 13%	41 11%	24 11%	22 11%	145 13%	171 16%	25 16%	25 16%	46 13%	52 14%	21 13%	30 16%	26 12%	31 15%	115 13%	132 16%
6	13 6%	21 10%	10 4%	5 2%	10 6%	10 6%	9 6%	4 3%	2 3%	4 6%	20 5%	19 5%	11 5%	8 4%	64 6%	64 6%	8 5%	10 7%	22 6%	25 7%	7 4%	13 7%	17 8%	14 7%	48 6%	49 6%
7	23 11%	12 6%	18 8%	13 6%	16 9%	23 13%	4 3%	14 10%	1 1%	4 6%	22 6%	40 11%	5 3%	18 9%	92 9%	81 7%	11 7%	17 11%	23 6%	24 7%	16 10%	11 6%	13 6%	12 6%	79 9%	71 9%
8	12 6%	10 5%	18 8%	16 8%	14 8%	28 16%	13 9%	17 13%	10 14%	7 10%	37 10%	52 14%	23 11%	24 12%	97 9%	108 10%	9 6%	11 7%	33 9%	35 10%	15 9%	16 8%	23 11%	17 8%	70 8%	81 10%
9	9 4%	6 3%	14 6%	11 5%	10 6%	21 12%	4 3%	6 4%	5 6%	6 8%	19 5%	34 9%	9 4%	12 6%	52 5%	52 5%	9 6%	9 6%	12 3%	16 4%	6 4%	5 3%	3 7%	14 4%	47 5%	45 5%
10 I would prefer to have the protective measures pre-determined by the site/ app	33 16%	19 10%	31 14%	33 15%	39 22%	29 17%	40 29%	33 24%	41 56%	27 38%	120 31%	89 23%	81 38%	60 29%	203 19%	162 15%	26 16%	13 8%	80 23%	53 14%	30 18%	20 10%	53 25%	30 15%	147 17%	120 14%
NET: 0-3	78 38%	92 46%	81 37%	83 38%	54 31%	37 21%	39 28%	43 31%	10 13%	13 19%	103 27%	93 24%	48 23%	56 27%	364 34%	384 36%	51 32%	56 37%	119 34%	142 39%	60 37%	87 45%	62 30%	74 37%	294 34%	288 34%
NET: 4-7	73 36%	74 37%	77 35%	75 34%	57 33%	58 34%	43 31%	38 27%	8 11%	18 25%	108 28%	114 30%	51 24%	56 27%	369 34%	373 35%	63 40%	63 42%	109 31%	119 33%	51 32%	64 33%	67 32%	66 33%	308 36%	303 36%
NET: 8-10	53 26%	36 18%	63 28%	60 28%	63 36%	78 45%	57 41%	57 41%	55 76%	40 56%	176 45%	175 46%	113 53%	97 46%	352 32%	322 30%	44 28%	33 22%	125 35%	104 28%	51 32%	41 22%	79 38%	60 30%	264 31%	246 29%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 488

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Mean	4.96b	4.06	4.89	4.82	5.69	6.31	5.76	5.85	8.04	7.04	6.16	6.28	6.54	6.26	5.31	5.06	5.08	4.61	5.45t	4.87	5.16v	4.28	5.67	5.00	5.19	5.07
Standard deviation	3.43	3.32	3.46	3.39	3.42	3.12	3.66	3.49	3.00	3.18	3.55	3.29	3.61	3.43	3.44	3.37	3.32	3.26	3.52	3.42	3.52	3.32	3.53	3.44	3.41	3.36
Standard error	0.24	0.22	0.24	0.23	0.27	0.25	0.33	0.31	0.47	0.43	0.20	0.18	0.28	0.26	0.11	0.10	0.23	0.23	0.19	0.18	0.27	0.24	0.25	0.24	0.12	0.12

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 489

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	130 15%	111 13%	34 11%	58 14%	157 14%	160 14%	87 13%	94 14%	53 14%	60 14%	133 13%	133 13%	34 9%	51 14% <sup>m</sup>	27 15%	32 20%	21 14%	18 12%	6 9%	2 5%	8 16%	8 21%	10 13%	15 24% <sup>w</sup>
1	45 5%	60 7%	18 6%	37 9%	65 6%	95 8% <sup>e</sup>	40 6%	57 8%	22 6%	34 8%	53 5%	78 8% <sup>k</sup>	18 5%	30 8%	9 5%	18 11% <sup>o</sup>	7 5%	14 9%	2 3%	2 6%	3 7%	5 14%	6 8%	7 11%
2	62 7%	71 8%	25 8%	28 7%	86 7%	95 8%	58 8%	68 10%	30 8%	39 9%	78 8%	80 8%	34 9%	28 8%	19 11%	11 7%	13 8%	15 10%	3 5%	1 3%	5 10%	3 9%	7 10%	6 9%
3	66 8%	56 7%	20 7%	24 6%	90 8%	74 7%	51 7%	47 7%	29 8%	32 8%	74 7%	71 7%	31 8%	30 8%	14 8%	9 5%	8 5%	10 7%	2 3%	1 3%	3 5%	5 14% <sup>u</sup>	7 9%	4 7%
4	57 7%	49 6%	25 8%	20 5%	83 7%	66 6%	57 8%	47 7%	32 8% <sup>j</sup>	19 4%	70 7%	56 6%	30 8%	25 7%	15 8%	11 7%	12 8%	16 11%	5 9%	4 11%	4 8%	5 13%	8 11%	4 6%
5 don't agree with either statements	125 14%	117 14%	41 14%	80 20%	153 13%	177 16%	100 14%	112 16%	46 12%	83 20% <sup>i</sup>	146 14%	167 16%	57 16%	66 18%	19 11%	26 16%	19 12%	18 12%	7 11%	4 11%	8 16%	3 8%	10 13%	5 8%
6	47 5%	47 6%	20 7%	27 7%	65 6%	69 6%	42 6%	40 6%	21 5%	27 6%	62 6%	27 6%	27 7%	26 7%	12 7%	15 9%	12 8%	9 6%	6 10%	2 6%	6 11%	2 5%	5 7%	4 6%
7	48 6%	64 8%	40 13%	33 8%	101 9%	88 8%	62 9%	52 8%	40 10%	28 7%	87 8%	80 8%	32 9%	25 7%	19 11%	11 7%	21 14%	16 11%	13 21%	6 17%	5 9%	2 5%	6 8%	4 7%
8	74 9%	83 10%	22 7%	36 9%	100 9%	101 9%	59 9%	62 9%	37 9%	41 10%	90 9%	98 10%	37 10%	34 9%	15 8%	15 9%	16 11%	18 12%	7 10%	9 24% <sup>s</sup>	3 7%	2 5%	7 9%	8 13%
9	44 5%	44 5%	11 4%	20 5%	51 4%	52 5%	36 5%	25 4%	24 6% <sup>j</sup>	13 3%	54 5%	51 5%	19 5%	16 4%	9 5%	5 3%	10 6%	6 4%	7 11%	2 6%	2 4%	1 3%	4 5%	2 4%
10 I would prefer to have the protective measures pre-determined by the site/ app	168 19%	131 16%	46 15%	44 11%	207 18% <sup>f</sup>	142 13%	99 14%	79 12%	55 14%	47 11%	186 18% <sup>l</sup>	143 14%	47 13%	47 8%	19 11%	10 6%	15 10%	10 7%	6 9%	3 9%	3 6%	2 5%	6 8%	4 6%
NET: 0-3	304 35%	298 36%	97 32%	148 36%	399 34%	424 38%	236 34%	265 39%	135 35%	164 39%	338 33%	362 36%	116 32%	138 38%	69 39%	69 43%	48 32%	57 38%	13 20%	6 17%	19 38%	22 58% <sup>u</sup>	30 39%	32 51% <sup>w</sup>
NET: 4-7	277 32%	278 33%	126 42%	160 39%	401 35%	400 36%	261 38%	251 37%	139 36%	157 37%	365 35%	365 36%	146 40%	143 40%	65 37%	61 38%	63 41%	58 39%	31 50%	17 45%	23 45%	11 30%	29 39% <sup>x</sup>	17 27%
NET: 8-10	286 33%	259 31%	79 26%	100 25%	358 31% <sup>f</sup>	294 26%	195 28%	166 24%	116 30%	101 24%	330 32%	292 29%	103 28%	79 22%	43 24%	31 19%	41 27%	34 23%	19 30%	15 39%	9 17%	4 12%	17 22%	14 22%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 489

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Mean	5.20	5.11	5.19	4.78	5.20f	4.81	5.08h	4.69	5.12	4.67	5.31	5.02	5.21n	4.58	4.76	4.15	5.13	4.61	5.86	6.06	4.41v	3.33	4.58	3.86
Standard deviation	3.50	3.41	3.24	3.26	3.42	3.33	3.29	3.25	3.36	3.22	3.39	3.33	3.11	3.12	3.28	3.20	3.21	3.10	2.94	2.78	3.08	2.94	3.13	3.38
Standard error	0.12	0.12	0.18	0.15	0.10	0.10	0.12	0.12	0.15	0.14	0.10	0.10	0.14	0.15	0.19	0.20	0.20	0.19	0.26	0.26	0.27	0.27	0.22	0.25

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 490

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
0 I would prefer to have the option to select the protective measures I'd like to apply to my site/ app settings	37 15%	43 14%	132 13%	123 13%	68 15%	84 17%	102 13%	86 12%
1	14 5%	34 12% <sup>a</sup>	53 5%	63 7%	25 5%	50 10% <sup>e</sup>	42 5%	48 6%
2	23 9%	20 7%	66 7%	79 8%	31 7%	33 7%	59 7%	66 9%
3	19 8%	26 9%	73 7%	54 6%	36 8%	28 6%	58 7%	52 7%
4	12 5%	19 6%	76 8%	49 5%	42 9% <sup>f</sup>	25 5%	46 6%	44 6%
5 don't agree with either statements	31 12%	48 16%	136 14%	144 15%	64 14%	72 14%	109 14%	126 17%
6	17 7%	22 8%	54 5%	52 6%	24 5%	36 7%	48 6%	38 5%
7	24 10%	22 7%	80 8%	75 8%	44 10%	43 9%	60 8%	55 7%
8	27 11%	25 9%	78 8%	91 10%	39 9%	45 9%	67 8%	74 10%
9	14 5%	7 2%	46 5%	56 6%	25 5%	23 5%	36 4%	41 6%
10 I would prefer to have the protective measures pre-determined by the site/ app	31 12%	29 10%	199 20% <sup>d</sup>	146 16%	61 13%	63 13%	172 22% <sup>h</sup>	113 15%
NET: 0-3	93 38%	122 42%	324 33%	320 34%	159 35%	194 39%	261 33%	251 34%
NET: 4-7	84 34%	110 38%	347 35%	320 34%	174 38%	176 35%	263 33%	263 35%
NET: 8-10	72 29% <sup>b</sup>	61 21%	324 33%	294 31%	126 27%	130 26%	275 34%	229 31%
Mean	4.98	4.43	5.34	5.18	4.98	4.73	5.44	5.18

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 490

**Q14. Extent of agreement about safety measures that should be applied to protect users**

**Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on sites and apps such as ... We would like you to specifically think about the rules and safety measures that should be applied to protect users from violent, abusive or inappropriate videos. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> (a)	<u>Wave 2</u> (b)	<u>Wave 1</u> (c)	<u>Wave 2</u> (d)	<u>Wave 1</u> (e)	<u>Wave 2</u> (f)	<u>Wave 1</u> (g)	<u>Wave 2</u> (h)
Weighted base	249	293	994	933	460	500	799	743
Standard deviation	3.36	3.19	3.45	3.40	3.32	3.42	3.48	3.31
Standard error	0.19	0.17	0.11	0.12	0.14	0.14	0.13	0.13

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 491

**Q15. Extent of agreement when site/app takes action**

**Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?**

Base: All respondents

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
Strongly agree	(5)	675 54%	649 52%	297 48%	276 46%	378 59%	374 59%	178 52%	187 56%	196 54%	147 56%	117 45%	155 55%	146 53%	371 52%	383 55%	302 56%	263 49%	49 55%	48 54%	627 54%	602 52%	52 36%	62 44%	90 42%	76 36%
Slightly agree	(4)	343 27%	356 29%	185 30%	207 34%	158 25%	145 23%	103 30%	98 29%	110 30%	62 24%	70 27%	72 26%	75 27%	209 29%	208 30%	134 25%	145 27%	29 33%	21 24%	314 27%	335 29%	57 40%	55 39%	73 34%	86 41%
Neither agree nor disagree	(3)	147 12%	150 12%	76 12%	72 12%	71 11%	78 12%	40 12%	34 10%	39 11%	36 10%	46 18%	35 12%	32 11%	79 11%	70 10%	66 12%	78 15%	6 7%	7 8%	141 12%	143 12%	24 17%	18 12%	32 15%	33 15%
Slightly disagree	(2)	22 2%	27 2%	16 3%	18 3%	7 1%	8 1%	6 2%	8 2%	9 2%	8 2%	6 3%	7 2%	4 1%	14 2%	17 2%	8 1%	11 2%	-	5 5% <sup>s</sup>	22 2%	23 2%	3 2%	4 3%	5 2%	5 2%
Strongly disagree	(1)	30 2%	17 1%	23 4%	11 2%	7 1%	6 1%	8 2%	3 1%	7 2%	4 3%	9 2%	6 2%	5 2%	15 2%	7 1%	13 2%	10 2%	3 3%	2 2%	27 2%	15 1%	-	2 1%	7 3%	1 0%
NET: Agree	1018 81%	1005 81%	482 78%	483 80%	536 84%	519 82%	281 82%	285 85%	299 80%	306 84%	209 80%	186 73%	227 81%	221 80%	580 81%	591 84%	436 81%	407 77%	77 87%	69 78%	941 80%	937 81%	109 76%	117 83%	163 76%	162 76%
NET: Disagree	52 4%	44 4%	38 6%	29 5%	14 2%	14 2%	13 4%	12 3%	15 4%	12 3%	15 6%	13 5%	7 2%	8 3%	29 4%	24 3%	21 4%	21 4%	3 3%	7 7%	49 4%	38 3%	3 2%	6 4%	12 5%	6 3%
Don't know	42 3%	43 3%	22 4%	22 4%	20 3%	21 3%	8 2%	6 2%	17 5%	11 3%	6 2%	11 4%	11 4%	14 5%	25 4%	17 2%	17 3%	26 5%	2 2%	5 6%	40 3%	38 3%	7 5%	1 1%	8 4%	12 5%
Mean	4.32	4.33	4.21	4.23	4.44	4.43	4.31	4.38	4.33	4.37	4.31	4.16	4.38	4.36	4.32	4.38	4.35	4.26	4.38	4.31	4.32	4.33	4.16	4.23	4.13	4.15
Standard deviation	0.93	0.88	1.02	0.92	0.82	0.83	0.91	0.85	0.91	0.84	1.00	0.99	0.86	0.87	0.91	0.84	0.93	0.93	0.90	1.01	0.93	0.87	0.79	0.86	0.98	0.82
Standard error	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.04	0.07	0.06	0.05	0.06	0.03	0.03	0.04	0.04	0.08	0.10	0.03	0.03	0.06	0.08	0.07	0.05

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 492

**Q15. Extent of agreement when site/app takes action**

**Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?**

**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition			
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828		
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836		
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674		
Strongly agree	(5)	101 50%	88 44%	118 53%	124 57%	119 68%	121 70%	88 63%	82 60%	58 80%	48 66%	265 69%	251 66%	146 69%	130 62%	605 56%	581 54%	66 42%	64 42%	216 61%t	189 52%	100 62%	101 53%	127 61%x	99 49%	444 51%	446 53%	
Slightly agree	(4)	55 27%	49 24%	57 26%	61 28%	37 21%	32 19%	26 19%	33 24%	9 12%	19 26%	73 19%	84 22%	35 17%	52 25%	292 27%	297 28%	45 29%	56 37%	84 24%	111 31%	44 27%	53 28%	47 22%	68 34%w	248 29%	232 28%	
Neither agree nor disagree	(3)	31 15%	41 21%	28 12%	19 9%	9 5%	15 9%	12 9%	4 6%	5 7%	26 7%	32 8%	16 8%	17 8%	112 10%	123 11%	32 20%	25 16%	31 9%	39 11%	9 6%	20 10%	20 10%	19 9%	105 12%	98 12%		
Slightly disagree	(2)	5 2%	7 4%	6 3%	5 2%	3 2%	1 1%	1 1%	- -	- -	3 1%	2 -	1 -	1 -	17 2%	21 2%	4 3%	5 3%	5 1%	5 1%	2 1%	5 3%	3 1%	4 2%	4 2%	17 2%	22 3%	
Strongly disagree	(1)	4 2%	2 1%	6 3%	4 2%	4 2%	3 2%	6 4%	3 2%	- -	- -	10 2%	6 2%	6 3%	3 2%	22 2%	17 2%	5 3%	1 -	6 2%	6 2%	3 2%	4 2%	5 2%	2 1%	23 3%	11 1%	
NET: Agree		156 76%	137 68%	175 79%	186 85%	156 89%	153 89%	115 83%	116 84%	67 92%	66 92%	338 87%	335 88%	181 86%	182 87%	897 83%	878 81%	111 70%	120 79%	300 85%	300 82%	144 89%v	154 81%	174 83%	167 83%	692 80%	678 81%	
NET: Disagree		9 4%	10 5%	12 5%	9 4%	6 4%	3 2%	7 5%	4 3%	- -	- -	13 3%	7 2%	7 3%	4 2%	39 4%	38 4%	10 6%	6 4%	11 3%	11 3%	5 3%	9 4%	8 4%	6 3%	41 5%	33 4%	
Don't know		8 4%	14 7%	7 3%	4 2%	3 2%	1 1%	5 4%	5 4%	2 3%	1 1%	10 3%	7 2%	7 3%	6 3%	37 3%	41 4%	5 3%	1 1%	10 3%	15 4%	4 2%	9 5%	7 3%	8 4%	30 3%	27 3%	
Mean		4.24	4.13	4.29	4.38	4.55	4.56	4.42	4.45	4.76	4.60	4.54	4.53	4.54	4.50	4.37	4.35	4.06	4.18	4.45	4.35	4.50	4.33	4.42	4.34	4.28	4.33	
Standard deviation		0.96	0.97	0.98	0.90	0.84	0.80	1.01	0.87	0.55	0.62	0.87	0.80	0.89	0.80	0.89	0.88	1.03	0.86	0.86	0.86	0.82	0.92	0.92	0.83	0.95	0.89	
Standard error		0.07	0.07	0.07	0.06	0.07	0.06	0.09	0.08	0.09	0.08	0.05	0.04	0.07	0.06	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.07	0.06	0.06	0.03	0.03	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 493

**Q15. Extent of agreement when site/app takes action**

**Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Strongly agree (5)	473 55%	458 55%	153 51%	191 47%	607 52%	585 52%	325 47%	319 47%	166 43%	198 47%	540 52%	516 51%	148 40%	155 43%	71 41%	63 39%	66 44%	59 39%	22 35%	12 32%	9 18%	8 20%	21 28%	27 43%
Slightly agree (4)	228 26%	229 27%	85 28%	127 31%	329 28%	320 29%	228 33%	213 31%	137 35%	136 32%	297 29%	310 30%	125 34%	123 34%	65 37%	59 37%	50 33%	54 36%	26 40%	14 39%	19 37%	9 23%	29 39%	21 34%
Neither agree nor disagree (3)	97 11%	90 11%	42 14%	60 15%	136 12%	130 12%	95 14%	99 15%	59 15%	59 14%	130 13%	126 12%	68 19%	62 17%	26 15%	22 14%	25 16%	23 15%	14 22%	8 20%	13 25%	8 21%	16 21%	8 13%
Slightly disagree (2)	18 2%	15 2%	4 1%	12 3%	22 2%	26 2%	14 2%	18 3%	6 1%	14 3%	17 2%	22 2%	4 1%	10 3%	3 2%	4 2%	4 2%	6 4%	1 2%	3 4%	2 4%	5 12%	3 6%	3 5%
Strongly disagree (1)	21 2%	14 2%	6 2%	3 1%	29 3%	17 2%	12 2%	6 1%	12 3%	2 *	20 2%	9 1%	8 2%	1 *	7 4%	3 2%	3 2%	2 1%	1 1%	1 1%	5 11%	5 14%	1 2%	1 1%
NET: Agree	701 81%	687 82%	238 79%	318 78%	936 81%	905 81%	554 80%	533 78%	304 78%	334 79%	838 81%	827 81%	273 75%	278 77%	136 77%	123 76%	116 77%	113 76%	48 75%	27 71%	28 55%	16 43%	51 67%	48 77%
NET: Disagree	39 5%	30 4%	10 3%	15 4%	51 4%	43 4%	26 4%	24 4%	18 5%	15 4%	37 4%	31 3%	13 3%	11 3%	10 6%	10 6%	7 5%	7 8%	1 2%	3 8%	7 15%	10 26%	6 8%	4 6%
Don't know	29 3%	28 3%	11 4%	15 4%	35 3%	40 4%	18 3%	27 4%	9 2%	14 3%	28 3%	35 3%	11 3%	9 3%	4 2%	7 4%	4 2%	6 4%	* *	* *	3 5%	4 10%	3 4%	2 4%
Mean	4.33	4.36	4.29	4.25	4.30	4.33	4.25	4.25	4.16	4.26	4.31	4.32	4.13	4.20	4.11	4.12	4.16	4.14	4.08	3.94	3.50	3.26	3.88	4.18w
Standard deviation	0.94	0.89	0.91	0.87	0.94	0.89	0.90	0.88	0.96	0.86	0.90	0.85	0.93	0.85	1.00	0.95	0.95	0.91	0.84	0.97	1.19	1.37	0.97	0.92
Standard error	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.06	0.06	0.06	0.07	0.09	0.11	0.13	0.07	0.07

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 494

**Q15. Extent of agreement when site/app takes action**

**Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?**

**Base: All respondents**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Strongly agree (5)	106 42%	124 42%	560 56%	519 56%	209 45%	239 48%	467 58%	410 55%
Slightly agree (4)	92 37%	102 35%	249 25%	251 27%	151 33%	150 30%	191 24%	206 28%
Neither agree nor disagree (3)	25 10%	47 16%	119 12%	96 10%	63 14%	71 14%	85 11%	79 11%
Slightly disagree (2)	6 2%	11 4%	16 2%	16 2%	11 2%	16 3%	11 1%	12 2%
Strongly disagree (1)	9 4% <sup>b</sup>	2 1%	20 2%	15 2%	11 2%	10 2%	18 2%	8 1%
NET: Agree	197 79%	226 77%	809 81%	770 83%	360 78%	389 78%	658 82%	616 83%
NET: Disagree	15 6%	13 5%	37 4%	31 3%	22 5%	25 5%	30 4%	19 3%
Don't know	11 4%	6 2%	30 3%	36 4%	15 3%	15 3%	27 3%	28 4%
Mean	4.17	4.17	4.36	4.39	4.20	4.22	4.39	4.40
Standard deviation	0.99	0.90	0.91	0.87	0.95	0.95	0.91	0.83
Standard error	0.06	0.05	0.03	0.03	0.04	0.04	0.03	0.03

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 495

**Q16. After breaching safety measures, how long should the site/app take to solve the issue**

**Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**

**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Action should be taken immediately	846 67%	849 68%	378 61%	382 63%	468 73%	461 73%	218 64%	225 67%	252 68%	243 67%	174 67%	177 69%	200 71%	200 73%	471 66%	468 67%	373 69%	376 71%	62 70%	55 63%	784 67%	793 69%	75 52%	75 53%	109 51%	119 56%		
Up to 24 hours	283 22%	270 22%	157 25%	151 25%	126 20%	119 19%	87 26%	85 25%	84 23%	88 24%	59 23%	46 18%	51 18%	50 18%	171 24%	172 25%	111 20%	95 18%	20 23%	20 23%	262 22%	250 22%	48 33%	44 31%	66 31%	62 29%		
Up to 7 days	58 5%	46 4%	38 6%	31 5%	20 3%	15 2%	18 5%	18 5%	13 3%	10 3%	12 5%	10 4%	5 3%	5 2%	35 5%	31 4%	22 4%	14 3%	4 4%	5 5%	54 5%	41 4%	10 7%	14 10%	24 11%	12 5%		
Up to 1 month	11 1%	12 1%	8 1%	6 1%	3 1%	6 1%	4 1%	2 1%	1 *	3 1%	3 1%	2 1%	3 1%	5 2%	5 1%	5 1%	6 1%	7 1%	1 2%	1 1%	9 1%	11 1%	1 *	4 3%	4 2%	* *		
More than 1 month/ as long as is needed	10 1%	9 1%	8 1%	4 1%	2 *	5 1%	2 *	1 *	2 1%	2 *	3 1%	5 2%	3 1%	1 *	4 1%	3 *	6 1%	6 1%	1 1%	-	9 1%	9 1%	1 1%	* 1%	3 1%	* *		
Don't know	51 4%	57 5%	31 5%	32 5%	21 3%	24 4%	13 4%	6 2%	14 4%	17 5%	9 4%	18 7%	13 5%	15 5%	27 4%	23 3%	23 4%	33 6%	-	6 7% <sub>s</sub>	51 4%	51 4%	9 6%	4 3%	9 4%	19 9%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 496

**Q16. After breaching safety measures, how long should the site/app take to solve the issue**

**Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**

**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Action should be taken immediately	116 57%	116 57%	163 74%	165 76%	143 82%	139 81%	113 81%	117 85%	66 90%	62 87%	321 83%	318 83%	178 84%	179 86%	731 67%	743 69%	110 69%	97 64%	251 71%	262 72%	111 68%	132 69%	154 74%	147 74%	571 66%	566 68%
Up to 24 hours	63 31%	52 26%	36 16%	39 18%	23 13%	28 16%	21 15%	17 12%	5 7%	9 12%	49 13%	53 14%	26 12%	25 12%	249 23%	238 22%	29 19%	30 20%	75 21%	79 22%	42 26%	47 25%	38 18%	40 20%	199 23%	182 22%
Up to 7 days	7 4%	8 4%	7 3%	5 2%	4 2%	2 1%	2 2%	-	-	1 1%	6 2%	3 1%	2 1%	1 1%	49 4%	35 3%	7 4%	10 7%	15 4%	11 3%	6 4%	4 2%	10 5%	7 3%	42 5%	32 4%
Up to 1 month	4 2%	5 3%	-	1 *	-	-	-	-	-	-	-	-	-	-	6 1%	8 1%	4 2%	4 3%	-	3 1%	-	1 *	-	3 1%	9 1%	9 1%
More than 1 month/ as long as is needed	1 1%	3 2%	1 *	3 1%	2 1%	2 1%	1 1%	1 *	-	-	3 1%	2 1%	1 *	1 *	8 1%	6 1%	2 1%	3 2%	2 1%	2 *	1 *	1 1%	2 1%	1 *	8 1%	7 1%
Don't know	13 6%	17 9%	14 6%	6 3%	3 2%	2 1%	2 1%	3 2%	2 3%	-	7 2%	5 1%	4 2%	3 1%	43 4%	50 5%	6 4%	8 5%	9 3%	9 2%	4 2%	7 4%	4 2%	3 1%	38 4%	40 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 497

**Q16. After breaching safety measures, how long should the site/app take to solve the issue**  
**Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Action should be taken immediately	599 69%	596 71%	185 61%	253 62%	764 66%	752 67%	436 63%	440 64%	243 62%	261 62%	697 67%	686 67%	223 61%	220 61%	85 48%	75 46%	84 56%	78 52%	26 41%	14 37%	17 34%	15 40%	34 44%	34 54%
Up to 24 hours	180 21%	175 21%	82 27%	95 23%	269 23%	255 23%	181 26%	159 23%	100 26%	105 25%	239 23%	230 23%	88 24%	87 24%	56 32%	51 32%	43 28%	42 28%	25 39%	11 29%	13 25%	11 29%	25 33%	20 32%
Up to 7 days	39 4%	25 3%	15 5%	21 5%	57 5%	43 4%	41 6%	38 6%	28 7%	25 6%	50 5%	39 4%	29 8%	23 6%	24 14%	21 13%	16 11%	19 13%	11 17%	9 25%	11 22%	4 11%	13 17%	6 10%
Up to 1 month	4 *	4 *	5 2%	8 2%	11 1%	12 1%	7 1%	9 1%	5 1%	3 1%	5 1%	8 1%	5 1%	5 1%	2 1%	2 2%	1 1%	3 2%	- 6%	2 6%	1 1%	* 1%	1 1%	1 1%
More than 1 month/ as long as is needed	7 1%	3 *	2 1%	5 1%	10 1%	6 *	7 1%	7 1%	6 1%	3 1%	6 1%	8 1%	3 1%	3 1%	3 1%	2 1%	2 1%	1 1%	1 2%	1 2%	1 2%	1 4%	1 1%	1 1%
Don't know	39 4%	31 4%	12 4%	26 6%	47 4%	51 5%	19 3%	31 5%	8 2%	23 5%	35 3%	48 5%	17 5%	23 6%	7 4%	10 6%	5 3%	6 4%	1 2%	1 2%	7 15%	6 15%	2 3%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 498

**Q16. After breaching safety measures, how long should the site/app take to solve the issue**

**Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?**

**Base: All respondents**

	Any exposure to harmful content		No exposure to harmful content		Aware of safety measures		Not aware of safety measures	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Action should be taken immediately	149 60%	177 60%	686 69%	664 71%	266 58%	303 61%	580 73%	546 73%
Up to 24 hours	63 25%	80 27%	220 22%	188 20%	126 28%	128 26%	156 20%	143 19%
Up to 7 days	24 10%	19 6%	33 3%	27 3%	37 8%	34 7%	21 3%	12 2%
Up to 1 month	3 1%	3 1%	8 1%	8 1%	6 1%	8 2%	5 1%	4 1%
More than 1 month/ as long as is needed	3 1%	3 1%	7 1%	5 1%	7 2%	8 2%	* *	1 *
Don't know	7 3%	11 4%	42 4%	40 4%	17 4%	20 4%	35 4%	37 5%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 499  
**QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?**  
**Base: All Adult respondents who are a parent/ guardian of a child 18 or under**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	372	197	174	111	106	92	61	217	153	372	43	112
Weighted base	324	156	166	87	86	85	64*	173	149	324	44**	96
Effective base	268	132	135	73	77	70	48	150	117	268	30	80
Yes	296 92%	141 90%	154 93%	80 92%	80 94%	80 94%	54 85%	160 93%	134 90%	296 92%	24 55%	90 93%
No	27 8%	15 10%	12 7%	7 8%	6 6%	5 6%	10 15%	12 7%	15 10%	27 8%	20 45%	6 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 500

**QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?**

**Base: All Adult respondents who are a parent/ guardian of a child 18 or under**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	130	75	12	263	105	91	50	48	266
Weighted base	107	66	11**	254	67	73	44*	38*	240
Effective base	96	55	10	202	66	65	37	32	194
Yes	107 100%	65 99%	11 100%	237 93%	58 86%	66 90%	39 89%	33 89%	222 92%
No	-	1 1%	-	17 7%	9 14%	8 10%	5 11%	4 11%	18 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 501

**QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?**

**Base: All Adult respondents who are a parent/ guardian of a child 18 or under**

	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruillab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	372	351	286	214	341	200	126	126	74	71	96
Weighted base	324	298	224	145	287	133	56	50	16*	15*	24
Effective base	268	253	195	132	240	122	68	65	39	47	59
Yes	296 92%	271 91%	200 89%	132 91%	264 92%	115 87%	49 88%	49 97%	16 98%	14 97%	24 99%
No	27 8%	27 9%	24 11%	13 9%	23 8%	18 13%	7 12%	2 3%	* 2%	1 3%	* 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 502

**QCR1. Are you responsible for any of the children aged under 18 in your household, as a parent or guardian?**

**Base: All Adult respondents who are a parent/ guardian of a child 18 or under**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	160	207	224	148
Weighted base	109	210	171	153
Effective base	100	165	145	123
Yes	95 87%	197 94%	161 94%	135 88%
No	14 13%	13 6%	10 6%	18 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 503

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs. I think stricter rules and regulations are needed to protect children online**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
Effective base	247	121	126	68	72	66	41	140	107	247	15	76
0 I think the existing rules and regulations are enough to protect children online	15 5%	12 9%	3 2%	10 12%	3 4%	* *	2 3%	13 8%	2 1%	15 5%	7 28%	5 5%
1	8 3%	5 4%	2 1%	- -	3 4%	1 2%	3 6%	3 2%	5 3%	8 3%	- -	1 1%
2	9 3%	9 6%	- -	1 1%	3 3%	1 2%	4 7%	4 2%	5 4%	9 3%	1 4%	4 4%
3	13 4%	9 6%	4 3%	4 5%	1 2%	8 10%	- -	5 3%	8 6%	13 4%	- -	4 5%
4	6 2%	3 2%	3 2%	3 3%	1 1%	2 2%	* 1%	4 2%	2 2%	6 2%	1 4%	3 3%
5 don't agree with either statements	32 11%	14 10%	17 11%	4 5%	9 11%	13 16%	5 9%	12 8%	18 13%	32 11%	3 14%	9 10%
6	26 9%	15 11%	12 8%	8 10%	5 6%	7 9%	6 12%	13 8%	14 10%	26 9%	3 12%	13 14%
7	32 11%	16 12%	16 10%	11 14%	9 11%	6 8%	6 11%	20 12%	12 9%	32 11%	5 20%	8 9%
8	39 13%	19 14%	20 13%	12 15%	14 18%	5 6%	7 13%	27 17%	12 9%	39 13%	- -	10 12%
9	42 14%	18 13%	24 16%	10 12%	10 12%	13 17%	9 17%	19 12%	22 17%	42 14%	2 8%	19 22%
10 I think stricter rules and regulations are needed to protect children online	74 25%	21 15%	53 35%	17 22%	23 28%	22 28%	12 22%	40 25%	34 25%	74 25%	3 12%	13 15%
NET: 0-3	44 15%	35 25%	10 6%	15 18%	10 13%	11 14%	9 16%	25 16%	19 15%	44 15%	8 32%	14 16%
NET: 4-7	97 33%	48 34%	48 31%	26 32%	23 29%	28 35%	18 33%	49 31%	46 34%	97 33%	12 48%	33 36%
NET: 8-10	155 52%	58 41%	97 63%	40 50%	47 58%	41 51%	28 51%	86 54%	69 51%	155 52%	5 20%	43 48%
Mean	6.96	6.08	7.78	6.65	7.20	7.17	6.87	6.92	7.05	6.96	4.86	6.71
Standard deviation	2.92	3.16	2.43	3.21	2.89	2.64	2.98	3.06	2.78	2.92	3.60	2.84

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 503

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs.**

**I think stricter rules and regulations are needed to protect children online**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
Standard error	0.16	0.23	0.19	0.31	0.29	0.28	0.41	0.21	0.23	0.16	0.71	0.27

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 504

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs.  
I think stricter rules and regulations are needed to protect children online**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	130	74	12	250	96	84	46	44	251
Weighted base	107	65	11**	237	58	66	39*	33**	222
Effective base	96	54	10	189	59	59	34	29	180
0 I think the existing rules and regulations are enough to protect children online	3 3%	* *	- -	15 6%	* 1%	- -	- -	- -	15 7%
1	5 4%	2 3%	- -	6 3%	1 2%	- -	- -	- -	7 3%
2	2 2%	1 1%	1 13%	7 3%	1 2%	1 2%	1 2%	- -	8 3%
3	4 4%	5 7%	- -	11 5%	2 3%	2 3%	2 4%	1 2%	11 5%
4	2 2%	* 1%	- -	4 2%	2 4%	3 5%	3 8%	3 10%	2 1%
5 don't agree with either statements	12 11%	7 11%	1 8%	23 10%	8 14%	5 7%	1 2%	3 9%	26 12%
6	10 9%	* *	1 8%	25 10%	1 2%	3 4%	1 3%	* *	21 10%
7	12 11%	8 12%	- -	30 13%	2 4%	9 13%	3 7%	5 16%	23 10%
8	12 12%	14 22%	2 17%	27 11%	12 21%	9 14%	7 17%	4 13%	29 13%
9	11 10%	9 14%	1 9%	32 13%	10 18%	11 16%	7 18%	8 23%	30 13%
10 I think stricter rules and regulations are needed to protect children online	34 32%	19 29%	5 46%	56 24%	17 29%	23 35%	15 38%	9 28%	49 22%
NET: 0-3	14 13%	7 11%	1 13%	40 17%	5 8%	3 5%	2 6%	1 2%	41 19%
NET: 4-7	36 34%	15 23%	2 16%	82 35%	14 24%	20 30%	8 21%	12 35%	73 33%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 504

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs. I think stricter rules and regulations are needed to protect children online**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	107	65	11**	237	58	66	39*	33**	222
NET: 8-10	57 53%	42 65%	8 71%	115 49%	39 67%	43 65%	29 73%	21 63%	108 49%
Mean	7.17	7.61	7.85	6.80	7.59	7.98	8.08	7.87	6.66
Standard deviation	2.88	2.49	2.88	3.00	2.54	2.18	2.32	2.11	3.07
Standard error	0.25	0.29	0.83	0.19	0.26	0.24	0.34	0.32	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 505

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs. I think stricter rules and regulations are needed to protect children online**

	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of FruitLab Wave 2 (t)	Regular Users of BitChute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	349	329	266	202	322	184	120	123	73	69	95
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
Effective base	247	232	177	122	223	108	65	64	38	45	58
0 I think the existing rules and regulations are enough to protect children online	15 5%	10 4%	7 4%	8 6%	13 5%	3 3%	5 10%	4 8%	* 3%	1 6%	1 5%
1	8 3%	8 3%	3 2%	3 2%	7 3%	1 1%	* 1%	* 1%	* 2%	* 3%	* 2%
2	9 3%	9 3%	8 4%	5 3%	8 3%	2 2%	1 3%	2 4%	1 3%	* 2%	2 6%
3	13 4%	13 5%	11 5%	7 5%	13 5%	7 6%	4 9%	3 5%	1 6%	2 15%	2 7%
4	6 2%	6 2%	4 2%	2 2%	6 2%	4 4%	2 4%	2 3%	1 8%	1 4%	1 5%
5 don't agree with either statements	32 11%	27 10%	24 12%	17 13%	26 10%	17 15%	7 13%	4 8%	2 10%	2 16%	2 8%
6	26 9%	23 9%	18 9%	6 5%	26 10%	9 8%	6 11%	4 9%	1 9%	1 7%	2 9%
7	32 11%	31 11%	19 10%	11 8%	30 11%	12 10%	4 7%	4 8%	1 8%	1 6%	3 12%
8	39 13%	39 14%	21 11%	16 12%	34 13%	12 10%	7 14%	7 15%	2 10%	2 17%	4 17%
9	42 14%	39 14%	26 13%	21 16%	35 13%	16 14%	4 8%	6 12%	3 20%	1 8%	3 13%
10 I think stricter rules and regulations are needed to protect children online	74 25%	67 25%	58 29%	36 27%	66 25%	31 27%	10 20%	13 27%	3 21%	2 17%	4 17%
NET: 0-3	44 15%	39 14%	29 14%	23 17%	41 15%	14 12%	11 23%	9 18%	2 14%	4 25%	5 19%
NET: 4-7	97 33%	88 32%	66 33%	36 28%	89 34%	43 37%	17 35%	14 29%	6 34%	5 33%	8 34%
NET: 8-10	155 52%	144 53%	105 53%	73 55%	135 51%	59 51%	21 42%	26 53%	8 51%	6 42%	11 47%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 505

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs.**

**I think stricter rules and regulations are needed to protect children online**

	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
Mean	6.96	7.03	7.08	6.93	6.93	7.10	6.17	6.80	6.90	6.07	6.52
Standard deviation	2.92	2.83	2.87	3.10	2.91	2.71	3.20	3.18	2.89	3.08	2.95
Standard error	0.16	0.16	0.18	0.22	0.16	0.20	0.29	0.29	0.34	0.37	0.30

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 506

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs.  
I think stricter rules and regulations are needed to protect children online**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	148	196	215	134
Weighted base	95	197	161	135
Effective base	91	155	138	110
0 I think the existing rules and regulations are enough to protect children online	6 6%	9 5%	15 9%	-
1	1 1%	6 3%	4 2%	4 3%
2	1 1%	7 4%	4 3%	5 3%
3	5 5%	8 4%	9 6%	4 3%
4	3 3%	3 1%	6 4%	1 *
5 don't agree with either statements	10 10%	21 10%	14 9%	18 13%
6	4 4%	23 12%	13 8%	14 10%
7	7 7%	24 12%	20 12%	13 9%
8	14 15%	25 12%	26 16%	13 10%
9	13 14%	29 15%	22 14%	20 15%
10 I think stricter rules and regulations are needed to protect children online	31 32%	42 22%	29 18%	45 34%
NET: 0-3	14 14%	31 16%	33 20%	12 9%
NET: 4-7	24 25%	70 36%	52 33%	44 33%
NET: 8-10	58 61%	96 49%	76 47%	79 58%
Mean	7.23	6.83	6.44	7.59

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 506

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**I think the existing rules and regulations are enough to protect children online vs.**

**I think stricter rules and regulations are needed to protect children online**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Weighted base	95	197	161	135
Standard deviation	3.02	2.89	3.14	2.51
Standard error	0.25	0.21	0.21	0.22

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h**

**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 507

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
Effective base	247	121	126	68	72	66	41	140	107	247	15	76
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66 22%	36 25%	30 20%	17 21%	25 31%	15 19%	9 17%	42 26%	24 18%	66 22%	6 24%	13 15%
1	27 9%	16 11%	12 8%	8 10%	7 8%	4 5%	9 16%	15 9%	12 9%	27 9%	1 6%	9 10%
2	24 8%	14 10%	10 7%	4 5%	8 10%	10 13%	2 4%	12 7%	13 9%	24 8%	-	8 9%
3	21 7%	6 5%	15 9%	5 7%	5 6%	5 6%	6 11%	10 6%	11 8%	21 7%	1 5%	7 7%
4	22 7%	9 7%	13 8%	11 14%	2 2%	2 3%	5 10%	13 8%	7 6%	22 7%	4 18%	7 8%
5 don't agree with either statements	56 19%	25 18%	29 19%	14 17%	19 23%	15 19%	8 16%	32 20%	23 17%	56 19%	4 18%	21 24%
6	16 6%	7 5%	9 6%	5 6%	6 8%	3 4%	2 3%	11 7%	5 4%	16 6%	- 2%	8 9%
7	20 7%	9 6%	11 7%	5 6%	3 4%	9 11%	4 7%	7 5%	12 9%	20 7%	* 1%	4 4%
8	14 5%	5 4%	9 6%	5 6%	2 3%	6 7%	2 3%	7 5%	7 5%	14 5%	3 14%	4 5%
9	9 3%	5 3%	4 3%	1 1%	3 3%	1 1%	3 9%	4 2%	6 4%	9 3%	- -	3 4%
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	20 7%	9 6%	11 7%	5 7%	1 2%	11 14%	2 4%	7 4%	13 10%	20 7%	3 12%	5 6%
NET: 0-3	139 47%	72 51%	67 43%	34 43%	45 55%	34 43%	27 49%	79 49%	60 45%	139 47%	8 35%	37 41%
NET: 4-7	114 38%	50 35%	63 41%	34 43%	30 37%	28 36%	19 35%	64 40%	48 36%	114 38%	9 39%	40 45%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 507

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs.**

**It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (j)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
NET: 8-10	43 15%	19 13%	24 16%	12 14%	6 8%	17 22%	9 16%	18 11%	26 19%	43 15%	6 26%	13 14%
Mean	3.84	3.56	4.09	3.87	3.11	4.53	3.84	3.49	4.25	3.84	4.33	4.12
Standard deviation	3.13	3.16	3.09	3.06	2.87	3.38	3.11	2.98	3.28	3.13	3.41	2.91
Standard error	0.17	0.23	0.24	0.30	0.29	0.36	0.42	0.21	0.28	0.17	0.67	0.28

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 508

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	130	74	12	250	96	84	46	44	251
Weighted base	107	65	11**	237	58	66	39*	33**	222
Effective base	96	54	10	189	59	59	34	29	180
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	24 23%	18 28%	5 42%	56 24%	10 18%	12 19%	8 21%	5 16%	51 23%
1	6 6%	11 17%	-	17 7%	10 17%	7 11%	5 13%	4 11%	20 9%
2	10 9%	5 8%	2 16%	16 7%	7 12%	6 9%	3 8%	3 8%	18 8%
3	10 9%	3 5%	-	18 8%	3 5%	3 5%	2 6%	1 3%	17 8%
4	11 10%	1 1%	-	19 8%	3 6%	9 13%	6 15%	5 14%	13 6%
5 don't agree with either statements	14 13%	15 24%	1 8%	46 19%	10 17%	11 16%	5 13%	8 24%	42 19%
6	5 5%	2 3%	1 8%	14 6%	2 4%	3 5%	2 4%	1 2%	12 6%
7	12 12%	3 5%	-	18 7%	2 4%	3 5%	1 4%	1 4%	17 7%
8	5 4%	2 3%	-	12 5%	3 5%	2 3%	2 4%	1 2%	12 5%
9	3 3%	2 3%	1 11%	6 3%	3 5%	2 3%	1 2%	* 1%	7 3%
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	7 7%	3 5%	2 15%	15 6%	4 8%	7 11%	4 10%	5 15%	13 6%
NET: 0-3	50 47%	37 58%	6 59%	108 45%	30 52%	29 44%	19 48%	13 38%	105 48%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 508

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	107	65	11**	237	58	66	39*	33**	222
NET: 4-7	42 39%	20 32%	2 16%	96 41%	17 30%	26 39%	14 36%	15 44%	84 38%
NET: 8-10	15 14%	7 10%	3 26%	33 14%	10 17%	11 17%	6 16%	6 18%	32 14%
Mean	3.94	3.13	3.64	3.88	3.74	4.01	3.77	4.30	3.83
Standard deviation	3.15	3.07	4.16	3.11	3.24	3.24	3.26	3.29	3.12
Standard error	0.28	0.36	1.20	0.20	0.33	0.35	0.48	0.50	0.20

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 509

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs.**

**It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of FruityLab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Unweighted base	349	329	266	202	322	184	120	123	73	69	95
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
Effective base	247	232	177	122	223	108	65	64	38	45	58
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	66 22%	57 21%	41 20%	31 23%	58 22%	19 16%	11 21%	14 29%	3 20%	1 10%	5 22%
1	27 9%	27 10%	17 9%	12 9%	22 8%	12 10%	4 7%	4 7%	1 3%	2 13%	1 3%
2	24 8%	24 9%	15 7%	10 7%	19 7%	8 7%	3 5%	3 6%	* 2%	1 7%	1 2%
3	21 7%	21 8%	13 7%	9 7%	17 7%	8 7%	3 5%	2 4%	2 9%	1 5%	2 8%
4	22 7%	20 7%	19 10%	15 11%	20 8%	12 11%	2 5%	4 8%	1 7%	1 6%	2 9%
5 don't agree with either statements	56 19%	49 18%	37 19%	23 18%	52 20%	22 19%	11 21%	6 12%	3 17%	1 10%	2 9%
6	16 6%	16 6%	10 5%	5 3%	14 5%	9 8%	5 9%	2 5%	1 8%	1 9%	3 12%
7	20 7%	18 7%	17 8%	10 8%	20 7%	11 9%	2 4%	7 15%	2 13%	1 10%	3 12%
8	14 5%	13 5%	12 6%	7 5%	14 5%	5 5%	5 10%	3 5%	2 10%	3 18%	4 15%
9	9 3%	9 3%	5 2%	4 3%	9 4%	3 2%	1 2%	1 2%	1 5%	1 4%	1 3%
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	20 7%	17 6%	14 7%	7 5%	18 7%	6 6%	4 9%	3 6%	1 5%	1 8%	1 4%
NET: 0-3	139 47%	130 48%	86 43%	61 46%	117 44%	47 41%	20 40%	23 46%	5 34%	5 34%	9 36%
NET: 4-7	114 38%	103 38%	83 42%	53 40%	106 40%	54 47%	19 39%	20 40%	7 45%	5 35%	10 42%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 509

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Children aged 17 or under in HH	Regular Users of YouTube	Regular Users of Instagram	Regular Users of TikTok	Regular Users of Facebook	Regular Users of Snapchat	Regular Users of Twitch	Regular Users of Vimeo	Regular Users of Fruitlab	Regular Users of Bitchute	Regular Users of OnlyFans
	Wave 2 (d)	Wave 2 (f)	Wave 2 (h)	Wave 2 (i)	Wave 2 (l)	Wave 2 (n)	Wave 2 (p)	Wave 2 (r)	Wave 2 (t)	Wave 2 (v)	Wave 2 (x)
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
NET: 8-10	43 15%	39 14%	31 15%	18 13%	41 16%	15 13%	10 21%	7 14%	3 21%	4 31%	5 22%
Mean	3.84	3.83	4.03	3.73	3.98	4.10	4.30	3.80	4.70	5.05	4.55
Standard deviation	3.13	3.08	3.10	3.06	3.15	2.95	3.28	3.32	3.21	3.32	3.21
Standard error	0.17	0.17	0.19	0.22	0.18	0.22	0.30	0.30	0.38	0.40	0.33

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 510

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	148	196	215	134
Weighted base	95	197	161	135
Effective base	91	155	138	110
0 Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos	21 22%	45 23%	27 17%	39 29%
1	6 6%	22 11%	14 9%	14 10%
2	7 8%	17 9%	10 6%	15 11%
3	9 10%	12 6%	12 8%	9 6%
4	10 11%	12 6%	16 10%	6 5%
5 don't agree with either statements	18 19%	36 18%	31 19%	25 18%
6	5 5%	11 5%	11 7%	5 4%
7	6 6%	13 6%	14 9%	6 4%
8	5 6%	9 5%	10 6%	5 3%
9	1 1%	8 4%	4 3%	5 4%
10 It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos	6 6%	13 7%	12 8%	7 5%
NET: 0-3	44 46%	96 48%	63 39%	76 56%
NET: 4-7	39 41%	72 36%	72 44%	42 31%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 510

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos vs. It is the responsibility of parents/ carers to protect children from violent, inappropriate or abusive videos**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Weighted base	95	197	161	135
NET: 8-10	12 13%	30 15%	26 16%	17 13%
Mean	3.82	3.79	4.29	3.31
Standard deviation	3.00	3.18	3.07	3.13
Standard error	0.25	0.23	0.21	0.27

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 511

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Unweighted base	349	184	164	105	100	88	54	205	142	349	26	107
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
Effective base	247	121	126	68	72	66	41	140	107	247	15	76
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18 6%	14 10%	4 3%	10 13%	5 6%	* *	3 5%	15 10%	3 2%	18 6%	6 26%	6 6%
1	10 3%	7 5%	3 2%	3 4%	5 6%	2 2%	* 1%	8 5%	2 2%	10 3%	1 6%	4 5%
2	16 5%	7 5%	9 6%	3 4%	3 4%	5 6%	5 10%	6 4%	10 7%	16 5%	- -	9 10%
3	8 3%	4 3%	4 2%	2 2%	2 2%	4 5%	* *	3 2%	5 3%	8 3%	- -	4 4%
4	16 5%	7 5%	9 6%	4 5%	2 2%	5 6%	3 5%	6 4%	8 6%	16 5%	2 8%	7 8%
5 don't agree with either statements	53 18%	26 19%	26 17%	9 12%	14 18%	23 29%	7 12%	24 15%	30 22%	53 18%	4 15%	12 14%
6	24 8%	12 9%	12 8%	10 13%	6 8%	5 7%	3 5%	16 10%	8 6%	24 8%	3 14%	6 7%
7	28 9%	12 9%	16 10%	9 12%	7 8%	11 14%	1 2%	16 10%	12 9%	28 9%	* 2%	4 4%
8	34 12%	18 13%	16 11%	9 12%	9 11%	6 8%	10 19%	18 11%	16 12%	34 12%	4 15%	14 15%
9	36 12%	17 12%	19 12%	5 6%	11 13%	8 9%	13 25%	15 10%	21 16%	36 12%	1 5%	12 13%
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52 18%	15 11%	37 24%	15 19%	17 22%	11 13%	9 16%	32 20%	19 14%	52 18%	2 9%	12 13%
NET: 0-3	52 18%	33 23%	20 13%	18 23%	14 18%	11 14%	9 16%	33 20%	20 15%	52 18%	8 32%	23 26%
NET: 4-7	121 41%	58 41%	63 41%	33 41%	29 36%	44 55%	13 25%	62 39%	57 43%	121 41%	9 39%	30 33%
NET: 8-10	123 41%	51 36%	72 47%	29 36%	37 46%	24 31%	32 59%	57 41%	42 42%	123 41%	7 29%	37 41%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 511

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Wave 2 (b)	Gender - Male Wave 2 (d)	Gender - Female Wave 2 (f)	SEG AB Wave 2 (h)	SEG C1 Wave 2 (i)	SEG C2 Wave 2 (l)	SEG DE Wave 2 (n)	SEG ABC1 Wave 2 (p)	SEG C2DE Wave 2 (r)	Age - 18+ Wave 2 (v)	Age - 18-24 Wave 2 (x)	Age - 25-34 Wave 2 (z)
Weighted base	296	141	154	80	80	80	54*	160	134	296	24**	90
Mean	6.27	5.72	6.80	5.86	6.46	6.18	6.78	6.16	6.42	6.27	4.62	5.80
Standard deviation	3.00	3.13	2.79	3.30	3.14	2.47	3.01	3.22	2.71	3.00	3.54	3.16
Standard error	0.16	0.23	0.22	0.32	0.31	0.26	0.41	0.23	0.23	0.16	0.69	0.31

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 512

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental Wave 2 (v)	Impacting/ limiting condition - Physical Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Unweighted base	130	74	12	250	96	84	46	44	251
Weighted base	107	65	11**	237	58	66	39*	33**	222
Effective base	96	54	10	189	59	59	34	29	180
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	5 5%	1 2%	* 2%	18 8%	* *	1 2%	1 2%	* 1%	17 8%
1	3 3%	1 1%	-	8 4%	1 3%	2 2%	1 2%	1 3%	6 3%
2	3 3%	2 3%	1 13%	15 6%	1 2%	1 2%	1 4%	1 4%	15 7%
3	1 1%	3 5%	-	5 2%	3 5%	3 5%	2 5%	1 3%	5 2%
4	4 3%	2 4%	-	13 5%	3 4%	6 8%	2 5%	4 12%	9 4%
5 don't agree with either statements	24 23%	10 15%	3 27%	44 19%	9 15%	8 11%	4 10%	4 13%	43 20%
6	10 10%	3 5%	2 16%	20 8%	5 8%	6 9%	3 9%	1 4%	19 8%
7	16 15%	6 9%	2 19%	20 9%	8 13%	7 11%	2 5%	2 7%	21 9%
8	6 5%	11 17%	-	26 11%	9 15%	8 13%	6 16%	4 13%	26 12%
9	12 11%	10 16%	1 9%	28 12%	9 15%	11 17%	6 15%	10 29%	24 11%
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	22 21%	14 22%	2 14%	40 17%	11 20%	13 20%	11 28%	4 11%	36 16%
NET: 0-3	12 11%	8 12%	2 15%	47 20%	6 10%	7 11%	5 13%	4 11%	43 20%
NET: 4-7	54 51%	21 33%	7 62%	97 41%	23 40%	26 39%	11 29%	12 35%	92 41%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 512

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Age - 35-44 Wave 2 (b)	Age - 45-54 Wave 2 (d)	Age - 55+ Wave 2 (l)	Ethnicity - White Wave 2 (p)	Ethnicity - Minority Ethnic background Wave 2 (r)	Impacting/ limiting condition - Any Wave 2 (t)	Impacting/ limiting condition - Mental condition Wave 2 (v)	Impacting/ limiting condition - Physical condition Wave 2 (x)	No Impacting/ limiting condition Wave 2 (z)
Weighted base	107	65	11**	237	58	66	39*	33**	222
NET: 8-10	40 38%	36 55%	3 23%	93 39%	29 50%	33 50%	23 58%	18 53%	86 39%
Mean	6.58	7.08	6.11	6.07	7.06	6.94	7.21	6.82	6.09
Standard deviation	2.79	2.65	2.63	3.09	2.46	2.64	2.78	2.68	3.06
Standard error	0.24	0.31	0.76	0.20	0.25	0.29	0.41	0.40	0.19

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 513

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (j)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Unweighted base	349	329	266	202	322	184	120	123	73	69	95
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
Effective base	247	232	177	122	223	108	65	64	38	45	58
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	18 6%	13 5%	9 4%	9 7%	15 6%	3 3%	4 9%	4 9%	* 1%	* 1%	1 5%
1	10 3%	10 4%	7 3%	5 4%	9 3%	4 4%	1 2%	3 5%	1 3%	1 10%	1 4%
2	16 5%	16 6%	9 4%	7 5%	16 6%	5 4%	2 4%	-	-	-	1 3%
3	8 3%	8 3%	8 4%	7 5%	8 3%	4 3%	1 3%	2 3%	*	*	1 5%
4	16 5%	16 6%	11 5%	8 6%	16 6%	8 7%	3 7%	3 5%	2 10%	3 20%	1 4%
5 don't agree with either statements	53 18%	46 17%	40 20%	21 16%	46 17%	21 18%	6 13%	6 12%	3 17%	1 7%	2 9%
6	24 8%	24 9%	20 10%	12 9%	23 9%	15 13%	8 16%	6 13%	1 9%	1 7%	3 14%
7	28 9%	25 9%	20 10%	11 8%	25 10%	10 8%	3 7%	6 13%	2 13%	3 18%	3 13%
8	34 12%	34 13%	19 10%	13 10%	29 11%	10 9%	2 4%	5 11%	2 11%	1 10%	2 9%
9	36 12%	33 12%	23 11%	20 15%	29 11%	20 18%	9 18%	6 11%	2 13%	2 16%	5 19%
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	52 18%	46 17%	34 17%	20 15%	47 18%	16 14%	9 18%	9 18%	3 20%	1 10%	3 14%
NET: 0-3	52 18%	47 17%	33 16%	28 21%	49 18%	16 14%	9 18%	8 17%	1 7%	2 12%	4 17%
NET: 4-7	121 41%	111 41%	91 46%	51 38%	110 42%	53 46%	21 43%	21 43%	8 49%	7 52%	10 41%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 513

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Children aged 17 or under in HH Wave 2 (d)	Regular Users of YouTube Wave 2 (f)	Regular Users of Instagram Wave 2 (h)	Regular Users of TikTok Wave 2 (i)	Regular Users of Facebook Wave 2 (l)	Regular Users of Snapchat Wave 2 (n)	Regular Users of Twitch Wave 2 (p)	Regular Users of Vimeo Wave 2 (r)	Regular Users of Fruitlab Wave 2 (t)	Regular Users of Bitchute Wave 2 (v)	Regular Users of OnlyFans Wave 2 (x)
Weighted base	296	271	200	132	264	115	49	49	16*	14*	24
NET: 8-10	123 41%	113 42%	76 38%	53 40%	106 40%	46 40%	19 39%	19 40%	7 44%	5 35%	10 42%
Mean	6.27	6.31	6.27	6.08	6.22	6.42	6.23	6.28	6.87	6.17	6.50
Standard deviation	3.00	2.93	2.85	3.09	3.00	2.71	3.13	3.12	2.55	2.80	2.91
Standard error	0.16	0.16	0.17	0.22	0.17	0.20	0.29	0.28	0.30	0.34	0.30

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 514

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Unweighted base	148	196	215	134
Weighted base	95	197	161	135
Effective base	91	155	138	110
0 Flagging and reporting mechanisms on websites or apps are easy for children to use/ access	6 6%	12 6%	16 10%	2 1%
1	3 3%	7 4%	6 4%	4 3%
2	2 3%	14 7%	10 6%	6 4%
3	4 4%	4 2%	6 4%	2 2%
4	6 7%	9 5%	8 5%	8 6%
5 don't agree with either statements	15 16%	36 18%	27 17%	26 19%
6	5 5%	20 10%	17 11%	7 5%
7	13 14%	15 7%	18 11%	10 8%
8	6 6%	29 15%	16 10%	19 14%
9	18 19%	18 9%	18 11%	19 14%
10 Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access	18 19%	33 17%	19 11%	33 25%
NET: 0-3	15 16%	37 19%	39 24%	13 10%
NET: 4-7	39 41%	80 41%	70 44%	51 38%
NET: 8-10	41 43%	80 41%	52 32%	71 52%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 514

**QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.**

**Base: All respondents who are a parent or guardian**

**Flagging and reporting mechanisms on websites or apps are easy for children to use/ access vs.**

**Flagging and reporting mechanisms on websites or apps should be made easier for children to use/ access**

	Any exposure to harmful content Wave 2 (b)	No exposure to harmful content Wave 2 (d)	Aware of safety measures Wave 2 (f)	Not aware of safety measures Wave 2 (h)
Weighted base	95	197	161	135
Mean	6.52	6.14	5.65	7.02
Standard deviation	3.01	3.00	3.11	2.69
Standard error	0.25	0.21	0.21	0.23

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 515

**Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?**

**Base: All respondents aged under 18**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)
Unweighted base	118	100	63	49	55	51	51	43	27	27	19	12	21	17	78	70	40	29	118	100
Weighted base	89	87	45*	45*	43*	43*	37*	38*	21**	22**	14**	12**	16**	15**	58	60	30*	27**	89	87
Effective base	94	93	46	46	48	47	40	40	23	25	15	11	17	16	63	66	31	27	94	93
Giving all your own views and experiences	74 83%	71 81%	35 78%	37 83%	39 89%	34 79%	30 82%	30 80%	19 91%	19 88%	11 79%	7 62%	13 82%	13 87%	49 85%	49 83%	24 81%	20 76%	74 83%	71 81%
Giving your own views and experiences, with help from an adult / parent	14 16%	14 16%	9 21%	6 14%	5 11%	8 18%	7 18%	6 16%	2 9%	3 12%	2 17%	4 31%	3 18%	1 9%	9 15%	9 15%	5 17%	5 19%	14 16%	14 16%
Having an adult / parent give their opinion of your views and experiences	1 1%	3 3%	1 1%	1 3%	- -	1 3%	- -	1 4%	- -	- -	1 4%	1 7%	- -	1 4%	- -	1 2%	1 2%	1 5%	1 1%	3 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 516

**Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?**

**Base: All respondents aged under 18**

	Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		No impacting/limiting condition	
	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)	Wave 2 (z)
Unweighted base	99	83	19	16	31	21	21	16	85	76
Weighted base	76	72	13**	14**	23**	18**	14**	13**	65	67
Effective base	80	77	14	15	23	20	16	15	70	71
Giving all your own views and experiences	64 85%	61 85%	10 74%	9 66%	17 76%	16 88%	13 90%	12 91%	56 86%	53 80%
Giving your own views and experiences, with help from an adult / parent	11 14%	9 12%	3 26%	4 30%	5 24%	2 12%	1 10%	1 9%	9 13%	11 16%
Having an adult / parent give their opinion of your views and experiences	1 1%	2 3%	-	1 4%	-	-	-	-	1 1%	3 4%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 517

**Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?**

**Base: All respondents aged under 18**

	Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab	
	Wave 2	Wave 1	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted base	97	117	97	96	80	91	79	83	73	84	71	46	39	30	37	18	13	
Weighted base	85	88	84	73	69	66	70	67	63	66	62	33*	37*	18**	33*	13**	13**	
Effective base	91	93	90	75	75	74	74	65	69	65	67	31	37	22	34	13	12	
Giving all your own views and experiences	68 80%	73 83%	68 81%	59 81%	56 80%	56 84%	57 82%	53 80%	50 79%	54 83%	51 82%	28 86%	27 74%	14 80%	24 72%	11 81%	8 67%	
Giving your own views and experiences, with help from an adult / parent	14 16%	14 16%	14 16%	14 19%	12 17%	10 15%	11 16%	13 20%	10 16%	11 16%	10 16%	4 14%	8 22%	4 20%	7 22%	2 19%	3 22%	
Having an adult / parent give their opinion of your views and experiences	3 3%	1 1%	2 2%	1 1%	2 3%	1 1%	1 2%	1 1%	3 4%	1 1%	1 2%	-	1 4%	-	2 6%	-	1 11%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 518

**Q17. Thank you for taking part in this survey. We just wanted to check from the point this survey was handed to you, did you fill out the survey ...?**

**Base: All respondents aged under 18**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	43	42	74	55	61	52	57	48
Weighted base	31*	37*	57	48	44*	47*	44*	41*
Effective base	33	39	60	51	50	49	44	44
Giving all your own views and experiences	26 86%	29 77%	47 83%	41 85%	35 79%	38 81%	39 88%	33 81%
Giving your own views and experiences, with help from an adult / parent	4 14%	8 20%	9 16%	6 13%	9 21%	7 15%	5 10%	7 17%
Having an adult / parent give their opinion of your views and experiences	- -	1 2%	1 1%	1 3%	- -	2 4%	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 519  
D1. Age  
Base: All respondents

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
13	18 1%	17 1%	9 1%	9 1%	9 1%	9 1%	9 3%	5 1%	3 1%	6 2%	3 1%	2 1%	3 1%	5 2%	12 2%	11 1%	6 1%	7 1%	18 20%	17 20%	-	-	-	-	-	-		
14	18 1%	17 1%	9 1%	9 1%	9 1%	9 1%	7 2%	9 3%	7 2%	3 1%	2 1%	1 *	2 1%	4 1%	14 2%	12 2%	4 1%	4 1%	18 20%	17 20%	-	-	-	-	-	-		
15	18 1%	17 1%	9 1%	9 1%	9 1%	9 1%	7 2%	8 2%	6 2%	4 1%	2 1%	3 1%	3 1%	3 1%	12 2%	12 2%	5 1%	6 1%	18 20%	17 20%	-	-	-	-	-	-		
16	18 1%	17 1%	9 1%	9 1%	9 1%	9 1%	6 2%	6 2%	2 1%	7 2%	5 2%	3 1%	5 2%	1 1%	8 1%	13 2%	9 2%	5 1%	18 20%	17 20%	-	-	-	-	-	-		
17	18 1%	18 1%	9 1%	9 1%	9 1%	9 1%	9 3%	9 3%	3 1%	3 1%	2 1%	4 1%	3 1%	1 1%	12 2%	13 2%	6 1%	5 1%	18 20%	18 20%	-	-	-	-	-	-		
13-17	89 7%	87 7%	45 7%	45 7%	43 7%	43 7%	37 11%	38 11%	21 6%	22 6%	14 5%	12 5%	16 6%	15 5%	58 8%	60 8%	30 6%	27 5%	89 100%	87 100%	-	-	-	-	-	-		
18-24	143 11%	142 11%	73 12%	68 11%	70 11%	69 11%	45 13%	56 17%	53 14%	39 11%	13 5%	17 6%	31 11%	27 10%	98 14%	95 14%	44 8%	43 8%	-	-	143 12%	142 12%	143 100%	142 100%	-	-		
25-34	215 17%	212 17%	107 17%	106 18%	108 17%	105 17%	52 15%	41 12%	75 20%	76 21%	44 17%	48 19%	41 15%	48 17%	127 18%	116 17%	85 16%	96 18%	-	-	215 18%	212 18%	-	-	215 100%	212 100%		
35-44	204 16%	202 16%	101 16%	99 16%	103 16%	102 16%	52 15%	50 15%	62 17%	56 15%	48 19%	50 20%	40 14%	44 16%	114 16%	105 15%	89 16%	94 18%	-	-	204 17%	202 17%	-	-	-	-		
45-54	221 18%	218 18%	109 18%	108 18%	112 18%	111 18%	48 14%	34 10%	62 17%	73 20%	52 20%	58 23%	59 21%	52 19%	110 15%	107 15%	111 21%	110 21%	-	-	221 19%	218 19%	-	-	-	-		
55-64	175 14%	173 14%	83 13%	82 14%	91 14%	90 14%	44 13%	51 15%	47 13%	49 13%	46 18%	33 13%	38 14%	40 14%	90 13%	100 14%	85 16%	73 14%	-	-	175 15%	173 15%	-	-	-	-		
65+	212 17%	209 17%	99 16%	98 16%	113 18%	111 18%	64 19%	67 20%	52 14%	51 14%	42 16%	39 15%	54 19%	50 18%	115 16%	118 17%	96 18%	88 17%	-	-	212 18%	209 18%	-	-	-	-		
Mean	46.54	46.48	46.05	46.17	47.01	46.99	46.68	46.69	43.95	45.11	48.74	46.95	48.09	47.74	45.22	45.85	48.40	47.35	-	-	46.54	46.48	22.01	21.63	30.25	30.00		
Standard deviation	16.88	17.08	16.91	16.94	16.85	17.17	17.69	18.68	16.62	16.20	15.13	15.70	17.40	17.41	17.17	17.40	16.33	16.59	-	-	16.88	17.08	1.78	1.94	2.78	2.94		
Standard error	0.50	0.51	0.67	0.68	0.75	0.75	1.01	1.05	0.89	0.87	1.01	1.02	1.09	1.14	0.67	0.68	0.75	0.76	-	-	0.50	0.51	0.14	0.18	0.18	0.19		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 520  
D1. Age  
Base: All respondents

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 95+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	15	1	2	4	4	1	3	2	3	14	13
															2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%
14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	15	4	2	3	4	3	1	-	2	15	14
															1%	1%	2%	2%	1%	1%	2%	*	-	1%	2%	2%
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	12	2	5	4	4	1	3	3	1	14	13
															1%	1%	1%	4%	1%	1%	*	2%	1%	1%	2%	2%
16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	16	4	1	5	4	4	4	2	1	12	12
															1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	1%
17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	15	2	3	8	3	6	3	2	1	10	15
															1%	1%	1%	2%	2%	1%	3%	1%	1%	*	1%	2%
13-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	72	13	14	23	18	14	13	9	8	65	67
															7%	7%	8%	9%	6%	5%	9%	7%	4%	4%	7%	8%
18-24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114	108	26	29	36	33	25	26	10	15	100	93
															11%	10%	16%	19%	10%	9%	16%	13%	5%	8%	12%	11%
25-34	-	-	-	-	-	-	-	-	-	-	-	-	-	-	174	176	37	35	35	56	20	44	17	26	172	147
															16%	16%	24%	23%	10%	15% <sub>s</sub>	12%	23% <sub>u</sub>	8%	13%	20%	18%
35-44	204	202	-	-	-	-	-	-	-	-	-	-	-	-	161	167	40	32	48	63	30	45	30	24	147	131
	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	15%	15%	25%	21%	14%	17%	18%	24%	14%	12%	17%	16%
45-54	-	-	221	218	-	-	-	-	-	-	-	-	-	-	199	193	22	25	74	72	42	42	41	36	143	145
			100%	100%	-	-	-	-	-	-	-	-	-	-	18%	18%	14%	17%	21%	20%	26%	22%	20%	18%	17%	17%
55-64	-	-	-	-	175	173	-	-	-	-	175	173	-	-	161	159	10	13	53	53	22	12	31	37	116	116
					100%	100%	-	-	-	-	45%	45%	-	-	15%	15%	7%	8%	15%	14%	14% <sub>v</sub>	6%	15%	18%	13%	14%
65+	-	-	-	-	-	-	139	137	73	72	212	209	212	209	201	204	10	3	85	70	9	10	72	54	125	138
							100%	100%	100%	100%	55%	55%	100%	100%	19%	19%	6%	2%	24%	19%	5%	5%	34%	27%	14%	16%
Mean	39.88	39.61	49.74	50.03	59.68	59.58	69.06	69.02	77.40	78.14	66.39	66.47	71.93	72.16	47.69	47.82	39.13	37.53	50.79	48.42	43.14	40.45	55.28	52.32	45.06	46.28
Standard deviation	2.74	2.68	2.81	2.81	2.86	2.81	3.10	2.75	2.03	2.25	7.34	7.54	4.84	5.05	16.95	17.12	14.29	13.31	17.52	16.97	14.47	13.06	16.73	17.90	16.35	16.93
Standard error	0.19	0.18	0.19	0.19	0.23	0.23	0.28	0.25	0.32	0.31	0.41	0.41	0.38	0.38	0.55	0.55	1.06	1.00	0.97	0.91	1.20	0.99	1.19	1.27	0.59	0.62

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 521  
D1. Age  
Base: All respondents

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
13	-	-	-	17	17	17	12	15	14	14	12	10	13	12	4	11	4	7	1	4	-	-	-	-
	-	-	-	4% <sup>c</sup>	1%	2%	2%	2%	4%	3%	1%	1%	3%	3%	3%	7% <sup>o</sup>	2%	5%	2%	11% <sup>s</sup>	-	-	-	-
14	-	-	-	17	18	17	15	13	14	13	14	15	12	13	8	4	4	4	4	2	-	-	-	-
	-	-	-	4% <sup>c</sup>	2%	1%	2%	2%	4%	3%	1%	1%	3%	3%	5%	3%	2%	3%	7%	6%	-	-	-	-
15	-	-	-	17	18	17	12	13	13	12	13	14	11	13	4	8	3	7	2	3	-	-	-	-
	-	-	-	4% <sup>c</sup>	2%	1%	2%	2%	3%	3%	1%	1%	3%	4%	2%	5%	2%	4%	3%	8%	-	-	-	-
16	-	-	-	17	18	17	15	16	14	16	14	13	14	14	8	4	5	8	3	3	-	-	-	-
	-	-	-	4% <sup>c</sup>	2%	2%	2%	2%	4%	4%	1%	1%	4%	4%	4%	3%	3%	5%	5%	7%	-	-	-	-
17	-	3	-	15	18	16	18	13	11	14	15	11	16	10	8	8	3	7	2	1	-	-	-	-
	-	*	-	4% <sup>c</sup>	2%	1%	3%	2%	3%	3%	1%	1%	5%	3%	5%	5%	2%	5%	4%	2%	-	-	-	-
13-17	-	3	-	85	88	84	73	69	66	70	67	63	66	62	33	37	18	33	13	13	-	-	-	-
	-	*	-	21% <sup>c</sup>	8%	8%	11%	10%	17%	16%	6%	6%	18%	17%	19%	23%	12%	22% <sup>q</sup>	21%	33%	-	-	-	-
18-24	105	97	37	44	134	132	128	111	78	73	127	126	96	87	32	33	27	19	12	5	5	4	13	6
	12%	12%	12%	11%	12%	12%	18%	16%	20%	17%	12%	12%	26%	24%	18%	20%	18%	13%	19%	14%	10%	11%	18% <sup>x</sup>	9%
25-34	133	116	82	96	203	201	153	154	78	98	184	185	82	86	54	41	37	29	17	7	19	10	25	20
	15%	14%	27%	24%	18%	18%	22%	23%	20%	23%	18%	18%	22%	24%	30%	25%	24%	20%	27%	20%	36%	27%	33%	32%
35-44	96	95	108	107	198	188	132	127	69	69	168	172	59	62	40	32	29	29	15	7	16	8	19	19
	11%	11%	36% <sup>d</sup>	26%	17%	17%	19%	19%	18%	16%	16%	17%	16%	17%	22%	20%	19%	19%	24%	20%	32%	22%	25%	30%
45-54	162	153	60	66	209	193	98	120	56	73	185	180	42	39	16	16	26	20	3	4	6	10	14	8
	19%	18%	20%	16%	18%	17%	14%	18%	14%	17%	18%	18%	11%	11%	9%	10%	17%	13%	5%	9%	12%	26% <sup>u</sup>	19%	12%
55-64	162	166	13	7	151	149	63	62	25	31	136	132	15	16	2	3	12	9	3	-	3	2	2	8
	19%	20%	4%	2%	13%	13%	9%	9%	6%	7%	13%	13%	4%	5%	1%	2%	8%	6%	5%	-	7%	5%	3%	13% <sup>w</sup>
65+	208	205	3	4	176	170	45	40	18	9	166	160	7	7	1	*	2	10	-	1	1	4	2	2
	24%	25%	1%	1%	15%	15%	7%	6%	5% <sup>j</sup>	2%	16%	16%	2%	2%	1%	*	2%	7% <sup>q</sup>	-	3%	2%	9% <sup>u</sup>	2%	3%
Mean	49.56	50.15	38.02	37.03	45.84	45.60	39.38	39.86	37.86	37.62	45.84	45.63	34.15	34.43	33.31	33.15	37.76	39.38	33.86	35.68	36.87	41.31 <sup>u</sup>	36.20	39.34 <sup>w</sup>
Standard deviation	17.66	17.77	10.30	10.31	16.59	16.80	14.71	14.65	14.09	13.24	16.77	17.09	12.52	13.00	10.11	10.50	12.43	13.96	10.43	12.34	11.14	14.10	11.80	12.30
Standard error	0.62	0.64	0.57	0.53	0.51	0.52	0.56	0.56	0.68	0.63	0.54	0.55	0.64	0.67	0.64	0.71	0.81	0.93	0.99	1.25	0.97	1.29	0.84	0.92

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 522  
**D1. Age**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
13	6 3%	6 2%	11 1%	11 1%	6 1%	9 2%	11 1%	8 1%
14	8 3%	6 2%	9 1%	11 1%	11 2%	10 2%	7 1%	8 1%
15	5 2%	9 3%	12 1%	6 1%	11 2%	9 2%	7 1%	8 1%
16	7 3%	7 3%	11 1%	10 1%	11 2%	13 3%	7 1%	5 1%
17	5 2%	8 3%	13 1%	9 1%	5 1%	6 1%	13 2%	12 2%
13-17	31 12%	37 13%	57 6%	48 5%	44 10%	47 9%	44 6%	41 5%
18-24	41 17%	62 21%	100 10%	77 8%	89 19%	78 16%	54 7%	64 9%
25-34	58 23%	70 24%	155 16%	141 15%	107 23%	108 22%	108 14%	104 14%
35-44	54 22%	61 21%	149 15%	135 14%	85 18%	97 19%	120 15%	105 14%
45-54	37 15%	40 13%	181 18%	177 19%	70 15%	89 18%	151 19%	129 17%
55-64	13 5%	17 6%	161 16%	154 17%	35 8%	39 8%	140 17%	134 18%
65+	15 6 <sup>cb</sup>	7 2%	192 19%	200 21%	30 6%	43 9%	182 23%	166 22%
Mean	38.68	36.44	48.31	49.45	39.02	40.85	50.68	50.11
Standard deviation	13.92	13.27	16.97	16.98	14.73	15.49	16.56	17.09
Standard error	0.84	0.74	0.58	0.60	0.68	0.68	0.64	0.68

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 523  
**D2. Which of the following are you?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Male	619	606	619	606	-	-	197	189	176	177	119	116	124	119	373	366	243	235	45	45	573	561	73	68	107	106		
	49%	49%	100%	100%	-	-	58%	56%	47%	48%	45%	45%	45%	43%	52%	52%	45%	44%	51%	51%	49%	49%	51%	48%	50%	50%		
Female	640	631	-	-	640	631	144	147	195	187	142	140	155	151	339	335	297	291	43	43	597	588	70	69	108	105		
	51%	51%	-	-	100%	100%	42%	44%	53%	51%	55%	55%	55%	55%	48%	48%	55%	55%	49%	49%	51%	51%	49%	49%	50%	50%		
Non-binary	-	4	-	-	-	-	-	-	-	-	-	-	*	4	-	-	-	4	-	-	-	4	-	4	-	*		
	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	*	-	3%	-	*		
Prefer to use another term	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1		
	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	*		
Prefer not to say	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-		
	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 524  
**D2. Which of the following are you?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Male	101 50%	99 49%	109 49%	108 49%	83 48%	82 48%	66 48%	66 48%	33 45%	32 45%	182 47%	180 47%	99 47%	98 47%	532 49%	531 49%	74 47%	67 44%	179 51%	168 46%	80 49%	74 39%	110 53%	95 47%	415 48%	416 50%
Female	103 50%	102 50%	112 51%	111 51%	91 52%	90 52%	72 52%	71 52%	40 55%	40 55%	204 53%	201 53%	113 53%	111 53%	553 51%	543 50%	83 53%	84 55%	174 49%	192 53%	82 51%	112 58%	98 47%	100 50%	452 52%	419 50%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4*	-	-	-	4 1%	-	4 2%	-	4 2%	-	-
Prefer to use another term	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	1*	-	1 1%	-	1 1%	-	-
Prefer not to say	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 525  
**D2. Which of the following are you?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Male	442 51%	406 49%	129 43%	200 49%	597 52%	569 51%	315 46%	287 42%	195 50%	193 46%	481 47%	484 47%	179 49%	155 43%	126 71%	108 67%	104 68%	97 65%	39 61%	23 61%	35 69%	23 61%	67 88%	53 85%
Female	425 49%	424 51%	172 57%	208 51%	561 48%	544 49%	376 54%	391 57%	195 50%	223 53%	552 53%	529 52%	186 51%	200 56%	51 29%	52 32%	48 32%	51 34%	25 39%	14 38%	16 31%	15 39%	9 12%	9 15%
Non-binary	-	4 *	-	-	-	4 *	-	4 1%	-	4 1%	-	4 *	-	4 1% <sup>m</sup>	-	*	-	*	-	*	-	*	-	*
Prefer to use another term	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	1 *	-	1 *	-	1 *	-	1 *	-	1 *	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 526  
**D2. Which of the following are you?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Male	136 55%	146 50%	473 48%	451 48%	249 54%	255 51%	370 46%	351 47%
Female	112 45%	142 48%	521 52%	481 52%	211 46%	244 49%	429 54%	388 52%
Non-binary	-	4 1%	-	-	-	2 *	-	3 *
Prefer to use another term	-	-	-	1 *	-	-	-	1 *
Prefer not to say	-	1 *	-	-	-	-	-	1 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 527  
**D3. Is your current gender the same as that assigned at birth?**  
**Base: All Adult respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
Yes	1144 98%	1117 97%	554 97%	538 96%	589 99%	577 98%	294 97%	288 96%	342 98%	331 97%	244 99%	238 97%	258 98%	251 97%	636 97%	619 96%	502 98%	489 97%	1144 98%	1117 97%	139 97% <sup>x</sup>	126 89%	209 97%	206 97%
No	27 2%	38 3%	19 3%	23 4%	8 1%	11 2%	11 3%	11 4%	8 2%	12 3%	2 1%	7 3%	6 2%	9 3%	19 3%	23 4%	8 2%	16 3%	27 2%	38 3%	4 3%	15 11% <sup>w</sup>	6 3%	7 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 528  
**D3. Is your current gender the same as that assigned at birth?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Yes	199 97%	194 96%	215 97%	212 97%	173 99%	172 100%	138 99%	136 99%	71 97%	72 100%	382 99%	380 100%	209 99%	208 100%	986 98%	972 97%	141 97%	134 98%	319 97%	335 97%	140 95%	171 96%	196 98%	183 95%	787 98%	744 97%
No	6 3%	8 4%	7 3%	7 3%	2 1%	1 *	1 1%	1 1%	2 3%	- -	5 1%	2 *	3 1%	1 *	23 2%	35 3%	4 3%	3 2%	11 3%	12 3%	8 5%	8 4%	4 2%	9 5%	15 2%	26 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 529  
**D3. Is your current gender the same as that assigned at birth?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Yes	850 98%	806 97%	291 97%	311 96%	1044 98%	998 97%	602 97%	585 95%	309 95%	334 95%	945 98%	920 96%	288 96%	281 94%	136 95%	117 94%	129 96%	113 98%	48 96%	24 95%	49 97%	36 95%	70 93%	57 92%
No	16 2%	26 3%	11 3%	13 4%	27 2%	36 3%	17 3%	28 5%	15 5%	18 5%	21 2%	36 4%	12 4%	18 6%	8 5%	7 6%	5 4%	3 2%	2 4%	1 5%	1 3%	2 5%	6 7%	5 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 530  
**D3. Is your current gender the same as that assigned at birth?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	<u>Wave 1</u> <u>(a)</u>	<u>Wave 2</u> <u>(b)</u>	<u>Wave 1</u> <u>(c)</u>	<u>Wave 2</u> <u>(d)</u>	<u>Wave 1</u> <u>(e)</u>	<u>Wave 2</u> <u>(f)</u>	<u>Wave 1</u> <u>(g)</u>	<u>Wave 2</u> <u>(h)</u>
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Yes	208 95%	243 95%	921 98%	861 97%	404 97%	436 96%	740 98%	681 97%
No	10 5%	13 5%	17 2%	24 3%	12 3%	17 4%	15 2%	21 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 531  
**D4. Which of the following do you consider yourself to be?**  
**Base: All Adult respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Heterosexual or straight	1050 90%	1029 89%	515 90%	497 89%	536 90%	530 90%	280 92%	271 91%	309 88%	298 87%	225 92%	225 92%	230 87%	225 86%	589 90%	570 89%	455 89%	450 89%	1050 90%	1029 89%	116 81%	108 76%	198 92%	188 88%		
Gay or lesbian	34 3%	34 3%	24 4%	25 4%	10 2%	9 1%	6 2%	9 3%	18 5%	15 4%	2 1%	4 2%	8 3%	6 2%	24 4%	23 4%	10 2%	11 2%	34 3%	34 3%	9 6%	6 4%	4 2%	9 4%		
Bisexual	32 3%	39 3%	14 2%	17 3%	17 3%	19 3%	4 1%	8 3%	11 3%	13 4%	7 3%	7 3%	10 4%	11 4%	15 2%	21 3%	17 3%	18 4%	32 3%	39 3%	12 8%	18 13%	6 3%	7 3%		
Prefer to use another term	4 *	6 1%	2 *	2 *	2 *	4 1%	1 *	4 1%	* -	- -	- -	- -	2 1%	2 1%	2 *	4 1%	2 *	2 *	4 *	6 1%	* *	1 1%	- -	2 1%		
Prefer not to say	50 4%	48 4%	19 3%	20 4%	31 5%	27 5%	14 5%	7 2%	11 3%	17 5%	12 5%	8 3%	13 5%	16 6%	25 4%	24 4%	25 5%	24 5%	50 4%	48 4%	6 4%	8 6%	7 3%	6 3%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 532  
**D4. Which of the following do you consider yourself to be?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Heterosexual or straight	184 90%	181 90%	203 92%	194 89%	157 90%	162 94%	124 90%	127 93%	69 94%	68 95%	350 91%	357 94%	193 91%	195 93%	919 91%	902 90%	126 87%	122 89%	289 88%	294 85%	120 81%	144 81%	179 90%	163 85%	737 92%	708 92%
Gay or lesbian	6 3%	5 2%	8 4%	8 4%	5 3%	4 2%	2 1%	2 1%	-	-	7 2%	6 1%	2 1%	2 1%	31 3%	30 3%	4 2%	4 3%	12 4%	12 3%	6 4%	6 3%	8 4%	6 3%	21 3%	21 3%
Bisexual	5 3%	6 3%	4 2%	6 3%	2 1%	2 1%	3 2%	-	-	-	5 1%	2 *	3 1%	-	27 3%	35 4%	4 3%	4 3%	17 5%	21 6%	14 10%	19 11%	6 3%	9 5%	15 2%	17 2%
Prefer to use another term	3 2%	2 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	2 *	4 *	2 2%	3 2%	2 1%	6 2%	2 2%	5 3%	2 1%	4 2%	2 *	-
Prefer not to say	6 3%	8 4%	7 3%	8 4%	10 6%	5 3%	10 7%	9 6%	4 6%	4 5%	25 6%	17 4%	14 7%	12 6%	32 3%	36 4%	8 6%	5 4%	10 3%	15 4%	4 3%	4 2%	4 2%	10 5%	26 3%	23 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 533  
**D4. Which of the following do you consider yourself to be?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179	
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62	
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122	
Heterosexual or straight	764 88%	726 87%	286 95%	302 93%	957 89%	920 89%	554 89%	542 88%	285 88%	303 86%	868 90%	854 89%	263 88%	260 87%	132 92%	107 86%	118 89%	104 90%	48 95%	23 93%	47 93%	33 88%	62 82%	49 78%	
Gay or lesbian	33 4%	30 4%	1 *	3 1%	34 3%	34 3%	24 4%	22 4%	15 5%	17 5%	28 3%	29 3%	15 5%	17 6%	4 3%	4 3%	9 7%	5 4%	1 1%	1 3%	1 2%	2 4%	5 7%	8 13%	
Bisexual	25 3%	32 4%	7 2%	7 2%	30 3%	38 4%	18 3%	27 4%	10 3%	20 6%	24 2%	33 3%	13 4%	13 4%	4 3%	7 6%	4 3%	4 3%	1 3%	1 4%	1 3%	2 4%	6 8%	5 8%	
Prefer to use another term	4 *	5 1%	-	1 *	4 *	6 1%	* *	5 1%	* 1%	5 1%	4 *	4 *	* *	3 1%	-	4 3%	-	2 1%	-	-	-	-	-	* 1%	-
Prefer not to say	42 5%	38 5%	8 3%	10 3%	45 4%	37 4%	23 4%	18 3%	13 4%	7 2%	42 4%	36 4%	8 3%	6 2%	3 2%	3 2%	3 2%	2 2%	1 1%	-	1 3%	1 3%	1 2%	1 1%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 534  
**D4. Which of the following do you consider yourself to be?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Heterosexual or straight	197 90%	218 85%	839 90%	796 90%	372 90%	411 91%	679 90%	617 88%
Gay or lesbian	6 3%	12 5%	29 3%	22 2%	11 3%	14 3%	23 3%	20 3%
Bisexual	7 3%	18 7%	24 3%	21 2%	10 2%	19 4%	22 3%	20 3%
Prefer to use another term	*	1	3	5	1	1	3	5
Prefer not to say	8 4%	7 3%	41 4%	42 5%	22 5% <sup>f</sup>	8 2%	29 4%	40 6%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 535  
**D5. What is the highest educational level that you have achieved to date?**  
**Base: All Adult respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
No formal qualifications (and I am not still studying)	54 5%	51 4%	21 4%	27 5%	33 6%	25 4%	6 2%	1 *	5 1%	9 3%	17 7%	18 7%	25 10%	21 8%	11 2%	11 2%	43 8%	39 8%	54 5%	51 4%	2 2%	1 1%	2 1%	10 5%y
Entry level qualification such as ESOL, ELC or Skills for Life	3 *	3 *	-	3 1%	3 1%	1 *	-	-	-	-	1 *	1 *	1 *	2 1%	-	-	2 *	3 1%	3 *	3 *	-	* *	1 *	-
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	121 10%	103 9%	56 10%	51 9%	65 11%	51 9%	15 5%	15 5%	24 7%	21 6%	29 12%	22 9%	53 20%	44 17%	39 6%	36 6%	83 16%	66 13%	121 10%	103 9%	6 4%	9 6%	16 7%	12 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	216 18%	211 18%	96 17%	96 17%	120 20%	114 19%	34 11%	29 10%	53 15%	54 16%	55 22%	70 29%	73 28%	56 22%	87 13%	83 13%	128 25%	126 25%	216 18%	211 18%	23 16%	16 11%	18 8%	24 11%
Level 1-2 vocational qualification or intermediate apprenticeship	30 3%	35 3%	11 2%	14 3%	19 3%	21 4%	1 *	1 *	8 2%	9 3%	12 5%	10 4%	9 3%	15 6%	9 1%	10 2%	21 4%	25 5%	30 3%	35 3%	4 2%	4 3%	6 3%	5 3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	156 13%	157 14%	80 14%	77 14%	76 13%	80 14%	32 11%	35 12%	60 17%	54 16%	32 13%	37 15%	31 12%	32 12%	93 14%	89 14%	63 12%	69 14%	156 13%	157 14%	33 23%	31 22%	29 14%	26 12%
Level 3 vocational qualification or advanced apprenticeship	77 7%	78 7%	37 6%	38 7%	40 7%	39 7%	7 2%	8 3%	23 7%	28 8%	30 12%	28 11%	17 6%	13 5%	30 5%	36 6%	47 9%	41 8%	77 7%	78 7%	5 4%	4 3%	10 5%	19 9%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	68 6%	86 7%	48 8%	39 7%	20 3%	47 8%	13 4%	19 7%	29 8%	26 8%	14 6%	20 8%	12 5%	19 7%	42 6%	45 7%	27 5%	39 8%	68 6%	86 7%	6 4%	3 2%	15 7%	19 9%
Level 4-5 vocational qualification or higher apprenticeship	36 3%	36 3%	18 3%	16 3%	17 3%	20 3%	17 6%	8 3%	9 3%	13 4%	8 3%	6 3%	2 1%	9 3% <sub>m</sub>	26 4%	21 3%	10 2%	15 3%	36 3%	36 3%	2 1%	1 1%	3 1%	3 1%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	271 23%	267 23%	134 23%	133 24%	136 23%	131 22%	104 34%	119 40%	98 28%	94 27%	38 15%	23 9%	30 11%	31 12%	202 31%	212 33%	68 13%	54 11%	271 23%	267 23%	37 26%	39 27%	75 35%	58 27%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 535

**D5. What is the highest educational level that you have achieved to date?**

**Base: All Adult respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34				
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212	
Level 6 vocational qualification or degree apprenticeship	6 1%	8 1%	4 1%	4 1%	2 *	3 1%	5 2%	6 2%	- -	1 *	1 *	* *	* *	- -	5 1%	7 1%	1 *	* *	6 1%	8 1%	1 1%	- -	* *	- -	
University higher degree (e.g. Masters, PhD or equivalent)	110 9%	94 8%	59 10%	48 9%	52 9%	46 8%	67 22%	53 18%	29 8%	27 8%	7 3%	8 3%	7 2%	6 2%	97 15%	80 13%	14 3%	14 3%	110 9%	94 8%	10 7%	14 10%	35 16%	32 15%	
Still studying/ still at school	15 1%	19 2%	6 1%	10 2%	9 2%	9 1%	2 1%	4 1%	10 3%	6 2%	1 1%	* *	2 1%	8 3%	12 2%	11 2%	3 1%	8 2%	15 1%	19 2%	14 10%	17 12%	2 1%	2 1%	
Prefer not to say	5 *	5 *	3 *	3 1%	3 *	2 *	1 *	* *	1 *	- -	- -	1 1%	- -	2 1%	3 1%	2 *	* *	2 *	4 1%	5 *	5 *	2 1%	- -	3 2%	2 1%
Don't know	1 *	2 *	1 *	- -	- -	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	2 1%	1 *	- -	- -	2 *	1 *	2 *	- -	2 1%	- -	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 536  
**D5. What is the highest educational level that you have achieved to date?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
No formal qualifications (and I am not still studying)	3 2%	6 3%	8 4%	4 2%	6 3%	3 1%	10 7%	11 8%	23 31%	16 22%	38 10%	29 8%	32 15%	27 13%	51 5%	47 5%	2 1%	2 2%	25 8%	20 6%	9 6%	8 4%	19 10%	17 9%	26 3%	29 4%
Entry level qualification such as ESOL, ELC or Skills for Life	1 1%	1 *	1 *	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	3 1%	- -	2 1%	2 *	3 *	1 1%	1 1%	- -	3 1%	- -	1 1%	- -	3 1%	1 *	* *
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	20 10%	19 9%	26 12%	26 12%	29 17%	20 12%	14 10%	10 7%	10 14%	7 10%	53 14%	37 10%	24 11%	17 8%	117 12%	97 10%	5 3%	6 4%	40 12%	32 9%	16 11%	12 6%	22 11%	18 9%	80 10%	65 8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	24 12%	25 12%	53 24%	62 29%	54 31%	34 20%	35 25%	28 20%	10 13%	22 30%	98 25%	84 22%	45 21%	50 24%	199 20%	191 19%	15 11%	19 14%	67 20%	77 22%	19 13%	39 22%	46 23%	51 27%	141 18%	127 17%
Level 1-2 vocational qualification or intermediate apprenticeship	9 4%	7 3%	6 3%	7 3%	- -	6 4%	1 1%	5 3%	4 5%	1 2%	5 1%	12 3%	5 2%	6 3%	29 3%	33 3%	1 1%	2 2%	11 3%	17 5%	6 4%	9 5%	8 4%	9 5%	19 2%	18 2%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	22 11%	22 11%	33 15%	33 15%	12 7%	23 13%	17 12%	18 13%	10 14%	5 6%	39 10%	46 12%	27 13%	23 11%	138 14%	142 14%	14 10%	11 8%	50 15%	37 11%	31 21%	22 13%	32 16%	16 9%	102 13%	115 15%
Level 3 vocational qualification or advanced apprenticeship	27 13%	20 10%	20 9%	13 6%	8 5%	14 8%	6 4%	6 4%	1 1%	2 3%	15 4%	22 6%	7 3%	8 4%	70 7%	74 7%	6 4%	4 3%	23 7%	25 7%	12 8%	10 6%	15 8%	17 9%	53 7%	48 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	11 5%	11 5%	10 4%	27 12%	13 7%	15 9%	10 7%	9 7%	5 7%	1 2%	27 7%	25 7%	14 7%	11 5%	59 6%	74 7%	9 6%	12 9%	19 6%	22 6%	9 6%	12 7%	13 6%	7 4%	47 6%	62 8%
Level 4-5 vocational qualification or higher apprenticeship	10 5%	9 4%	3 2%	6 3%	9 5%	6 3%	10 7%	11 8%	- -	- -	19 5%	17 5%	10 5%	11 5%	31 3%	32 3%	4 3%	3 2%	8 3%	17 5%	2 1%	6 3%	4 2%	8 4%	25 3%	19 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 536  
**D5. What is the highest educational level that you have achieved to date?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	47 23%	58 29%	45 20%	29 13%	37 21%	42 24%	24 17%	29 21%	7 10%	14 19%	68 18%	84 22%	31 15%	42 20%	212 21%	222 22%	56 38%	43 32%	62 19%	62 18%	31 21%	38 21%	29 15%	34 18%	203 25%	199 26%
Level 6 vocational qualification or degree apprenticeship	1 1%	* *	- -	- -	1 1%	3 2%	3 2%	5 3%	- -	- -	4 1%	7 2%	3 1%	5 2%	5 1%	7 1%	1 1%	1 1%	* *	1 *	- -	- -	* *	- -	6 1%	6 1%
University higher degree (e.g. Masters, PhD or equivalent)	29 14%	21 10%	17 8%	12 5%	6 4%	7 4%	9 7%	5 3%	3 5%	4 5%	19 5%	15 4%	13 6%	8 4%	83 8%	70 7%	25 18%	25 18%	20 6%	26 8%	9 6%	16 9%	10 5%	10 5%	85 11%	66 9%
Still studying/ still at school	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 1%	11 1%	4 3%	7 5%	3 1%	3 1%	2 1%	3 2%	- -	* *	11 1%	13 2%
Prefer not to say	- -	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	5 *	* *	* *	2 1%	3 1%	2 1%	3 1%	1 1%	1 1%	2 *	1 *
Don't know	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	1 *	2 *	- -	- -	- -	2 *	- -	2 1%	- -	- -	1 *	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 537

### D5. What is the highest educational level that you have achieved to date?

Base: All Adult respondents

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
No formal qualifications (and I am not still studying)	50 6%	45 5%	3 1%	6 2%	45 4%	45 4%	11 2%	14 2%	6 2%	8 2%	45 5%	41 4%	3 1%	2 1%	1 1%	3 2%	2 1%	*	*	*	*	1 4%	*	1 2%
Entry level qualification such as ESOL, ELC or Skills for Life	-	3 *	3 1%	1 *	3 *	3 *	2 *	*	-	2 *	2 *	3 *	3 1%	1 *	-	1 1%	-	*	-	*	-	*	-	*
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	79 9%	65 8%	42 14%	38 12%	101 9%	79 8%	49 8%	46 8%	31 10%	28 8%	98 10%	91 9%	27 9%	22 7%	9 6%	7 6%	10 8%	6 5%	8 17%	2 7%	5 10%	3 9%	4 6%	3 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	172 20%	156 19%	44 14%	55 17%	190 18%	183 18%	96 16%	111 18%	53 16%	57 16%	176 18%	179 19%	45 15%	41 14%	20 14%	17 13%	19 14%	17 15%	6 11%	3 13%	7 15%	8 21%	10 13%	7 12%
Level 1-2 vocational qualification or intermediate apprenticeship	16 2%	20 2%	14 5%	15 5%	30 3%	31 3%	20 3%	17 3%	12 4%	15 4%	26 3%	27 3%	11 4%	15 5%	5 3%	4 3%	1 1%	1 1%	1 2%	*	*	*	1 1%	*
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	116 13%	105 13%	41 14%	52 16%	138 13%	137 13%	85 14%	87 14%	40 12%	48 14%	123 13%	126 13%	43 14%	43 14%	19 13%	15 12%	14 10%	10 8%	4 8%	3 11%	4 7%	2 6%	11 15%	7 12%
Level 3 vocational qualification or advanced apprenticeship	43 5%	53 6%	34 11%	25 8%	71 7%	70 7%	44 7%	47 8%	21 7%	25 7%	72 7%	67 7%	20 7%	20 7%	6 4%	8 6%	2 1%	5 4%	-	*	2 4%	2 6%	3 5%	6 9%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	51 6%	61 7%	17 6%	24 8%	68 6%	81 8%	39 6%	45 7%	19 6%	24 7%	54 6%	73 8%	14 5%	18 6%	14 9%	8 6%	10 7%	9 8%	3 5%	3 10%	5 9%	5 14%	5 7%	4 7%
Level 4-5 vocational qualification or higher apprenticeship	27 3%	28 3%	9 3%	9 3%	32 3%	30 3%	15 2%	16 3%	10 3%	10 3%	24 3%	28 3%	11 4%	7 2%	4 3%	1 1%	7 5%	3 3%	2 4%	1 3%	3 6%	2 4%	4 5%	1 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	209 24%	197 24%	62 20%	70 22%	255 24%	249 24%	168 27%	158 26%	83 26%	89 25%	226 23%	211 22%	77 26%	84 28%	47 33%	38 31%	42 32%	40 35%	19 39%	7 29%	16 31%	10 26%	21 28%	21 34%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

Prepared by Yonder

.YONDER

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 537

**D5. What is the highest educational level that you have achieved to date?**

**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62	
Level 6 vocational qualification or degree apprenticeship	5 1%	7 1%	2 1%	* *	6 1%	8 1%	3 1%	1 *	* *	* *	6 1%	7 1%	2 1%	* *	2 1%	* *	1 *	* *	1 1%	* 1%	1 1%	-	1 1%	* *	
University higher degree (e.g. Masters, PhD or equivalent)	83 10%	70 8%	27 9%	25 8%	108 10%	93 9%	66 11%	58 10%	33 10%	37 11%	95 10%	85 9%	29 10%	33 11%	15 11%	17 14%	25 19%	22 19%	6 13%	5 20%	7 14%	3 9%	12 16%	9 14%	
Still studying/ still at school	12 1%	17 2%	3 1%	2 1%	15 1%	19 2%	14 2%	11 2%	8 3%	7 2%	14 1%	16 2%	10 3%	11 4%	2 1%	5 4%	2 2%	1 1%	* *	1 2%	* *	* 1%	* 1%	3 4%	1 2%
Prefer not to say	3 *	4 *	1 *	1 *	5 1%	5 *	4 1%	2 *	4 1%	2 1%	5 1%	3 *	4 1%	2 1%	* *	- -	- -	* *	- -	- -	1 1%	-	* *	- -	
Don't know	1 *	2 *	-	-	1 *	2 *	1 *	-	1 *	-	1 *	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 538

**D5. What is the highest educational level that you have achieved to date?**

**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
No formal qualifications (and I am not still studying)	2 1%	6 2%	52 5%	44 5%	8 2%	20 4%	45 6%	31 4%
Entry level qualification such as ESOL, ELC or Skills for Life	1 1%	1 *	1 *	2 *	2 1%	2 *	1 *	2 *
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	23 11%	26 10%	98 10%	74 8%	46 11%	45 10%	75 10%	58 8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	30 14%	43 17%	181 19%	167 19%	65 16%	84 19%	151 20%	127 18%
Level 1-2 vocational qualification or intermediate apprenticeship	7 3%	13 5%	22 2%	20 2%	11 3%	17 4%	19 2%	19 3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	26 12%	28 11%	128 14%	127 14%	59 14%	50 11%	97 13%	108 15%
Level 3 vocational qualification or advanced apprenticeship	16 7%	16 6%	62 7%	61 7%	31 8%	38 8%	46 6%	40 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	15 7%	21 8%	50 5%	65 7%	24 6%	32 7%	45 6%	54 8%
Level 4-5 vocational qualification or higher apprenticeship	7 3%	6 2%	29 3%	30 3%	9 2%	15 3%	27 4%	21 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	45 21%	61 24%	224 24%	204 23%	103 25%	101 22%	168 22%	167 24%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 538

**D5. What is the highest educational level that you have achieved to date?**

**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	218	256	937	885	415	454	755	702
Level 6 vocational qualification or degree apprenticeship	2 1%	2 1%	5 1%	6 1%	1 *	- -	6 1%	8 1%
University higher degree (e.g. Masters, PhD or equivalent)	36 17%	27 11%	73 8%	67 8%	44 11%	41 9%	66 9%	53 8%
Still studying/ still at school	7 3%	5 2%	8 1%	14 2%	8 2%	8 2%	7 1%	11 2%
Prefer not to say	* -	- -	5 1%	5 1%	4 1%	1 *	2 *	4 1%
Don't know	1 *	2 1%	- -	- -	1 *	2 *	- -	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 539

**D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?**

**Base: All Adult respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Yes	271 23%	236 20%	131 23%	113 20%	140 24%	121 21%	73 24%	58 19%	81 23%	67 20%	67 27%	63 26%	50 19%	48 18%	154 24%	125 19%	117 23%	110 22%	271 23%	236 20%	26 18%	19 14%	49 23%	49 23%		
No	883 75%	906 78%	430 75%	438 78%	452 76%	464 79%	229 75%	237 79%	265 76%	274 80%	176 72%	179 73%	206 78%	210 81%	494 75%	511 80%	383 75%	389 77%	883 75%	906 78%	112 78%	119 84%	163 76%	160 75%		
Prefer not to say	16 1%	13 1%	12 2%	10 2%	4 1%	3 1%	3 1%	4 1%	3 1%	2 1%	3 1%	3 1%	7 2%	2 1%	6 1%	6 1%	10 2%	5 1%	16 1%	13 1%	5 4%	3 2%	3 2%	3 2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 540

**D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?**

**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Yes	47 23%	35 17%	67 30%	58 26%	48 28%	44 25%	23 17%	27 19%	11 15%	5 7%	82 21%	75 20%	34 16%	31 15%	231 23%	208 21%	39 27%	27 20%	93 28%	84 24%	52 35%	49 28%	56 28%	44 23%	167 21%	143 19%
No	153 75%	162 80%	154 70%	161 74%	125 72%	129 75%	113 82%	109 80%	62 85%	67 93%	301 78%	305 80%	175 83%	176 84%	768 76%	789 78%	102 70%	108 79%	234 71%	262 80%	95 64%	129 72%	142 71%	147 76%	627 78%	623 81%
Prefer not to say	4 2%	5 2%	-	-	1 1%	-	2 2%	1 1%	-	-	4 1%	1 *	2 1%	1 1%	10 1%	10 1%	4 3%	2 1%	3 1%	2 1%	*	*	2 1%	2 1%	8 1%	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 541

**D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?**

**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Yes	173 20%	158 19%	99 33% <sup>d</sup>	79 24%	245 23%	207 20%	150 24%	140 23%	88 27%	87 25%	239 25%	204 21%	77 26%	69 23%	41 28%	34 28%	40 30%	34 29%	16 32%	9 37%	16 32%	10 28%	28 37%	20 32%
No	682 79%	665 80%	200 66%	241 74% <sup>c</sup>	809 76%	816 79%	458 74%	464 76%	227 70%	257 73%	717 74%	744 78%	212 71%	224 75%	99 69%	86 69%	91 68%	78 67%	31 63%	15 61%	34 66%	27 72%	46 60%	41 65%
Prefer not to say	12 1%	9 1%	3 1%	4 1%	16 2%	11 1%	11 2%	10 2%	9 3%	8 2%	10 1%	8 1%	9 3%	6 2%	4 3%	4 3%	3 2%	4 4%	3 5%	1 2%	1 2%	* *	2 3%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 542

**D6. Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?**

**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Yes	56 26%	63 25%	211 23%	172 19%	104 25%	96 21%	167 22%	140 20%
No	158 72%	187 73%	714 76%	706 80%	303 73%	348 77%	579 77%	558 80%
Prefer not to say	4 2%	6 3%	12 1%	7 1%	8 2%	9 2%	9 1%	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 543  
**D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?**  
**Base: All Adult respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
Modern professional	138 12%	130 11%	72 13%	57 10%	65 11%	73 12%	56 18%	49 17%	38 11%	41 12%	19 8%	16 11%	22 8%	21 8%	95 14%	90 14%	41 8%	37 7%	138 12%	130 11%	20 14%	21 15%	45 21%	30 14%		
Clerical and intermediate	121 10%	100 9%	56 10%	45 8%	66 11%	54 9%	29 9%	28 9%	58 17%	42 12%	18 7%	11 4%	17 7%	20 8%	86 13%	69 11%	35 7%	30 6%	121 10%	100 9%	22 15%	13 9%	36 17%z	21 10%		
Senior managers and administrators	108 9%	120 10%	63 11%	68 12%	45 8%	50 8%	41 14%	41 14%	41 12%	35 10%	12 5%	23 9%	14 5%	20 8%	82 13%	77 12%	26 5%	43 9%	108 9%	120 10%	22 15%	22 15%	19 9%	27 12%		
Technical and craft	215 18%	249 22%	108 19%	116 21%	107 18%	132 22%	53 17%	51 17%	57 16%	77 22%	65 26%	75 31%	40 15%	45 17%	110 17%	128 20%	105 21%	121 24%	215 18%	249 22%	15 10%	23 16%	26 12%	28 13%		
Semi-routine manual and service	161 14%	147 13%	78 14%	76 14%	83 14%	71 12%	29 10%	32 11%	42 12%	29 8%	41 17%	40 16%	49 18%	45 17%	71 11%	60 9%	90 18%	85 17%	161 14%	147 13%	20 14%	14 10%	21 10%	27 13%		
Routine manual and service	161 14%	161 14%	73 13%	94 17%	88 15%	66 11%	20 6%	28 9%	35 10%	46 13%	50 20%	47 19%	57 22%	39 15%	54 8%	74 11%	106 21%	86 17%	161 14%	161 14%	10 7%	18 12%	21 10%	33 16%		
Middle or junior managers	83 7%	74 6%	42 7%	35 6%	42 7%	39 7%	32 10%	24 8%	34 10%	23 7%	11 5%	9 4%	6 2%	18 7%am	65 10%	47 7%	18 3%	27 5%	83 7%	74 6%	7 5%	9 7%	11 5%	15 7%		
Traditional professional	90 8%	65 6%	46 8%	28 5%	44 7%	36 6%	31 10%	27 9%	20 6%	18 5%	19 8%	10 4%	20 8%	10 4%	51 8%	45 7%	39 8%r	19 4%	90 8%	65 6%	8 6%x	1 1%	15 7%	11 5%		
Long term unemployed	31 3%	34 3%	13 2%	13 2%	18 3%	21 4%	4 1%	2 1%	7 1%	15 4%	5 2%	6 2%	15 6%	11 4%	11 2%	16 3%	20 4%	17 3%	31 3%	34 3%	5 4%	4 3%	7 3%	5 3%		
Retired	5 *	12 1%	3 1%	7 1%	2 *	4 1%	1 *	2 1%	1 *	2 1%	- *	1 *	3 1%	7 3%	2 *	4 1%	3 1%	7 1%	5 *	12 1%	* *	3 2%	1 1%	1 1%		
Not applicable	25 2%	31 3%	8 1%	12 2%	17 3%	19 3%	1 *	8 3%g	9 3%	4 1%	2 1%	3 1%	9 4%	16 6%	11 2%	12 2%	11 2%	18 4%	25 2%	31 3%	3 2%	9 6%	10 5%	6 3%		
Prefer not to say	5 *	6 1%	2 *	2 *	2 *	4 1%	1 *	1 *	2 1%	3 1%	1 *	1 1%	1 *	* *	3 *	4 1%	1 *	2 *	5 *	6 1%	3 2%	- *	* *	2 1%		
Don't know	29 2%	29 3%	11 2%	7 1%	18 3%	22 4%	7 2%	6 2%	6 2%	10 3%	4 2%	3 1%	11 4%	9 3%	12 2%	16 2%	16 3%	12 2%	29 2%	29 3%	7 5%	6 4%	4 2%	7 3%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 544

**D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?**

**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
Modern professional	18 9%	23 11%	23 10%	29 13%	21 12%	15 9%	7 5%	10 7%	3 4%	1 2%	32 8%	26 7%	10 5%	11 5%	99 10%	104 10%	34 23%	25 18%	40 12%	43 12%	27 19%	28 16%	19 10%	20 11%	93 12%	83 11%
Clerical and intermediate	27 13%	17 8%	18 8%	26 12%	7 4%	9 5%	8 6%	9 7%	3 4%	5 7%	18 5%	23 6%	11 5%	14 7%	102 10%	82 8%	18 13%	18 13%	26 8%	25 7%	13 9%	12 7%	18 9%	17 9%	91 11%	74 10%
Senior managers and administrators	19 9%	25 12%	22 10%	21 10%	14 8%	10 6%	9 7%	12 9%	3 4%	5 6%	27 7%	26 7%	12 6%	16 8%	89 9%	107 11%	16 11%	11 8%	25 8%	37 11%	12 8%	23 13%	15 7%	17 9%	77 10%	78 10%
Technical and craft	32 16%	45 22%	42 19%	50 23%	41 23%	52 30%	41 30%	31 23%	18 25%	20 28%	100 26%	103 27%	59 28%	51 25%	205 20%	238 24%	9 6%	10 7%	58 17%	71 20%	22 15%	31 17%	34 17%	38 20%	154 19%	173 22%
Semi-routine manual and service	37 18%	25 12%	32 14%	26 12%	20 12%	23 14%	22 16%	23 17%	9 12%	9 13%	51 13%	55 14%	31 15%	32 15%	139 14%	129 13%	20 14%	17 12%	40 12%	40 12%	18 12%	15 9%	24 12%	25 13%	119 15%	102 13%
Routine manual and service	20 10%	27 13%	36 16%	36 16%	32 18%	21 12%	21 15%	18 13%	22 30% <sup>aj</sup>	8 11%	74 19% <sup>al</sup>	47 12%	26 13%	148 15%	137 14%	11 7%	21 15%	66 20%	57 17%	21 14%	29 16%	46 23%	32 23%	87 17%	98 11%	
Middle or junior managers	18 9%	8 4%	13 6% <sup>d</sup>	2 1%	15 8%	18 10%	14 10%	14 10%	5 6%	8 11%	34 9%	39 10%	19 9%	22 10%	71 7%	65 6%	12 8%	8 6%	23 7%	19 6%	12 8%	12 7%	14 7%	13 7%	58 7%	54 7%
Traditional professional	17 8%	9 4%	20 9%	12 6%	16 9%	14 8%	11 8%	10 7%	3 4%	7 9%	30 8%	31 8%	14 6%	17 8%	79 8% <sup>p</sup>	53 5%	11 7%	11 8%	19 6%	18 5%	8 6%	6 4%	9 5%	9 5%	69 9%	46 6%
Long term unemployed	11 5%	14 7%	6 3%	8 4%	- 1%	2 1%	- -	- -	2 3%	1 2%	2 1%	3 1%	2 1%	1 1%	24 2%	28 3%	6 4%	6 5%	11 3%	14 4%	6 4%	10 5%	7 4%	6 3%	19 2%	19 3%
Retired	1 *	4 2%	1 *	- -	2 1%	- -	- -	3 2%	- -	1 2%	2 *	5 1%	- -	5 2%	4 *	8 1%	1 1%	4 3%	3 1%	3 1%	- -	- -	3 2%	3 2%	2 *	9 1% <sup>y</sup>
Not applicable	1 1%	3 1%	6 3%	4 2%	2 1%	5 3%	- -	3 2%	3 4%	2 2%	4 1%	10 2%	3 1%	5 2%	22 2%	28 3%	3 2%	3 2%	6 2%	9 3%	3 2%	7 4%	2 1%	4 2%	18 2%	20 3%
Prefer not to say	- -	1 1%	1 *	- -	- -	- -	1 1%	1 1%	- -	1 2%	1 *	3 1%	1 1%	3 1%	4 *	5 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	2 *	1 *
Don't know	3 1%	2 1%	2 1%	4 2%	6 3%	4 3%	4 3%	2 1%	3 4%	4 5%	13 3%	10 3%	7 3%	6 3%	24 2%	26 3%	5 3%	4 3%	12 4%	10 3%	5 4%	3 2%	8 4%	8 4%	12 2%	13 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 545  
**D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruittab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
Modern professional	104 12%	94 11%	34 11%	36 11%	128 12%	120 12%	85 14%	78 13%	48 15%	44 12%	113 12%	108 11%	43 14%	37 12%	23 16%	16 13%	28 21%	15 13%	8 15%	4 16%	9 17%	5 13%	10 14%	7 11%
Clerical and intermediate	88 10%	77 9%	34 11%	23 7%	109 10%	87 8%	73 12%	57 9%	39 12%	32 9%	101 10%	85 9%	35 12%	35 12%	21 14%	13 11%	16 12%	13 11%	9 17%	4 18%	11 21%	6 17%	12 16%	7 11%
Senior managers and administrators	78 9%	87 10%	29 10%	33 10%	105 10%	111 11%	68 11%	78 13%	40 12%	40 11%	86 9%	107 11%	39 13%	37 12%	21 15%	21 17%	18 13%	17 15%	6 12%	5 20%	7 14%	2 6%	11 15%	10 17%
Technical and craft	170 20%	182 22%	45 15%	67 21%	184 17%	224e 22%	85 14%	117g 19%	47 15%	63 18%	184 19%	201 21%	34 11%	44 15%	24 17%	19 15%	21 15%	18 16%	4 9%	3 11%	4 9%	7 20%u	10 14%	10 16%
Semi-routine manual and service	116 13%	102 12%	45 15%	45 14%	153 14%	125 12%	89 14%	68 14%	47 11%	40 11%	130 13%	121 13%	48 16%	31 10%	16 11%	11 9%	13 10%	12 10%	7 15%	3 11%	5 10%	4 12%	9 12%	7 11%
Routine manual and service	124 14%	106 13%	37 12%	54 17%	147 14%	149 14%	77 12%	90 15%	37 11%	58 16%	133 14%	141 15%	36 12%	45 15%	12 8%	24 19%o	10 8%	16 14%	3 6%	2 8%	5 10%	5 13%	9 12%	6 9%
Middle or junior managers	59 7%	55 7%	24 8%	18 6%	75 7%	64 6%	45 7%	34 6%	20 6%	17 5%	66 7%	55 6%	20 7%	20 7%	9 6%	8 6%	13 10%	9 8%	8 16%	1 6%	3 5%	2 6%	5 7%	4 7%
Traditional professional	67 8%	47 6%	23 8%	18 6%	83 8%	58 6%	43 7%	36 6%	19 6%	22 6%	75 8%l	46 5%	12 4%	16 5%	6 4%	5 7%	10 6%	7 6%	2 4%	1 3%	3 6%	3 7%	4 5%	5 8%
Long term unemployed	16 2%	24 3%	15 5%	10 3%	30 3%	32 3%	14 2%	21 3%	7 2%	11 3%	24 2%	28 3%	6 2%	6 2%	1 1%	2 2%	* 2%	3 2%	* 1%	* 1%	* 1%	1 3%	1 3%	3 4%
Retired	5 1%	10 1%	- -	2 1%	4 -	11 1%	2 -	3 -	* -	2 1%	4 -	10 1%	* -	1 -	* -	* -	* -	* -	* -	* 1%	* -	* 1%	* -	1 2%
Not applicable	17 2%	22 3%	8 3%	8 3%	23 2%	30 3%	15 2%	15 2%	8 2%	10 3%	20 2%	24 2%	11 4%	11 4%	6 4%	2 2%	2 2%	3 3%	2 4%	* 2%	2 4%	- -	1 2%	1 2%
Prefer not to say	3 *	6 1%	- -	* -	5 *	4 *	4 1%	2 -	3 1%	* -	5 *	4 *	2 1%	* -	1 -	1 1%	- -	1 -	- -	* 2%	- -	- -	1 1%	* -
Don't know	21 2%	21 3%	8 2%	8 3%	24 2%	19 2%	19 3%	15 2%	10 3%	13 4%	25 3%	25 3%	12 4%	14 5%	3 2%	1 1%	3 2%	1 1%	1 2%	* 1%	2 4%	1 3%	2 2%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 546

**D7. Thinking back to when you were aged about 14, which best describes the sort of work the main/ highest income earner in your household did in their main job?**

**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
Modern professional	36 17%	38 15%	101 11%	91 10%	50 12%	59 13%	88 12%	71 10%
Clerical and intermediate	26 12%	18 7%	94 10%	82 9%	43 10%	43 10%	79 10%	57 8%
Senior managers and administrators	32 15%	28 11%	72 8%	91 10%	50 12%	48 10%	58 8%	73 10%
Technical and craft	25 11%	48 19% <sup>a</sup>	187 20%	196 22%	59 14%	83 18%	156 21%	166 24%
Semi-routine manual and service	43 20% <sup>b</sup>	24 9%	118 13%	122 14%	64 15%	62 14%	96 13%	85 12%
Routine manual and service	20 9%	46 18% <sup>a</sup>	137 15%	112 13%	46 11%	67 15%	115 15%	93 13%
Middle or junior managers	9 4%	15 6%	72 8%	57 6%	32 8%	24 5%	51 7%	50 7%
Traditional professional	20 9%	17 6%	70 7%	48 5%	32 8%	23 5%	58 8%	41 6%
Long term unemployed	-	2 1%	31 3%	32 4%	12 3%	13 3%	19 2%	21 3%
Retired	* *	1 1%	5 1%	11 1%	3 1%	6 1%	2 *	5 1%
Not applicable	3 1%	11 4%	22 2%	19 2%	13 3%	13 3%	12 2%	18 3%
Prefer not to say	1 1%	* *	3 *	6 1%	2 *	1 *	3 *	5 1%
Don't know	3 1%	8 3%	26 3%	19 2%	10 2%	13 3%	18 2%	17 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 547  
**D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?**  
 Base: All Adult respondents

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
At least one has a degree level qualification or degree equivalent or above	267 23%	236 20%	136 24% <sup>d</sup>	104 19%	131 22%	131 22%	106 35%	89 30%	80 23%	67 20%	43 17%	35 14%	38 14%	43 16%	185 28%	156 24%	81 16%	78 15%	267 23%	236 20%	56 39%	53 38%	83 39% <sup>z</sup>	57 27%
Qualifications below degree level	480 41%	446 39%	237 41%	243 43%	243 41% <sup>f</sup>	200 34%	108 35%	111 37%	168 48%	152 44%	96 39%	98 40%	104 40%	81 31%	276 42%	263 41%	201 39%	179 35%	480 41%	446 39%	73 51%	61 43%	97 45%	108 51%
No formal qualifications	267 23%	278 24%	121 21%	128 23%	145 24%	150 26%	60 20%	65 22%	57 16%	68 20%	74 30%	66 27%	73 28%	77 30%	117 18%	133 21%	148 29%	143 28%	267 23%	278 24%	5 3%	12 9%	19 9%	28 13%
Other	10 1%	9 1%	6 1%	7 1%	4 1%	3 *	- -	2 1%	7 2%	2 *	3 1%	6 3%	- -	- -	7 1%	3 1%	3 1%	6 1%	10 1%	9 1%	2 1%	- -	1 1%	1 *
Not applicable	6 *	5 *	2 *	1 *	4 1%	3 1%	1 *	1 *	2 1%	2 1%	2 1%	1 1%	1 *	1 *	3 *	3 1%	3 1%	2 *	6 *	5 *	- -	- -	- -	2 1%
Prefer not to say	3 *	6 1%	3 1%	4 1%	- *	2 *	1 *	2 1%	1 *	1 *	- *	2 1%	1 *	1 *	2 *	4 1%	1 *	2 *	3 *	6 1%	3 2%	* *	- -	- -
Don't know	138 12%	174 15% <sup>a</sup>	68 12%	75 13%	70 12%	99 17% <sup>e</sup>	30 10%	28 9%	35 10%	51 15%	28 11%	37 15%	46 18%	58 22%	65 10%	79 12%	74 14%	95 19%	138 12%	174 15% <sup>u</sup>	4 3%	15 11% <sup>w</sup>	14 6%	17 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 548

**D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?**

**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
At least one has a degree level qualification or degree equivalent or above	43 21%	46 23%	33 15%	35 16%	33 19%	23 13%	13 9%	16 11%	6 8%	6 8%	52 13%	44 12%	19 9%	21 10%	205 20%	192 19%	58 40%	43 31%	67 20%	73 21%	44 30%	48 27%	27 14%	33 17%	188 23%	155 20%
Qualifications below degree level	118 58%	99 49%	96 43%	86 39%	58 33%	44 26%	29 21%	34 25%	8 11%	15 21%	95 25%	93 24%	38 18%	49 24%	423 42%	392 39%	52 36%	48 35%	118 36%	122 35%	64 44%	65 37%	65 32%	59 31%	350 44%	309 40%
No formal qualifications	29 14%	28 14%	45 21%	48 22%	50 28%	64 37%	72 52%	67 49%	46 64%	31 44%	168 43%	162 43%	119 56%	98 47%	246 24%	246 24%	18 13%	29 21%	93 28%	91 26%	17 12%	32 18%	77 38%	64 33%	166 21%	183 24%
Other	1 *	2 1%	-	2 1%	3 2%	2 1%	2 1%	2 2%	-	1 1%	5 1%	5 1%	2 1%	3 1%	9 1%	9 1%	1 1%	-	-	1 *	-	-	-	1 1%	10 1%	8 1%
Not applicable	-	1 *	3 1%	1 *	1 1%	* *	-	1 1%	2 3%	1 2%	3 1%	2 1%	2 1%	2 1%	4 *	4 *	2 2%	1 1%	4 1%	1 *	2 2%	-	2 1%	1 1%	1 *	3 *
Prefer not to say	-	3 1%	-	1 *	-	-	-	-	-	2 3%	-	2 1%	-	2 1%	1 *	4 *	1 1%	2 1%	-	-	-	-	-	-	1 *	5 1%
Don't know	14 7%	24 12%	44 20%	46 21%	30 17%	40 23%	22 16%	18 13%	10 14%	15 21%	63 16%	72 19%	32 15%	33 16%	122 12%	159 16%	12 8%	15 11%	46 14%	59 17%	20 13%	33 19%	29 14%	34 18%	86 11%	108 14%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 549  
**D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
At least one has a degree level qualification or degree equivalent or above	188 22%	165 20%	80 26%	70 22%	261 24%	218 21%	177 29%	161 26%	101 31%	92 26%	224 23%	201 21%	98 33%	84 28%	52 36%	38 30%	55 41%r	32 28%	21 42%	10 41%	17 33%	9 25%	28 37%	21 33%
Qualifications below degree level	330 38%	285 34%	150 50%	161 50%	442 41%	414 40%	292 47%h	250 41%	146 45%	145 41%	396 41%	367 38%	133 44%	126 42%	65 46%	52 42%	55 41%	51 44%	23 46%	9 34%	25 50%	18 49%	36 47%	26 42%
No formal qualifications	227 26%	228 27%	39 13%	51 16%	231 22%	245 24%	90 15%	127 21%g	41 13%	61 17%	212 22%	230 24%	31 10%	40 13%	17 12%	17 14%	14 11%	23 20%q	4 8%	4 15%	5 10%	5 14%	7 9%	6 10%
Other	8 1%	7 1%	1 *	2 1%	8 1%	9 1%	4 1%	3 *	1 *	1 *	7 1%	6 1%	2 1%	2 1%	1 1%	-	1 1%	-	-	-	-	-	-	-
Not applicable	3 *	3 *	3 1%	3 1%	5 *	4 *	1 *	3 1%	-	1 *	5 1%	5 1%	1 *	3 1%	-	1 1%	-	1 1%	-	-	-	-	1 1%	1 1%
Prefer not to say	1 *	4 1%	-	2 1%	3 *	4 *	2 *	* *	2 1%	* *	3 *	4 *	2 1%	* *	-	* *	1 1%	* *	1 2%	2 7%	-	1 2%	-	* *
Don't know	110 13%	139 17%a	29 10%	35 11%	120 11%	141 14%	53 9%	69 11%	33 10%	52 15%	119 12%	143 15%	32 11%	44 15%	8 6%	16 13%o	8 6%	9 8%	1 1%	1 3%	4 7%	4 10%	4 6%	8 13%w

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 550  
**D8. What is the highest level of qualifications achieved by either of your parent(s) or guardian(s) by the time you were 18?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
At least one has a degree level qualification or degree equivalent or above	75 35%	75 29%	191 20%	160 18%	113 27%	115 25%	155 20%	121 17%
Qualifications below degree level	93 43%	108 42%	380 41%	334 38%	191 46%	201 44%	289 38%	245 35%
No formal qualifications	27 13%	45 18%	235 25%	231 26%	72 17%	79 18%	195 26%	199 28%
Other	1 *	-	9 1%	9 1%	3 1%	2 *	6 1%	8 1%
Not applicable	-	1 *	6 1%	4 1%	1 *	1 *	5 1%	5 1%
Prefer not to say	-	2 1%	3 *	4 1%	3 1%	5 1%	-	1 *
Don't know	21 10%	25 10%	114 12%	142 16% <sup>c</sup>	33 8%	51 11%	106 14%	123 18%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 551  
**D9. What type of school did you mainly attend between the ages of 11 and 16?**  
**Base: All Adult respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
State-run or state-funded school - selective on academic, faith or other grounds	333	357	167	182	166	171	116	124	88	98	68	58	60	73	204	222	127	132	333	357	40	58	60	53		
	28%	31%	29%	32%	28%	29%	38%	42%	25%	29%	27%	24%	23%	28%	31%	35%	25%	26%	28%	28%	41%	41%	28%	25%		
State-run or state-funded school - non-selective	669	640	318	315	351	323	138	131	206	190	153	163	171	154	344	321	324	316	669	640	76	59	117	121		
	57%	55%	55%	56%	59%	55%	45%	44%	59%	55%	62%	67%	65%	59%	53%	50%	64%	63%	57%	55%	53%	42%	55%	57%		
Independent or fee-paying school - bursary	36	39	24	11	12	28	16	13	12	16	3	5	5	6	28	28	9	11	36	39	6	7	5	7		
	3%	3%	4%	2%	2%	5%	5%	4%	3%	5%	1%	2%	2%	2%	4%	4%	2%	2%	3%	3%	4%	5%	2%	3%		
Independent or fee-paying school - no bursary	57	37	33	20	23	17	13	12	26	14	11	2	7	9	39	26	17	11	57	37	7	1	9	6		
	5%	3%	6%	4%	4%	3%	4%	4%	8%	4%	4%	1%	3%	3%	6%	4%	3%	2%	5%	3%	5%	1%	4%	3%		
Attended school outside the UK	46	52	17	19	29	33	18	17	12	17	7	11	7	7	30	34	14	17	46	52	3	6	17	19		
	4%	4%	3%	3%	5%	6%	6%	6%	4%	5%	3%	4%	3%	3%	5%	5%	3%	3%	4%	4%	2%	4%	8%	9%		
Other	12	10	5	6	7	5	2	1	1	4	3	1	5	3	3	5	8	4	12	10	3	1	2	1		
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%		
Prefer not to say	4	5	2	1	2	4	2	-	1	1	*	1	-	1	3	1	*	2	4	5	3	3	-	-		
	*	*	*	*	1%	1%	1%	-	*	*	*	1%	-	*	*	*	*	*	*	*	*	2%	2%	-	-	
Don't know	13	15	7	7	5	8	-	-	3	4	2	3	8	8	3	4	10	11	13	15	5	5	4	5		
	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	3%	3%	*	1%	2%	2%	1%	1%	3%	4%	2%	2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 552  
**D9. What type of school did you mainly attend between the ages of 11 and 16?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
State-run or state-funded school - selective on academic, faith or other grounds	48	48	43	42	45	63	67	64	30	29	142	155	97	93	296	320	34	35	81	102	19	48	56	61	245	242
	23%	24%	19%	19%	26%	36%	48%	47%	41%	40%	37%	41%	46%	44%	29%	32%	23%	26%	25%	29%	13%	27%	28%	32%	31%	31%
State-run or state-funded school - non-selective	123	120	157	156	107	92	57	54	31	38	195	183	88	91	591	568	73	67	210	211	108	112	126	117	442	418
	60%	60%	71%	71%	61%	53%	41%	39%	43%	52%	51%	48%	42%	44%	59%	56%	50%	49%	64%	61%	73%	63%	63%	61%	55%	54%
Independent or fee-paying school - bursary	10	9	3	3	3	6	6	5	3	2	12	13	9	7	29	31	8	8	12	6	6	3	6	3	23	31
	5%	4%	1%	2%	2%	3%	4%	4%	4%	3%	3%	3%	4%	4%	3%	3%	5%	6%	4%	2%	4%	2%	3%	2%	3%	4%
Independent or fee-paying school - no bursary	10	6	8	8	12	4	6	10	4	3	22	16	10	12	46	33	9	5	10	5	4	3	6	2	44	31
	5%	3%	4%	4%	7%	2%	5%	7%	6%	4%	6%	4%	5%	6%	5%	3%	6%	3%	3%	2%	3%	2%	3%	1%	6%	4%
Attended school outside the UK	10	13	8	8	4	4	2	2	2	-	8	6	4	2	24	29	19	21	10	14	7	7	1	6	31	34
	5%	6%	4%	4%	2%	2%	1%	2%	3%	-	2%	2%	2%	1%	2%	3%	13%	15%	3%	4%	5%	4%	1%	3%	4%	4%
Other	-	2	1	1	2	2	1	2	3	*	6	4	4	3	10	8	2	2	4	3	3	1	2	1	8	8
	-	1%	*	*	1%	1%	1%	2%	4%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	-	1	1	-	-	1	-	-	-	-	-	1	-	-	3	5	*	-	1	3	-	1	1	2	2	1
	-	1%	1%	-	-	1%	-	-	-	-	-	*	-	-	*	1%	*	-	1%	1%	-	1%	*	1%	*	*
Don't know	3	2	-	-	1	3	-	-	-	-	1	3	-	-	11	13	-	-	2	3	1	3	2	1	7	5
	1%	1%	-	-	1%	2%	-	-	-	-	*	1%	-	-	1%	1%	-	-	1%	1%	1%	2%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 553  
**D9. What type of school did you mainly attend between the ages of 11 and 16?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
State-run or state-funded school - selective on academic, faith or other grounds	255	274	78	83	297	318	165	172	96	98	270	292	82	89	41	31	38	35	18	7	16	12	23	17
	29%	33%	26%	26%	28%	31%	27%	28%	30%	28%	28%	31%	27%	30%	28%	25%	29%	30%	36%	28%	32%	33%	30%	28%
State-run or state-funded school - non-selective	493	448	176	192	614	575	355	355	172	197	561	531	164	168	82	78	59	57	21	13	24	21	38	35
	57%	54%	58%	59%	57%	56%	57%	58%	53%	56%	58%	56%	55%	56%	57%	63%	44%	49%	41%	51%	47%	56%	49%	56%
Independent or fee-paying school - bursary	26	28	10	11	32	34	20	20	15	13	31	36	12	9	7	4	14	6	7	2	4	2	5	4
	3%	3%	3%	3%	3%	3%	3%	3%	5%	4%	3%	4%	4%	3%	5%	3%	11%	5%	14%	10%	8%	5%	7%	6%
Independent or fee-paying school - no bursary	43	31	14	6	55	33	30	17	16	14	43	34	16	8	6	2	10	4	2	1	3	1	5	3
	5%	4%	4%	2%	5%	3%	5%	3%	5%	4%	4%	4%	5%	3%	4%	2%	7%	4%	3%	3%	6%	3%	6%	6%
Attended school outside the UK	28	25	18	27	46	52	34	39	13	22	39	41	17	15	4	4	8	9	1	1	2	1	4	2
	3%	3%	6%	8%	4%	5%	5%	6%	4%	6%	4%	4%	6%	5%	3%	3%	6%	8%	3%	3%	3%	3%	6%	4%
Other	9	10	3	-	10	10	7	3	3	2	10	9	3	3	1	*	2	*	1	*	1	-	-	*
	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	1%	*	2%	2%	3%	-	-	1%
Prefer not to say	2	4	1	2	4	5	2	3	2	3	3	2	2	2	*	-	-	1	*	-	-	-	*	-
	*	*	*	1%	*	1%	*	*	1%	1%	*	*	1%	1%	*	-	-	1%	1%	-	-	-	*	-
Don't know	10	12	3	3	13	8	6	5	6	4	8	12	3	5	1	5	2	3	1	1	1	*	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	4%	2%	3%	1%	3%	1%	1%	1%	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 554  
**D9. What type of school did you mainly attend between the ages of 11 and 16?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
State-run or state-funded school - selective on academic, faith or other grounds	62 28%	68 27%	270 29%	285 32%	113 27%	144 32%	219 29%	213 30%
State-run or state-funded school - non-selective	124 57%	142 55%	534 57%	488 55%	235 57%	252 56%	434 58%	387 55%
Independent or fee-paying school - bursary	8 4%	9 3%	28 3%	30 3%	12 3%	12 3%	24 3%	27 4%
Independent or fee-paying school - no bursary	11 5%	11 4%	45 5%	26 3%	22 5%	13 3%	35 5%	24 3%
Attended school outside the UK	11 5%	14 6%	35 4%	38 4%	19 5%	22 5%	27 4%	30 4%
Other	1 *	4 1%	11 1%	7 1%	5 1%	4 1%	7 1%	7 1%
Prefer not to say	-	2 1%	3 *	4 *	2 *	2 *	3 *	4 1%
Don't know	1 1%	7 3%	10 1%	8 1%	7 2%	4 1%	6 1%	10 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 555  
**D11. What is your relationship to your child?**  
**Base: All children**

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)
Unweighted base	118	100	63	49	55	51	51	43	27	27	19	12	21	17	78	70	40	29	118	100
Weighted base	89	87	45*	45*	43*	43*	37*	38*	21**	22**	14**	12**	16**	15**	58	60	30*	27**	89	87
Effective base	94	93	46	46	48	47	40	40	23	25	15	11	17	16	63	66	31	27	94	93
Mother	31 35%	28 33%	16 36%	16 36%	15 34%	12 29%	6 17%	10 27%	9 41%	5 25%	7 51%	5 40%	9 54%	8 56%	15 26%	15 26%	16 53%	13 49%	31 35%	28 33%
Father	47 54%	47 53%	26 58%	24 54%	21 48%	23 53%	26 70%	22 58%	9 44%	12 55%	7 46%	6 54%	6 35%	5 35%	35 61%	34 57%	12 40%	12 43%	47 54%	47 53%
Step-mother	1 1%	1 1%	-	1 2%	1 2%	-	-	-	-	1 4%	-	-	1 4%	-	-	1 2%	2 2%	-	1 1%	1 1%
Step-father	2 3%	5 6%	1 1%	1 2%	2 4%	4 10%	1 2%	2 6%	1 6%	1 7%	-	1 6%	* 3%	1 5%	2 3%	4 6%	* 1%	1 5%	2 3%	5 6%
Grandmother	1 1%	1 2%	-	1 2%	1 3%	1 2%	1 1%	-	1 4%	1 3%	-	-	-	1 5%	1 2%	1 1%	-	1 3%	1 1%	1 2%
Grandfather	-	1 1%	-	-	-	1 1%	-	-	-	1 3%	-	-	-	-	-	1 1%	-	-	-	1 1%
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uncle	1 1%	1 2%	* 1%	-	* 1%	1 3%	-	1 2%	* 2%	1 3%	* 3%	-	-	-	* 1%	1 2%	* 1%	-	1 1%	1 2%
Other relative	2 3%	3 3%	-	2 5%	2 6%	1 2%	2 4%	3 8%	1 4%	-	-	-	-	-	2 4%	3 5%	-	-	2 3%	3 3%
Foster carer	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-
Other legal guardian	2 2%	-	2 4%	-	* 1%	-	1 4%	-	-	-	-	-	1 4%	-	1 2%	-	1 2%	-	2 2%	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 556  
**D11. What is your relationship to your child?**  
**Base: All children**

	Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		No Impacting/limiting condition	
	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)	Wave 2 (z)
Unweighted base	99	83	19	16	31	21	21	16	85	76
Weighted base	76	72	13**	14**	23**	18**	14**	13**	65	67
Effective base	80	77	14	15	23	20	16	15	70	71
Mother	28 37%	28 39%	3 20%	1 4%	10 45%	6 36%	7 46%	6 42%	20 31%	22 33%
Father	40 53%	37 51%	7 57%	9 64%	10 43%	9 52%	5 33%	6 48%	37 57%	35 52%
Step-mother	-	-	1 5%	1 7%	-	-	-	-	1 1%	1 1%
Step-father	2 2%	4 6%	1 4%	1 5%	-	1 8%	-	1 5%	2 4%	4 5%
Grandmother	1 2%	1 2%	-	-	-	-	-	-	1 2%	1 2%
Grandfather	-	-	-	1 4%	-	-	-	-	-	-
Aunt	-	-	-	-	-	-	-	-	-	-
Uncle	1 1%	1 2%	3 3%	-	-	-	-	-	1 1%	1 2%
Other relative	2 3%	1 1%	1 4%	2 16%	2 8%	1 4%	2 13%	1 5%	1 1%	2 3%
Foster carer	1 1%	-	-	-	1 3%	-	1 4%	-	-	-
Other legal guardian	1 2%	-	1 5%	-	1 2%	-	1 3%	-	2 2%	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 557  
**D11. What is your relationship to your child?**  
**Base: All children**

	Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruiteab	
	Wave 2	Wave 1	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(t)
Unweighted base	97	117	97	96	80	91	79	83	73	84	71	46	39	30	37	18	13	
Weighted base	85	88	84	73	69	66	70	67	63	66	62	33*	37*	18**	33*	13**	13**	
Effective base	91	93	90	75	75	74	74	65	69	65	67	31	37	22	34	13	12	
Mother	28 33%	30 34%	28 34%	24 32%	24 35%	22 33%	23 33%	20 30%	20 31%	23 35%	20 32%	10 29%	11 29%	2 12%	8 23%	2 15%	4 30%	
Father	45 53%	47 54%	43 52%	41 56%	34 48%	39 59%	38 54%	40 60%	34 54%	35 53%	33 54%	19 57%	19 51%	13 74%	21 62%	9 66%	7 57%	
Step-mother	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	1 2%	-	1 3%	-	1 3%	-	1 8%	
Step-father	4 5%	2 3%	5 6%	2 2%	5 7%	1 2%	4 5%	2 2%	4 6%	2 3%	4 6%	1 3%	2 4%	1 3%	1 2%	1 4%	-	
Grandmother	1 2%	1 1%	1 2%	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%	1 2%	1 4%	-	1 2%	-	-	
Grandfather	1 1%	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	
Aunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Uncle	1 2%	1 1%	1 2%	1 1%	2 2%	1 1%	-	1 1%	2 2%	1 1%	-	1 1%	4 4%	2 2%	4 4%	3 3%	5 5%	
Other relative	3 3%	2 3%	3 3%	2 3%	3 4%	2 2%	3 4%	1 2%	2 3%	2 4%	3 5%	*	2 6%	*	1 3%	*	-	
Foster carer	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	
Other legal guardian	-	2 2%	-	2 3%	-	1 2%	-	2 3%	-	-	-	2 6%	-	1 6%	-	1 8%	-	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 558  
**D11. What is your relationship to your child?**  
**Base: All children**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	43	42	74	55	61	52	57	48
Weighted base	31*	37*	57	48	44*	47*	44*	41*
Effective base	33	39	60	51	50	49	44	44
Mother	9 30%	7 18%	22 38%	21 44%	14 32%	16 33%	17 37%	13 32%
Father	19 61%	22 60%	29 50%	23 49%	24 55%	28 60%	23 52%	18 45%
Step-mother	-	1 3%	-	-	-	-	1 2%	1 2%
Step-father	1 3%	2 6%	1 2%	2 4%	* 1%	2 3%	2 4%	4 9%
Grandmother	-	1 2%	1 2%	1 1%	1 1%	1 2%	1 2%	1 2%
Grandfather	-	-	-	1 1%	-	-	-	1 2%
Aunt	-	-	-	-	-	-	-	-
Uncle	1 3%	1 4%	-	-	* 1%	-	* 1%	1 3%
Other relative	1 2%	3 8%	2 3%	-	2 4%	1 1%	1 2%	2 6%
Foster carer	-	-	1 1%	-	1 1%	-	-	-
Other legal guardian	-	-	2 4%	-	2 5%	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 559  
**D13. Which school year is your child currently in?**  
 Base: All children

	Wave 1 (a)	Wave 2 (b)	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17	
			Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)
Unweighted base	118	100	63	49	55	51	51	43	27	27	19	12	21	17	78	70	40	29	118	100
Weighted base	89	87	45*	45*	43*	43*	37*	38*	21**	22**	14**	12**	16**	15**	58	60	30*	27**	89	87
Effective base	94	93	46	46	48	47	40	40	23	25	15	11	17	16	63	66	31	27	94	93
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	15 17%	11 13%	8 19%	8 17%	7 16%	3 8%	9 23%	3 9%	2 10%	4 21%	2 11%	-	3 20%	3 23%	11 18%	8 13%	5 15%	3 13%	15 17%	11 13%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	15 17%	14 16%	9 19%	6 14%	6 14%	8 18%	6 17%	6 16%	4 19%	1 7%	4 29%	2 14%	* 3%	5 31%	10 18%	8 13%	5 15%	6 24%	15 17%	14 16%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	18 21%	15 17%	11 23%	6 12%	8 18%	10 22%	9 23%	6 16%	6 27%	4 14%	* 3%	2 14%	4 22%	4 26%	14 24%	9 16%	4 13%	6 21%	18 21%	15 17%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	11 13%	17 19%	4 10%	11 24%	7 16%	6 14%	4 9%	9 24%	3 17%	6 26%	2 15%	1 6%	2 14%	-	7 12%	15 25%	4 15%	1 3%	11 13%	17 19%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12 14%	16 18%	4 8%	6 13%	9 20%	10 23%	5 12%	7 18%	2 11%	5 21%	2 11%	1 10%	4 23%	3 20%	7 12%	12 19%	5 17%	4 15%	12 14%	16 18%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	9 10%	9 10%	4 8%	5 12%	5 12%	4 9%	4 11%	5 13%	4 17%	2 9%	1 6%	2 19%	-	-	8 13%	7 11%	1 3%	2 9%	9 10%	9 10%
My child is no longer in school	8 9%	6 7%	6 13%	3 7%	2 5%	3 6%	1 4%	1 4%	-	-	4 25%	4 36%	3 18%	-	1 3%	1 2%	6 21%	4 16%	8 9%	6 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 560  
**D13. Which school year is your child currently in?**  
**Base: All children**

	Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		No Impacting/limiting condition	
	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (y)	Wave 2 (z)
Unweighted base	99	83	19	16	31	21	21	16	85	76
Weighted base	76	72	13**	14**	23**	18**	14**	13**	65	67
Effective base	80	77	14	15	23	20	16	15	70	71
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	14 19%	8 11%	1 7%	3 21%	5 21%	2 9%	3 20%	1 5%	11 16%	9 13%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	12 16%	13 18%	3 21%	- -	2 10%	4 24%	2 16%	3 26%	12 19%	10 15%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	16 22%	14 19%	2 13%	1 9%	2 10%	2 10%	1 8%	1 8%	16 24%	13 20%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	8 11%	13 18%	3 24%	4 25%	5 22%	4 24%	3 20%	3 24%	6 10%	12 17%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	12 15%	10 15%	1 4%	5 36%	4 16%	4 22%	4 26%	3 22%	8 12%	10 15%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	5 7%	8 11%	3 25%	1 8%	4 17%	1 7%	1 5%	1 9%	5 7%	8 12%
My child is no longer in school	7 10%	6 8%	1 5%	- -	1 3%	1 5%	1 5%	1 7%	7 11%	5 7%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 561  
**D13. Which school year is your child currently in?**  
**Base: All children**

	Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab	
	Wave 2		Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted base	97	117	97	96	80	91	79	83	73	84	71	46	39	30	37	18	13	
Weighted base	85	88	84	73	69	66	70	67	63	66	62	33*	37*	18**	33*	13**	13**	
Effective base	91	93	90	75	75	74	74	65	69	65	67	31	37	22	34	13	12	
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	11 13%	15 18%	11 13%	12 16%	10 14%	13 20%	10 14%	11 16%	7 11%	12 18%	8 13%	7 20%	7 19%	6 33%	4 11%	4 28%	1 10%	
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	14 17%	14 16%	14 17%	13 17%	9 13%	12 18%	10 15%	11 17%	10 16%	10 15%	8 12%	6 18%	6 16%	2 12%	4 13%	1 11%	3 24%	
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	15 18%	18 21%	13 16%	13 18%	11 16%	14 21%	12 17%	14 22%	12 19%	12 18%	14 23%	6 18%	2 5%	3 17%	2 5%	4 32%	-	
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	17 20%	11 13%	17 20%	9 12%	15 21%	9 14%	12 18%	8 12%	14 22%	9 14%	12 19%	3 10%	8 23%	3 16%	12 35%	1 6%	5 39%	
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	15 18%	12 14%	16 19%	10 14%	16 23%	8 12%	15 21%	8 11%	11 18%	9 14%	13 22%	4 11%	6 16%	2 9%	7 21%	1 9%	2 16%	
Year 13/ Upper Sixth (England)/ Year 14 (NI)	8 10%	9 10%	9 11%	8 11%	6 9%	4 7%	7 10%	8 12%	6 9%	6 9%	3 5%	1 4%	5 14%	1 6%	5 14%	1 8%	1 12%	
My child is no longer in school	4 5%	8 9%	4 5%	8 11%	3 4%	6 9%	3 5%	7 10%	3 5%	8 12%	3 6%	6 18%	2 6%	1 8%	-	1 5%	-	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 562  
**D13. Which school year is your child currently in?**  
**Base: All children**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	43	42	74	55	61	52	57	48
Weighted base	31*	37*	57	48	44*	47*	44*	41*
Effective base	33	39	60	51	50	49	44	44
Year 8 (England)/ S2 (Scotland)/ Year 9 (NI)	7 23%	3 7%	8 14%	9 18%	5 12%	6 12%	10 23%	6 13%
Year 9 (England)/ S3 (Scotland)/ Year 10 (NI)	8 27%	5 14%	7 11%	8 17%	7 15%	9 20%	8 19%	5 12%
Year 10 (England)/ S4 (Scotland)/ Year 11 (NI)	5 17%	5 14%	12 22%	9 19%	14 31%	7 16%	4 10%	8 19%
Year 11 (England)/ S5 (Scotland)/ Year 12 (NI)	4 13%	8 22%	7 13%	8 16%	7 17%	11 23%	4 9%	6 15%
Year 12/ Lower Sixth (England)/ S6 (Scotland)/ Year 13 (NI)	3 11%	7 20%	9 15%	8 17%	3 7%	8 18%	9 20%	7 18%
Year 13/ Upper Sixth (England)/ Year 14 (NI)	3 8%	6 16%	6 11%	3 6%	4 8%	1 3%	5 11%	8 19%
My child is no longer in school	-	2 6%	8 14%	3 7%	4 10%	4 9%	3 8%	1 3%

**Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h**  
**Overlap formulae used. \* small base**

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 563  
**D16. Is the house or flat in which you mainly live...?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
NET: Owned	808 64%	779 63%	408 66%	387 64%	400 62%	391 62%	272 80%	269 80%	224 60%	222 61%	185 71%	165 64%	125 45%	120 44%	497 70%	491 70%	310 57%	284 54%	62 70%	56 64%	746 64%	723 63%	75 52%	78 55%	111 51%	93 44%		
Owned outright (without mortgage)	435 35%	414 33%	224 36%	197 33%	211 33%	216 34%	140 41%	142 42%	117 32%	111 30%	88 34%	78 31%	88 32%	80 29%	257 36%	252 36%	177 33%	158 30%	25 28%	20 23%	410 35%	393 34%	27 19%	31 22%	28 13%	28 13%		
Owned with a mortgage or loan	373 30%	366 29%	184 30%	190 31%	189 30%	174 28%	133 39%	127 38%	107 29%	111 31%	97 37%	86 34%	36 13%	40 14%	240 34%	239 34%	133 25%	126 24%	37 41%	36 41%	337 29%	330 29%	47 33%	47 33%	83 39%	65 31%		
NET: Rented	430 34%	436 35%	200 32%	202 33%	230 36%	229 36%	65 19%	62 19%	137 37%	129 35%	73 28%	87 34%	150 54%	151 55%	202 28%	191 27%	224 41%	239 45%	25 29%	31 35%	405 35%	405 35%	59 41%	48 34%	102 47%	117 55%		
Rented from the council	97 8%	92 7%	39 6%	38 6%	58 9%	54 9%	12 4%	9 3%	27 7%	16 4%	21 8%	22 8%	37 13%	42 15%	39 5%	25 4%	57 11%	64 12%	6 7%	11 13%	91 8%	80 7%	7 5%	6 4%	19 9%	22 10%		
Rented from a housing association	108 9%	113 9%	57 9%	49 8%	52 8%	63 10%	9 3%	14 4%	32 9%	27 7%	16 6%	22 9%	50 18%	49 18%	41 6%	41 6%	66 12%	71 13%	10 11%	4 5%	98 8%	109 9%	16 11%	14 10%	13 6%	24 11%		
Rented from someone else	225 18%	231 19%	105 17%	116 19%	121 19%	112 18%	43 13%	40 12%	79 21%	86 24%	37 14%	43 17%	64 23%	60 22%	122 17%	126 18%	101 19%	104 20%	10 11%	15 17%	216 18%	216 19%	36 25%	28 20%	70 33%	70 33%		
Rent free	21 2%	28 2%	10 2%	16 3%	11 2%	11 2%	5 1%	5 2%	9 3%	14 4%	2 1%	4 2%	4 2%	4 2%	15 2%	19 3%	6 1%	9 2%	1 2%	1 1%	20 2%	27 2%	9 7%	16 11%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 564  
**D16. Is the house or flat in which you mainly live...?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
NET: Owned	123 60%	102 51%	129 58%	143 65%	135 77%	138 80%	112 81%	109 79%	62 85%	60 84%	309 80%	307 81%	174 82%	169 81%	714 66%	691 64%	85 54%	85 56%	202 57%	206 56%	79 49%	82 43%	117 56%	114 57%	582 67%	551 66%
Owned outright (without mortgage)	37 18%	22 11%	62 28%	62 29%	95 54%	91 53%	102 73%	102 74%	59 82%	56 79%	256 66%	249 65%	161 76%	158 76%	389 36%	375 35%	40 26%	37 24%	130 37%	127 35%	43 26%	41 22%	80 38%	72 36%	295 34%	274 33%
Owned with a mortgage or loan	87 42%	80 40%	67 30%	80 37%	40 23%	47 27%	10 7%	7 5%	3 4%	4 5%	53 14%	58 15%	13 6%	11 5%	325 30%	316 29%	45 28%	48 32%	72 20%	79 22%	36 22%	41 21%	37 18%	42 21%	287 33%	277 33%
NET: Rented	79 39%	97 48%	91 41%	71 32%	40 23%	34 20%	27 19%	27 20%	7 10%	12 16%	74 19%	73 19%	34 16%	39 19%	351 32%	370 34%	72 46%	58 39%	146 41%	152 42%	80 50%	106 55%	89 42%	82 41%	268 31%	265 32%
Rented from the council	21 10%	19 10%	16 7%	16 7%	15 9%	8 4%	11 8%	9 6%	2 3%	1 1%	28 7%	17 4%	13 6%	9 4%	81 7%	79 7%	15 10%	11 7%	31 9%	32 9%	15 9%	23 12%	24 12%	21 11%	64 7%	58 7%
Rented from a housing association	15 7%	28 14%a	35 16%a	19 9%	10 6%	13 7%	8 6%	9 7%	1 2%	2 3%	19 5%	24 6%	9 4%	11 5%	89 8%	94 9%	17 11%	16 11%	50 14%	51 14%	24 15%	35 18%	32 15%	29 14%	53 6%	57 7%
Rented from someone else	43 21%	50 25%	40 18%	36 17%	15 8%	13 8%	8 6%	10 7%	4 5%	9 12%	27 7%	32 8%	12 6%	19 9%	182 17%	196 18%	41 26%	32 21%	65 18%	69 19%	42 26%	48 25%	33 16%	32 16%	151 17%	150 18%
Rent free	2 1%	2 1%	2 1%	5 2%	-	1 *	-	1 *	4 5%	-	4 1%	1 *	4 2%	1 *	19 2%	18 2%	1 *	8 5%q	5 1%	7 2%	3 2%	3 2%	3 1%	3 2%	16 2%	20 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 565  
**D16. Is the house or flat in which you mainly live...?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruittab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
NET: Owned	572	542	173	237	740	689	412	409	221	232	640	625	199	201	100	95	94	94	39	22	29	22	42	41
	66%	65%	57%	58%	64%	62%	60%	60%	57%	55%	62%	61%	54%	56%	57%	59%	62%	63%	62%	59%	57%	58%	55%	66%
Owned outright (without mortgage)	384	359	25	55	396	362	163	167	78	77	337	315	63	64	36	36	41	32	13	5	11	10	17	16
	44%	43%	8%	13%	34%	32%	24%	24%	20%	18%	33%	31%	17%	18%	21%	22%	27%	22%	20%	13%	22%	27%	23%	26%
Owned with a mortgage or loan	188	184	148	182	344	326	249	242	143	156	303	310	136	137	64	59	53	62	26	17	18	11	25	25
	22%	22%	49%	45%	30%	29%	36%	35%	37%	37%	29%	30%	37%	38%	36%	37%	35%	41%	42%	46%	35%	31%	32%	40%
NET: Rented	278	269	126	166	400	402	268	256	158	179	374	373	156	144	72	56	53	52	24	14	22	15	34	20
	32%	32%	42%	41%	35%	36%	39%	37%	41%	42%	36%	37%	43%	40%	41%	35%	35%	35%	37%	38%	43%	39%	45% <sup>x</sup>	32%
Rented from the council	58	50	33	42	86	84	50	48	38	40	78	73	35	37	10	16	7	11	4	3	3	3	6	4
	7%	6%	11%	10%	7%	7%	7%	7%	10%	9%	8%	7%	10%	10%	6%	10%	4%	7%	7%	9%	6%	7%	8%	7%
Rented from a housing association	67	77	30	36	101	101	69	67	37	40	91	98	39	35	19	6	9	12	5	1	6	4	7	4
	8%	9%	10%	9%	9%	9%	10%	10%	9%	9%	9%	10%	11%	10%	11% <sup>p</sup>	4%	6%	8%	7%	3%	13%	11%	9%	6%
Rented from someone else	152	143	63	88	212	217	149	141	83	99	204	201	82	72	42	34	37	29	15	10	12	8	21	12
	18%	17%	21%	22%	18%	19%	21%	21%	21%	24%	20%	20%	22%	20%	24%	21%	25%	20%	23%	26%	24%	20%	28%	20%
Rent free	17	23	3	5	18	28	12	18	10	11	18	22	10	15	4	10	3	3	1	1	-	1	*	1
	2%	3%	1%	1%	2%	2%	2%	3%	3%	3%	2%	2%	3%	4%	3%	6%	2%	2%	1%	3%	-	3%	*	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 566  
**D16. Is the house or flat in which you mainly live...?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
NET: Owned	147 59%	171 58%	649 65%	599 64%	266 58%	291 58%	541 68%	488 66%
Owned outright (without mortgage)	60 24%	62 21%	369 37%	345 37%	110 24%	114 23%	324 41%	299 40%
Owned with a mortgage or loan	88 35%	109 37%	280 28%	254 27%	156 34%	177 35%	217 27%	189 25%
NET: Rented	93 37%	115 39%	333 33%	314 34%	182 40%	199 40%	248 31%	237 32%
Rented from the council	16 7%	25 8%	78 8%	64 7%	34 7%	47 9%	63 8%	45 6%
Rented from a housing association	23 9%	28 10%	85 9%	82 9%	45 10%	44 9%	64 8%	69 9%
Rented from someone else	54 22%	62 21%	170 17%	167 18%	104 23%	108 22%	122 15%	123 17%
Rent free	8 3%	8 3%	12 1%	20 2%	11 2%	10 2%	10 1%	18 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 567  
**D17. What is the total number of people in the household (including yourself and any children)?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
1	272 22%	271 22%	147 24%	141 23%	125 19%	128 20%	70 21%	67 20%	88 24%	93 25%	27 10%	31 12%	85 30%	79 29%	158 22%	159 23%	112 21%	110 21%	-	-	272 23%	271 23%	6 5%	11 8%	33 15%	34 16%		
2	431 34%	398 32%	204 33%	188 31%	227 35%	210 33%	112 33%	98 29%	128 35%	124 34%	98 38%	82 32%	93 33%	88 32%	240 34%	222 32%	191 35%	170 32%	8 9%	3 4%	423 36%	395 34%	34 24%	21 15%	69 32%	50 24%		
3	238 19%	220 18%	115 19%	118 20%	123 19%	102 16%	67 20%	62 18%	58 16%	55 15%	56 21%	49 19%	57 21%	54 20%	124 17%	117 17%	113 21%	103 19%	23 26%	28 32%	215 18%	192 17%	38 26%	38 27%	53 25%	47 22%		
4	205 16%	221 18%	94 15%	99 16%	110 17%	119 19%	54 16%	69 21%	75 20%	53 14%	54 21%	65 25%	21 8%	32 12%	129 18%	122 17%	75 14%	97 18%	30 34%	28 32%	175 15%	193 17%	39 27%	45 32%	42 20%	48 23%		
5+	114 9%	133 11%	58 9%	59 10%	56 9%	74 12%	39 12%	41 12%	22 6%	40 11%	26 10%	29 11%	24 8%	22 8%	61 9%	80 11%	49 9%	51 10%	28 32%	29 33%	86 7%	104 9%	26 18%	26 18%	18 8%	32 15%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 568  
**D17. What is the total number of people in the household (including yourself and any children)?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
1	37 18%	40 20%	72 33%	52 24%	50 28%	62 36%	49 35%	39 28%	25 34%	32 45%	123 32%	133 35%	73 35%	71 34%	247 23%	255 24%	18 11%	13 9%	96 27%	109 30%	50 31%	56 29%	56 27%	62 31%	167 19%	156 19%
2	54 26%	50 25%	57 26%	64 29%	94 54%	86 50%	72 52%	84 62%	44 60%	39 54%	210 54%	209 55%	116 55%	123 59%	393 36%	368 34%	36 23%	29 19%	138 39%	117 32%	48 30%	46 24%	86 41%	69 35%	283 33%	272 33%
3	44 21%	39 19%	47 21%	44 20%	19 11%	12 7%	10 7%	11 8%	4 6%	1 1%	34 9%	24 6%	14 7%	12 6%	198 18%	181 17%	36 23%	35 23%	55 16%	52 14%	23 14%	31 16%	33 16%	27 14%	177 20%	156 19%
4	49 24%	51 25%	29 13%	39 18%	9 5%	8 5%	7 5%	2 1%	-	-	16 4%	10 3%	7 3%	2 1%	167 15%	188 17%	35 22%	32 21%	39 11%	62 17% <sub>s</sub>	26 16%	44 23%	20 9%	28 14%	157 18%	150 18%
5+	21 10%	21 11%	17 8%	19 9%	2 1%	4 3%	1 1%	1 1%	-	-	3 1%	5 1%	1 *	1 *	80 7%	86 8%	33 21%	43 28%	25 7%	26 7%	15 9%	16 8%	14 7%	13 7%	82 10%	101 12%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 569

**D17. What is the total number of people in the household (including yourself and any children)?**

**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
1	272 31%	271 32%	-	-	254 22%	243 22%	111 16%	105 15%	43 11%	57 14%	203 20%	215 21%	36 10%	38 11%	27 15%	11 7%	26 17%	23 15%	6 9%	1 3%	12 23%	9 24%	15 20%	14 23%
2	396 46%	374 45%	27 9%	24 6%	386 33%	344 31%	201 29%	181 27%	90 23%	94 22%	351 34%	321 32%	84 23%	68 19%	36 20%	26 16%	37 24%	27 18%	12 19%	8 20%	9 18%	8 21%	17 23%	18 29%
3	105 12%	101 12%	109 36%	118 29%	222 19%	210 19%	150 22%	137 20%	87 22%	81 19%	216 21%	184 18%	82 23%	80 22%	39 22%	43 26%	32 21%	32 22%	11 18%	7 19%	11 21%	8 20%	17 23%	11 17%
4	65 7%	53 6%	110 36%	168 41%	187 16%	195 17%	145 21%	150 22%	98 25%	108 25%	169 16%	186 18%	91 25%	94 26%	36 20%	48 30%	32 21%	37 25%	19 29%	9 23%	11 21%	6 16%	14 18%	12 19%
5+	29 3%	35 4%	56 19%	98 24%	109 9%	127 11%	86 12%	110 16%	71 18%	82 19%	94 9%	113 11%	72 20%	80 22%	39 22%	33 20%	24 16%	29 20%	16 25%	13 34%	8 17%	7 19%	12 15%	7 11%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 570  
**D17. What is the total number of people in the household (including yourself and any children)?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
1	38 15%	42 14%	229 23%	228 24%	72 16%	86 17%	200 25%	185 25%
2	64 26%	73 25%	362 36%	317 34%	122 26%	136 27%	309 39%	263 35%
3	58 23%	52 18%	178 18%	167 18%	99 22%	90 18%	139 17%	129 17%
4	57 23%	73 25%	145 15%	142 15%	101 22%	114 23%	104 13%	107 14%
5+	32 13%	53 18%	81 8%	79 9%	67 15%	74 15%	47 6%	58 8%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 571  
**D18. Do any children aged 17 or under live in your household?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1243	634	663	507	575	307	358	349	376	223	248	256	252	656	734	479	500	100	1141	1143	159	121	234	243			
Weighted base	1170	1243	573	606	597	631	305	337	350	365	246	257	263	275	655	701	510	532	87	1170	1156	143	142	215	212			
Effective base	891	1016	482	530	417	487	236	286	280	311	172	206	201	207	516	597	372	413	93	891	928	124	96	177	187			
No children aged 17 or under	867	835	442	406	425	424	230	212	252	258	168	161	212	197	483	470	380	358	3	867	832	105	97	133	116			
	74% <sup>cb</sup>	67%	77% <sup>cd</sup>	67%	71%	67%	76% <sup>dh</sup>	63%	72%	71%	68%	63%	80% <sup>en</sup>	72%	74% <sup>op</sup>	67%	75% <sup>qr</sup>	67%	3%	74%	72%	73%	69%	62%	55%			
NET: Yes	302	408	129	200	172	208	74	125	97	107	78	95	51	78	170	232	129	173	85	302	324	37	44	82	96			
	26%	33% <sup>a</sup>	23%	33% <sup>c</sup>	29%	33%	24%	37% <sup>g</sup>	28%	29%	32%	37%	19%	28% <sup>m</sup>	26%	33% <sup>o</sup>	25%	33% <sup>q</sup>	97%	26%	28%	26%	31%	38%	45%			
Yes, aged 0-2	66	70	28	31	38	38	21	25	15	16	16	18	14	8	36	41	30	26	3	66	67	9	12	32	38			
	6%	6%	5%	5%	6%	6%	7%	7%	4%	4%	6%	7%	5%	3%	6%	6%	6%	5%	3%	6%	6%	6%	8%	15%	18%			
Yes, aged 3-4	62	67	24	36	39	31	27	26	9	20	14	11	11	10	37	46	25	21	9	62	58	11	14	28	28			
	5%	5%	4%	6%	6%	5%	9%	8%	3%	6%	6%	4%	4%	4%	6%	7%	5%	4%	10%	5%	5%	7%	10%	13%	13%			
Yes, aged 5-10	137	185	62	85	75	99	35	51	42	49	38	46	21	38	77	100	58	84	25	137	160	8	9	41	57			
	12%	15% <sup>a</sup>	11%	14%	13%	16%	11%	15%	12%	14%	15%	18%	8%	14%	12%	14%	11%	16%	29%	12%	14%	6%	6%	19%	27%			
Yes, aged 11-15	106	177	46	81	60	96	28	52	37	45	30	43	10	36	65	98	40	79	55	106	122	12	11	15	24			
	9%	14% <sup>a</sup>	8%	13% <sup>c</sup>	10%	15% <sup>e</sup>	9%	16% <sup>g</sup>	11%	12%	12%	17%	4%	13% <sup>m</sup>	10%	14% <sup>o</sup>	8%	15% <sup>q</sup>	63%	9%	11%	8%	8%	7%	12%			
Yes, aged 16-17	58	107	27	53	31	54	4	32	28	27	10	27	15	21	32	59	25	48	41	58	67	7	16	1	4			
	5%	9% <sup>a</sup>	5%	9% <sup>c</sup>	5%	9% <sup>e</sup>	1%	9% <sup>g</sup>	8%	7%	4%	11% <sup>k</sup>	6%	8%	5%	8% <sup>o</sup>	5%	9% <sup>q</sup>	46%	5%	6%	5%	11%	*	2%			
Prefer not to say	2	*	2	-	-	-	1	-	1	-	-	*	*	-	2	-	*	*	-	2	*	2	-	*	*			
	*	*	*	-	-	-	*	-	*	-	-	*	*	-	*	-	*	*	-	*	*	1%	-	*	*			

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 572  
**D18. Do any children aged 17 or under live in your household?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	1037	182	194	326	372	146	191	196	206	770	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1080	145	152	330	365	148	192	200	200	802	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	870	125	137	258	310	118	161	154	168	599	674
No children aged 17 or under	96 47%	95 47%	162 73%	153 70%	162 93%	166 96%	136 98%	133 97%	73 100%	72 100%	370 96%	370 97%	208 99%	205 98%	771 76%p	756 70%	84 58%	71 46%	265 80%	274 75%	108 73%	134 70%	161 81%	155 77%	577 72%z	533 64%
NET: Yes	108 53%	107 53%	60 27%	66 30%	13 7%	7 4%	3 2%	4 3%	-	-	16 4%	11 3%	3 1%	4 2%	237 23%	323 30%o	61 42%	81 54%	65 20%	91 25%	39 27%	57 30%	38 19%	45 23%	225 28%	304 36%y
Yes, aged 0-2	21 10%	16 8%	4 2%	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	53 5%	52 5%	10 7%	16 11%	12 4%	15 4%	7 5%	10 5%	4 2%	5 2%	50 6%	52 6%
Yes, aged 3-4	20 10%	15 8%	3 2%	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	46 5%	52 5%	15 10%	15 10%	13 4%	8 2%	8 5%	4 2%	7 3%	4 2%	46 6%	54 7%
Yes, aged 5-10	67 33%	71 35%	17 8%	21 9%	4 2%	1 *	- 1%	2 1%	- -	- -	4 1%	2 1%	- 1%	2 1%	106 10%	150 14%o	30 21%	34 23%	21 6%	41 11% <sub>s</sub>	15 10%	31 16%	12 6%	20 10%	110 14%	140 17%
Yes, aged 11-15	46 22%	48 24%	30 13%	33 15%	2 1%	3 2%	2 1%	2 2%	- -	- -	4 1%	5 1%	2 1%	2 1%	78 8%	146 14%o	27 19%	29 19%	20 6%	41 11% <sub>s</sub>	13 9%	28 15%	11 6%	25 13% <sub>w</sub>	83 10%	133 16% <sub>y</sub>
Yes, aged 16-17	14 7%	8 4%	26 12%	32 15%	7 4%	4 3%	2 1%	2 2%	- -	- -	10 2%	7 2%	2 1%	2 1%	47 5%	77 7% <sub>o</sub>	11 8%	31 20% <sub>q</sub>	21 6%	28 8%	10 7%	14 7%	18 9%	14 7%	34 4%	74 9% <sub>y</sub>
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	* *	- -	- -	- *	* *	- *	- *	- *	- *	- *	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 573  
**D18. Do any children aged 17 or under live in your household?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1058	1141	698	760	425	522	972	1043	387	449	251	255	238	263	112	111	131	119	198	179
Weighted base	867	835	302	408	1070	1119	619	683	323	422	966	1019	299	360	143	161	133	149	50	38	51	37	76	62
Effective base	657	663	232	355	821	928	532	594	307	383	754	842	271	323	178	163	157	166	58	54	96	74	162	122
No children aged 17 or under	867	835	-	-	791	737	408	391	192	209	695	670	171	167	90	69	78	65	17	9	24	23	44	38
	100%	100%	-	-	74% <sup>f</sup>	66%	66% <sup>h</sup>	57%	59% <sup>j</sup>	49%	72% <sup>l</sup>	66%	57% <sup>n</sup>	46%	63% <sup>p</sup>	43%	59% <sup>r</sup>	44%	34%	23%	48%	60%	58%	61%
NET: Yes	-	-	302	408	277	381	210	292	130	213	269	349	127	193	54	92	55	84	33	29	26	15	32	24
	-	-	100%	100%	26%	34% <sup>e</sup>	34%	43% <sup>g</sup>	40%	50% <sup>i</sup>	28%	34% <sup>k</sup>	42%	54% <sup>m</sup>	37%	57% <sup>o</sup>	41%	56% <sup>q</sup>	65%	77%	52%	39%	42%	39%
Yes, aged 0-2	-	-	66	70	57	60	46	50	25	37	61	66	29	33	9	14	11	10	5	6	7	4	6	4
	-	-	22%	17%	5%	5%	7%	7%	8%	9%	6%	6%	10%	9%	6%	9%	9%	7%	9%	15%	13%	11%	8%	6%
Yes, aged 3-4	-	-	62	67	58	61	40	51	24	32	60	66	24	26	16	16	17	15	9	8	8	4	10	4
	-	-	21%	16%	5%	5%	6%	7%	8%	8%	6%	6%	8%	7%	11%	10%	13%	10%	18%	22%	16%	10%	13%	7%
Yes, aged 5-10	-	-	137	185	124	175	95	129	63	98	121	161	57	90	30	41	22	33	17	14	15	6	14	12
	-	-	45%	45%	12%	16% <sup>e</sup>	15%	19%	20%	23%	13%	16%	19%	25%	21%	25%	16%	22%	34%	39%	30%	17%	19%	19%
Yes, aged 11-15	-	-	106	177	98	170	73	126	48	104	90	144	48	91	22	45	18	39	10	14	8	5	11	10
	-	-	35%	43% <sup>c</sup>	9%	15% <sup>e</sup>	12%	18% <sup>g</sup>	15%	25% <sup>i</sup>	9%	14% <sup>k</sup>	16%	25% <sup>m</sup>	15%	28% <sup>o</sup>	14%	26% <sup>q</sup>	21%	38% <sup>s</sup>	16%	14%	15%	17%
Yes, aged 16-17	-	-	58	107	52	102	39	82	27	65	48	85	23	61	8	31	9	31	7	7	4	3	7	5
	-	-	19%	26% <sup>c</sup>	5%	9% <sup>e</sup>	6%	12% <sup>g</sup>	8%	15% <sup>i</sup>	5%	8% <sup>k</sup>	8%	17% <sup>m</sup>	6%	19% <sup>o</sup>	7%	21% <sup>q</sup>	14%	20%	8%	7%	10%	8%
Prefer not to say	-	-	-	-	2	*	1	*	1	*	2	*	1	*	*	*	*	*	*	*	*	*	*	*
	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 574  
**D18. Do any children aged 17 or under live in your household?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	364	848	862	470	570	671	673
Weighted base	218	293	937	933	415	500	755	743
Effective base	192	263	691	740	352	432	544	586
No children aged 17 or under	135 62% <sup>b</sup>	147 50%	721 77%	678 73%	254 61%	285 57%	613 81% <sup>h</sup>	549 74%
NET: Yes	83 38%	147 50% <sup>a</sup>	215 23%	256 27%	160 38%	215 43%	142 19%	194 26% <sup>g</sup>
Yes, aged 0-2	16 7%	29 10%	49 5%	41 4%	36 9%	42 8%	30 4%	27 4%
Yes, aged 3-4	15 7%	19 7%	47 5%	48 5%	42 10%	48 10%	20 3%	19 3%
Yes, aged 5-10	31 14%	71 24% <sup>a</sup>	105 11%	109 12%	80 19%	104 21%	57 8%	81 11% <sup>g</sup>
Yes, aged 11-15	35 16%	60 20%	69 7%	113 12% <sup>c</sup>	57 14%	85 17%	50 7%	92 12% <sup>g</sup>
Yes, aged 16-17	15 7%	42 14% <sup>a</sup>	41 4%	64 7% <sup>c</sup>	22 5%	47 9% <sup>e</sup>	36 5%	60 8% <sup>g</sup>
Prefer not to say	*	*	2	-	2	*	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 575  
**D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**  
**Base: All Adult respondents with children aged 15 or under**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	292	329	153	174	139	154	88	103	86	91	72	80	44	53	174	194	116	133	292	329	34	37	92	109
Weighted base	270	281	114	137	156	144	71	80	81	71	73	74	43*	54*	152	151	116	128	270	281	32**	37**	82	92
Effective base	209	234	105	116	109	117	63	67	64	64	51	61	31	41	127	131	82	102	209	234	25	24	64	78
Yes	253 94%	254 90%	111 97% <sup>d</sup>	121 88%	142 91%	132 92%	67 95%	69 85%	75 92%	69 97%	70 97%	69 93%	40 93%	47 86%	142 93%	137 91%	110 95%	116 90%	253 94%	254 90%	20 63%	18 49%	78 96%	86 93%
No	15 6%	18 6%	3 3%	10 7%	12 8%	8 6%	4 5%	7 9%	6 8% <sup>j</sup>	*	2 2%	4 5%	2 5%	5 10%	10 7%	7 5%	4 3%	9 7%	15 6%	18 6%	11 35%	14 39%	3 3%	4 4%
Prefer not to say	1 1%	10 3% <sup>a</sup>	- -	6 4% <sup>c</sup>	1 1%	4 2%	- -	4 6%	- -	2 3%	1 1%	1 1%	1 2%	2 4%	- -	6 4% <sup>o</sup>	1 1%	3 3%	1 1%	10 3% <sup>u</sup>	1 3%	4 12%	1 1%	3 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 576  
**D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**  
**Base: All Adult respondents with children aged 15 or under**

	Age - 35-44		Age - 45-54		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)
Unweighted base	108	124	50	50	208	237	81	88	63	76	33	47	37	39	213	240
Weighted base	103	102	46*	43*	208	225	58	53	53*	61	33**	40*	29**	31**	205	212
Effective base	76	91	37	36	156	179	52	55	46	53	25	34	28	26	154	173
Yes	103	101	46	42	199	208	50	44	48	52	30	36	28	24	194	195
	100%	99%	99%	99%	96%	92%	86%	82%	89%	85%	90%	91%	96%	79%	95%	92%
No	-	-	1	-	8	12	7	5	6	4	3	-	1	4	9	12
	-	-	1%	-	4%	5%	12%	10%	11%	7%	10%	-	4%	14%	5%	6%
Prefer not to say	-	1	-	*	1	6	1	4	-	4	-	4	-	2	1	5
	-	1%	-	1%	*	2%	2%	8%	-	7%	-	9%	-	7%	1%	2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 577

**D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**

**Base: All Adult respondents with children aged 15 or under**

	Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans			
	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)		
Unweighted base	292	329	277	311	230	256	166	194	267	304	167	180	107	114	105	114	70	66	71	64	87	87		
Weighted base	270	281	249	261	188	196	115	128	241	252	115	117	50	50	49	45	29*	15*	25	14*	29	23		
Effective base	209	234	197	221	161	173	110	119	189	212	112	109	72	63	68	60	45	34	52	42	69	53		
Yes	253 94%	254 90%	232 93%	233 89%	172 92%	171 87%	105 92%	114 89%	226 94%	226 90%	101 87%	93 79%	45 90%	40 81%	46 95%	39 85%	27 93%	13 86%	23 92%	11 83%	28 95% <sup>x</sup>	19 83%		
No	15 6%	18 6%	15 6%	18 7%	14 8%	15 8%	9 8%	9 7%	14 6%	17 7%	13 11%	15 13%	4 8%	5 9%	2 4%	3 6%	2 5%	*	3%	2 6%	*	3%	2 5%	1 6%
Prefer not to say	1 1%	10 3% <sup>c</sup>	1 1%	9 4% <sup>e</sup>	1 1%	9 5% <sup>g</sup>	1 1%	6 4%	1 1%	9 4% <sup>k</sup>	1 1%	9 7% <sup>m</sup>	1 1%	5 10% <sup>o</sup>	1 1%	4 9% <sup>q</sup>	1 2%	2 11%	1 2%	2 14% <sup>u</sup>	-	2 11% <sup>w</sup>		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 578

**D19. Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?**

**Base: All Adult respondents with children aged 15 or under**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	107	145	179	179	174	202	118	127
Weighted base	74	96	192	181	148	153	122	129
Effective base	65	90	142	141	121	131	89	104
Yes	67 89%	81 84%	183 95%	169 93%	138 93%	139 91%	115 95%	115 89%
No	7 10%	11 11%	8 4%	7 4%	9 6%	8 5%	6 5%	10 8%
Prefer not to say	1 1%	5 5%	1 *	5 3%	1 1%	6 4%	1 *	4 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 579  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34			
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
NET: Furloughed	34 3%	29 3%	18 3%	19 3%	16 3%	10 2%	6 2%	6 2%	15 4%	9 3%	9 4%	10 4%	4 1%	3 1%	21 3%	16 2%	13 3%	13 3%	34 3%	29 3%	7 5%	4 3%	8 4%	7 3%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	22 2%	20 2%	12 2%	13 2%	10 2%	8 1%	4 1%	3 1%	11 3%	6 2%	5 2%	8 3%	2 1%	3 1%	15 2%	9 1%	7 1%	11 2%	22 2%	20 2%	3 2%	1 1%	5 2%	6 3%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12 1%	9 1%	6 1%	6 1%	6 1%	2 *	2 1%	3 1%	4 1%	3 1%	4 2%	2 1%	1 *	- -	6 1%	6 1%	6 1%	2 *	12 1%	9 1%	5 3%	3 2%	3 1%	2 1%
NET: Working	730 62%b	649 56%	379 66%	340 61%	351 59%f	304 52%	202 66%	178 60%	238 68%	218 64%	175 71%	157 64%	110 42%	93 36%	440 67%	396 62%	285 56%	250 49%	730 62%v	649 56%	82 57%	76 54%	182 85%z	157 74%
Working full time - working 30+ hours per week	442 38%	424 37%	281 49%	264 47%	161 27%	156 27%	140 46%	133 44%	155 44%	153 45%	94 38%	90 37%	52 20%	48 18%	295 45%	286 45%	146 29%	138 27%	442 38%	424 37%	54 38%	62 44%	128 59%	116 54%
Working part-time - working 8-29 hours per week	176 15%	150 13%	50 9%	47 8%	126 21%	102 17%	34 11%	26 9%	47 14%	46 13%	50 20%	42 17%	43 16%	36 14%	81 12%	71 11%	93 18%	78 15%	176 15%	150 13%	19 14%	9 7%	34 16%	28 13%
Working part-time - working 7 hours or under per week	11 1%	7 1%	- -	2 *	11 2%	4 1%	4 1%	3 1%	1 *	- 1%	2 2%	2 1%	3 1%	3 1%	5 1%	3 *	6 1%	4 1%	11 1%	7 1%	2 2%	3 2%	2 1%	- -
Self-employed full time - working 30+ hours per week	40 3%b	22 2%	28 5%d	12 2%	12 2%	10 2%	7 2%	5 2%	16 5%	7 2%	13 5%	9 4%	3 1%	- -	23 3%	11 2%	16 3%	9 2%	40 3%v	22 2%	* *	- -	9 4%	4 2%
Self-employed part time - working 8-29 hours per week	46 4%	33 3%	16 3%	13 2%	30 5%	20 3%	14 5%	9 3%	14 4%	9 3%	9 3%	10 4%	9 3%	6 2%	28 4%	18 3%	17 3%	15 3%	46 4%	33 3%	3 2%	- -	9 4%	9 4%
Self-employed part time - working 7 hours or under per week	16 1%	14 1%	5 1%	3 *	11 2%	11 2%	3 1%	4 1%	4 1%	4 1%	6 3%	4 2%	1 *	1 *	8 1%	8 1%	7 1%	5 1%	16 1%	14 1%	4 2%	2 1%	- -	- -
NET: Not working	405 35%	478 41%a	175 31%	202 36%	230 39%	275 47%e	95 31%	115 38%	97 28%	116 34%	62 25%	78 32%	150 57%	164 63%	192 29%	230 36%o	212 42%	242 48%	405 35%	478 41%u	53 37%	61 43%	25 12%	48 23%y

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 579  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Not working but seeking work or temporarily unemployed or sick	53 5%	50 4%	25 4%	24 4%	29 5%	26 4%	2 1%	4 1%	11 3%	11 3%	7 3%	8 3%	33 13%	26 10%	13 2%	15 2%	40 8%	34 7%	53 5%	50 4%	12 8%	10 7%	6 3%	13 6%		
Not working and not seeking work	63 5%	58 5%	26 4%	31 6%	37 6%	27 5%	10 3%	6 2%	7 2%	7 2%	3 1%	4 1%	43 16%	40 15%	17 3%	14 2%	46 9%	43 9%	63 5%	58 5%	6 4%	4 3%	7 3%	8 4%		
Student full time	38 3%	53 5%	16 3%	25 4%	23 4%	29 5%	7 2%	15 5%	22 6%	24 7%	4 2%	4 2%	5 2%	10 4%	29 4%	39 6%	9 2%	15 3%	38 3%	53 5%	32 22%	45 32%	5 2%	8 4%		
Retired on a state pension only	55 5%	46 4%	14 3%	15 3%	41 7%	32 5%	2 1%	3 1%	4 1%	7 2%	12 5%	1 *	38 14%	36 14%	5 1%	10 2%	50 10%	37 7%	55 5%	46 4%	-	-	-	-		
Retired with a private pension	151 13%	186 16%	90 16%	100 18%	61 10%	86 15%	71 23%	82 28%	48 14%	54 16%	21 9%	32 13%	11 4%	16 6%	118 18%	136 21%	33 6%	48 9%	151 13%	186 16%	-	-	-	-		
Full-time responsibility for home / family	38 3%	80 7%a	4 1%	6 1%	34 6%	73 12%e	3 1%	4 1%	6 2%	13 4%	14 6%	30 12%k	15 6%	33 13%a	8 1%	17 3%	28 6%	62 12%q	38 3%	80 7%u	2 2%	1 1%	5 2%	19 9%y		
Other	6 1%	4 *	1 *	1 *	5 1%	2 *	1 *	-	-	-	1 *	-	5 2%	4 1%	1 *	-	5 1%	4 1%	6 1%	4 *	1 *	1 1%	1 *	-		
Prefer not to say	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 1%	-	-	-		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 580  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
NET: Furloughed	7 4%	3 2%	4 2%	10 4%	5 3%	4 2%	2 2%	1 1%	-	-	7 2%	5 1%	2 1%	1 *	29 3%	23 2%	4 3%	5 4%	13 4%	7 2%	4 3%	2 1%	8 4%	5 2%	19 2%	19 2%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	6 3%	3 1%	3 1%	9 4%	4 2%	2 1%	2 1%	-	-	-	6 1%	2 1%	2 1%	-	19 2%	16 2%	3 2%	4 3%	10 3%	5 2%	2 2%	2 1%	7 3%	3 2%	12 1%	14 2%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	1 1%	1 *	1 1%	1 *	1 *	2 1%	1 *	1 1%	-	-	2 *	2 1%	1 *	1 *	10 1%	7 1%	1 *	1 1%	3 1%	1 *	2 1%	-	1 1%	1 1%	8 1%	5 1%
NET: Working	159 78%	149 74%	176 80% <sup>d</sup>	153 70%	100 57%	92 53%	28 20%	20 15%	3 4%	1 2%	132 34%	113 30%	32 15%	21 10%	612 61% <sup>p</sup>	558 55%	108 75% <sup>r</sup>	87 63%	140 42%	144 41%	69 46%	78 44%	76 38%	75 39%	567 71% <sup>z</sup>	487 63%
Working full time - working 30+ hours per week	105 51%	102 51%	102 46%	90 41%	49 28%	49 29%	4 3%	4 3%	1 2%	-	54 14%	54 14%	5 2%	4 2%	375 37%	364 36%	61 42%	57 41%	74 22%	84 24%	33 23%	40 23%	40 20%	45 23%	354 44%	325 42%
Working part-time - working 8-29 hours per week	33 16%	35 17%	41 19%	40 18%	31 18%	25 15%	16 11%	11 8%	2 3%	1 2%	49 13%	37 10%	18 8%	12 6%	144 14%	129 13%	31 21%	21 15%	33 10%	34 10%	15 10%	21 12%	19 9%	19 10%	139 17%	113 15%
Working part-time - working 7 hours or under per week	1 *	1 *	4 2%	2 1%	2 1%	-	-	2 1%	-	-	2 *	2 *	-	2 1%	9 1%	6 1%	2 1%	3 *	4 1%	2 1%	3 1%	1 *	2 1%	2 1%	8 1%	3 *
Self-employed full time - working 30+ hours per week	10 5%	8 4%	12 6%	5 2%	8 4%	4 2%	-	-	-	-	8 2%	4 1%	-	-	32 3%	19 2%	7 4%	2 2%	11 3%	4 1%	6 4%	4 2%	4 2%	-	27 3%	17 2%
Self-employed part time - working 8-29 hours per week	7 3%	4 2%	14 6%	8 4%	5 3%	10 6%	8 6%	2 1%	-	-	13 3%	12 3%	8 4%	2 1%	38 4%	29 3%	7 5%	4 3%	11 3%	9 3%	7 4%	4 2%	6 3%	5 3%	31 4%	24 3%
Self-employed part time - working 7 hours or under per week	4 2%	-	3 1%	8 4%	5 3%	3 2%	1 1%	2 1%	-	-	5 1%	5 1%	1 *	2 1%	14 1%	11 1%	2 1%	2 1%	8 2%	8 2%	5 4%	5 3%	5 3%	4 2%	8 1%	5 1%
NET: Not working	38 19%	49 24%	41 19%	55 25%	70 40%	77 45%	108 78%	116 85%	70 96%	71 98%	248 64%	264 69%	178 84%	187 89%	368 36%	425 42% <sup>o</sup>	32 22%	46 33%	177 54%	197 57%	75 51%	99 55%	116 58%	113 59%	216 27%	264 34% <sup>y</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 580  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Not working but seeking work or temporarily unemployed or sick	13 6%	13 7%	10 5%	6 3%	11 7%	8 5%	-	-	-	-	11 3%	8 2%	-	-	48 5%	46 5%	5 4%	4 3%	29 9%	31 9%	20 14%	24 14%	13 6%	12 6%	19 2%	15 2%
Not working and not seeking work	16 8%	15 8%	16 7%	21 9%	9 5%	7 4%	8 6%	3 2%	-	-	18 5%	10 3%	8 4%	3 2%	56 6%	51 5%	5 4%	6 4%	38 12%	42 12%	28 19%	29 16%	22 11%	25 13%	20 3%	13 2%
Student full time	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	26 3%	38 4%	10 7%	13 9%	10 3%	13 4%	7 5%	11 6%	3 2%	3 1%	27 3%	37 5%
Retired on a state pension only	1 1%	-	-	-	1 1%	2 1%	20 14%	20 15%	33 45%	24 34%	54 14%	46 12%	53 25%	45 21%	54 5%	46 5%	1 1%	-	27 8%t	13 4%	2 2%	2 1%	26 13% x	10 5%	29 4%	34 4%
Retired with a private pension	-	-	3 1%	2 1%	35 20%	47 27%	78 56%	90 66%	35 49%	46 64%	148 38%	184 48% k	113 53%	136 65% m	147 15%	178 18%	3 2%	7 5%	60 18%	66 19%	11 7%	8 4%	44 22%	50 26%	91 11%	118 15% y
Full-time responsibility for home / family	9 4%	19 10% a	9 4%	25 12% c	11 6%	12 7%	2 2%	2 2%	-	-	13 3%	15 4%	2 1%	2 1%	31 3%	64 6% o	7 5%	14 10%	8 3%	29 8% s	4 3%	20 11% u	5 3%	11 6%	28 4%	47 6% y
Other	-	-	2 1%	1 1%	2 1%	1 1%	-	-	2 2%	-	3 1%	1 *	2 1%	-	6 1%	2 *	* *	1 1%	5 2%	4 1%	3 2%	4 2%	4 2%	3 1%	1 *	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 581  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
NET: Furloughed	22	21	13	8	33	25	24	22	12	14	27	25	13	9	4	5	5	5	2	1	3	2	3	3
	2%	2%	4%	3%	3%	2%	4%	4%	4%	4%	3%	3%	4%	3%	3%	4%	4%	4%	4%	6%	5%	5%	4%	5%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	12	12	10	8	22	18	14	14	9	12	18	20	6	6	2	3	4	2	1	1	1	2	2	3
	1%	1%	3%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	5%	3%	4%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	10	8	2	*	12	7	9	8	4	2	9	6	7	3	1	2	1	2	1	1	1	*	1	1
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	3%	2%	1%	1%	1%
NET: Working	488	410	243	239	678	589	444	400	237	232	614	542	228	206	112	82	108	85	46	19	40	27	64	53
	56%b	49%	80%	74%	63%f	57%	72%h	65%	73%j	66%	64%l	57%	76%	69%	78%p	66%	81%	73%	91%t	77%	80%	72%	84%	85%
Working full time - working 30+ hours per week	294	263	148	161	416	382	280	277	153	158	375	370	154	147	85	57	71	57	38	15	25	14	48	41
	34%	32%	49%	50%	39%	37%	45%	45%	47%	45%	39%	39%	51%	49%	59%p	46%	53%	49%	75%	59%	49%	39%	63%	66%
Working part-time - working 8-29 hours per week	114	90	62	60	156	140	109	81	58	47	151	119	57	42	19	14	23	16	8	4	9	8	11	9
	13%	11%	20%	19%	15%	14%	18%h	13%	18%	13%	16%	12%	19%	14%	13%	11%	18%	14%	15%	17%	17%	21%	15%	14%
Working part-time - working 7 hours or under per week	9	6	2	1	11	5	7	7	2	3	10	5	2	4	*	2	1	2	1	*	1	*	*	*
	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	*	*	1%
Self-employed full time - working 30+ hours per week	30	18	10	3	38	19	15	9	3	7	26	13	1	4	4	5	5	4	-	-	3	1	1	1
	3%	2%	3%	1%	4%f	2%	2%	1%	1%	2%	3%	1%	*	1%	3%	4%	4%	4%	-	-	7%	4%	2%	2%
Self-employed part time - working 8-29 hours per week	31	23	15	10	44	31	25	20	14	11	37	27	7	4	4	4	6	5	-	*	3	3	3	2
	4%	3%	5%	3%	4%	3%	4%	3%	4%	3%	4%	3%	2%	1%	3%	3%	4%	4%	-	1%	5%	8%	4%	3%
Self-employed part time - working 7 hours or under per week	10	9	6	5	13	12	9	6	7	6	14	8	6	4	-	-	3	1	-	-	-	-	-	-
	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	-	-	2%	1%	-	-	-	-	-	-
NET: Not working	358	402	47	76	358	420	151	191	73	106	323	388	58	84	27	37	20	26	2	4	8	8	9	6
	41%	48%a	15%	23%c	33%	41%e	24%	31%g	22%	30%i	33%	41%k	19%	28%m	19%	30%o	15%	23%	5%	18%e	15%	22%	12%	10%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 581  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Not working but seeking work or temporarily unemployed or sick	39 5%	43 5%	13 4%	7 2%	50 5%	50 5%	26 4%	28 5%	8 3%	21 6% <sup>i</sup>	41 4%	39 4%	9 3%	12 4%	8 5%	6 5%	6 4%	6 5%	-	-	2 4%	3 7%	2 2%	2 3%
Not working and not seeking work	55 6%	49 6%	8 3%	9 3%	54 5%	53 5%	23 4%	27 4%	17 5%	11 3%	49 5%	44 5%	9 3%	8 3%	7 5%	8 7%	3 3%	4 4%	-	*	2 4%	2 6%	2 3%	1 2%
Student full time	31 4%	46 5%	8 3%	8 2%	36 3%	52 5%	33 5%	41 7%	20 6%	30 8%	33 3%	48 5%	25 8%	34 11%	10 7%	15 12%	7 5%	8 7%	2 4%	2 10%	2 4%	*	5 6%	1 2%
Retired on a state pension only	54 6%	46 6%	1 *	-	43 4%	38 4%	8 1%	13 2%	3 1%	1 *	44 5%	39 4%	1 *	-	-	-	-	-	-	-	-	1 3%	-	* 1%
Retired with a private pension	150 17%	184 22% <sup>a</sup>	1 *	2 *	135 13%	156 15%	35 6%	32 5%	11 3%	15 4%	116 12%	145 15%	2 1%	9 3%	-	-	2 1%	6 6% <sup>q</sup>	-	1 5%	-	1 1%	* 1%	* 1%
Full-time responsibility for home / family	23 3%	29 4%	15 5%	50 16% <sup>c</sup>	33 3%	67 7% <sup>e</sup>	23 4%	49 8% <sup>g</sup>	10 3%	25 7% <sup>i</sup>	35 4%	70 7% <sup>k</sup>	11 4%	21 7%	2 2%	7 5%	1 1%	2 2%	*	*	2 3%	2 4%	* *	* *
Other	5 1%	4 *	1 *	-	6 1%	4 *	2 *	1 *	3 1%	4 1%	6 1%	4 *	1 *	1 *	*	1 1%	*	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	1 *	-	1 *	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 582  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
NET: Furloughed	9 4%	9 4%	24 3%	19 2%	21 5%	17 4%	13 2%	12 2%
Currently furloughed from a full-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	6 3%	6 2%	16 2%	13 2%	15 4%	14 3%	8 1%	7 1%
Currently furloughed from a part-time role/ reduced hours/ employer imposed temporary leave of absence as a result of the Coronavirus	2 1%	3 1%	8 1%	5 1%	7 2%	3 1%	5 1%	6 1%
NET: Working	162 74% <sup>b</sup>	166 65%	556 59% <sup>d</sup>	475 54%	291 70%	293 65%	439 58% <sup>h</sup>	356 51%
Working full time - working 30+ hours per week	110 50%	124 48%	327 35%	296 33%	200 48%	203 45%	242 32%	221 31%
Working part-time - working 8-29 hours per week	33 15%	26 10%	137 15%	122 14%	56 13%	58 13%	120 16%	92 13%
Working part-time - working 7 hours or under per week	3 1%	3 1%	8 1%	4 *	3 1%	7 2%	8 1% <sup>h</sup>	- -
Self-employed full time - working 30+ hours per week	7 3%	3 1%	32 3%	16 2%	14 3%	9 2%	25 3%	13 2%
Self-employed part time - working 8-29 hours per week	7 3%	5 2%	39 4%	28 3%	13 3%	10 2%	33 4%	24 3%
Self-employed part time - working 7 hours or under per week	3 1%	5 2%	12 1%	9 1%	5 1%	6 1%	10 1%	8 1%
NET: Not working	47 22%	81 32% <sup>a</sup>	356 38%	392 44% <sup>c</sup>	102 24%	144 32% <sup>e</sup>	303 40%	333 47% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 582  
**D20. Which one of these best describes your current work status?**  
**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	218	256	937	885	415	454	755	702
Not working but seeking work or temporarily unemployed or sick	7 3%	15 6%	46 5%	35 4%	24 6%	16 4%	29 4%	34 5%
Not working and not seeking work	5 2%	11 4%	57 6%	47 5%	18 4%	20 4%	45 6%	38 5%
Student full time	15 7%	26 10%	23 2%	28 3%	21 5%	25 5%	17 2%	29 4%
Retired on a state pension only	-	-	54 6%	46 5%	6 2%	14 3%	49 6%	33 5%
Retired with a private pension	13 6%	8 3%	138 15%	176 20% <sup>c</sup>	23 5%	31 7%	128 17%	155 22% <sup>g</sup>
Full-time responsibility for home / family	7 3%	20 8% <sup>a</sup>	31 3%	58 7% <sup>c</sup>	7 2%	37 8% <sup>e</sup>	31 4%	43 6%
Other	* *	1 1%	6 1%	2 *	3 1%	1 *	3 *	2 *
Prefer not to say	-	-	1 *	-	1 *	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 583  
**D21. Which one of these best describes the chief income earner in your household? (SEG)**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
A	62 5%	68 6%	37 6%	40 7%	25 4%	28 4%	62 18%	68 20%	-	-	-	-	-	-	62 9%	68 10%	-	-	10 12%	9 10%	51 4%	59 5%	15 10%	23 16%	8 4%	9 4%		
B	280 22%	268 22%	161 26%	149 25%	120 19%	119 19%	280 82%	288 80%	-	-	-	-	-	-	280 39%	268 38%	-	-	27 30%	29 33%	253 22%	239 21%	30 21%	33 23%	44 20%	32 15%		
C1	371 29%	365 29%	176 28%	177 29%	195 30%	187 30%	-	-	371 100%	365 100%	-	-	-	-	371 52%	365 52%	-	-	21 24%	22 25%	350 30%	343 30%	53 37%	39 28%	75 28%	76 36%		
C2	261 21%	257 21%	119 19%	116 19%	142 22%	140 22%	-	-	-	-	261 100%	257 100%	-	-	-	-	261 48%	257 48%	14 16%	12 13%	246 21%	245 21%	13 9%	17 12%	44 20%	48 23%		
D	148 12%	150 12%	68 11%	75 12%	80 13%	71 11%	-	-	-	-	-	-	148 53%	150 55%	-	-	148 27%	150 28%	9 10%	13 15%	139 12%	137 12%	24 17%	17 12%	31 14%	34 16%		
E	132 10%	125 10%	57 9%	45 7%	75 12%	80 13%	-	-	-	-	-	-	132 47%	125 45%	-	-	132 24%	125 24%	7 8%	2 2%	125 11%	123 11%	7 5%	10 7%	11 5%	13 6%		
NET: AB	342 27%	337 27%	197 32%	189 31%	144 23%	147 23%	342 100%	337 100%	-	-	-	-	-	-	342 48%	337 48%	-	-	37 42%	38 43%	305 26%	299 26%	45 31%	56 40%	52 24%	41 19%		
NET: DE	279 22%	275 22%	124 20%	119 20%	155 24%	151 24%	-	-	-	-	-	-	279 100%	275 100%	-	-	279 52%	275 52%	16 18%	15 17%	263 23%	260 23%	31 22%	27 19%	41 19%	48 22%		
NET: ABC1	713 57%	701 56%	373 60%	366 60%	339 53%	335 53%	342 100%	337 100%	371 100%	365 100%	-	-	-	-	713 100%	701 100%	-	-	58 66%	60 68%	655 56%	642 56%	98 68%	95 67%	127 59%	116 55%		
NET: C2DE	540 43%	532 43%	243 39%	235 39%	297 46%	291 46%	-	-	-	-	261 100%	257 100%	279 100%	275 100%	-	-	540 100%	532 100%	30 34%	27 30%	510 44%	505 44%	44 31%	43 31%	85 40%	96 45%		
Don't know	6 *	10 1%	2 *	4 1%	4 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	6 1%	9 1%	1 1%	3 2%	3 1%	1 *		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 584  
**D21. Which one of these best describes the chief income earner in your household? (SEG)**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
A	8 4%	7 3%	10 5%	4 2%	6 4%	9 5%	3 2%	5 4%	1 1%	2 3%	10 3%	17 4%	4 2%	7 3%	47 4%	52 5%	14 9%	15 10%	9 3%	13 4%	5 3%	7 3%	6 3%	4 2%	52 6%	51 6%
B	44 22%	43 21%	38 17%	30 14%	37 21%	41 24%	43 31%	41 30%	16 22%	19 26%	97 25%	101 27%	60 28%	60 29%	234 22%	226 21%	41 26%	41 27%	63 18%	66 18%	24 15%	36 19%	34 16%	35 18%	210 24%	198 24%
C1	62 31%	56 28%	62 28%	73 33%	47 27%	49 29%	41 29%	40 29%	11 15%	11 15%	98 25%	100 33%	52 24%	51 24%	312 29%	321 30%	56 36%	41 27%	100 28%	103 28%	46 28%	45 23%	59 28%	56 28%	263 30%	245 29%
C2	48 24%	50 25%	52 24%	58 27%	46 27%	33 19%	25 18%	24 17%	17 24%	15 20%	89 23%	72 19%	42 20%	39 18%	238 22%	236 22%	16 10%	17 11%	66 19%	74 20%	26 16%	35 18%	39 19%	42 21%	186 21%	178 21%
D	20 10%	20 10%	32 14%	28 13%	20 11%	23 14%	11 8%	12 9%	2 3%	3 4%	32 8%	38 10%	13 6%	15 7%	132 12%	120 11%	16 10%	30 20%q	38 11%	40 11%	20 13%	22 11%	21 10%	25 12%	102 12%	104 12%
E	21 10%	24 12%	27 12%	24 11%	19 11%	16 9%	16 11%	13 9%	26 35%	22 31%	60 15%	51 13%	41 19%	35 17%	118 11%	117 11%	13 8%	5 3%	76 22%	63 17%	41 25%	46 24%	49 24%	35 18%	50 6%	57 7%
NET: AB	52 25%	50 25%	48 22%	34 16%	44 25%	51 29%	47 34%	46 34%	17 24%	21 29%	107 28%	118 31%	64 30%	67 32%	281 26%	278 26%	56 35%	56 37%	72 20%	79 22%	29 18%	42 22%	40 19%	40 20%	262 30%	249 30%
NET: DE	40 20%	44 22%	59 27%	52 24%	38 22%	40 23%	26 19%	24 18%	28 38%	25 35%	92 24%	90 23%	54 25%	50 24%	250 23%	238 22%	28 18%	35 23%	114 32%	104 28%	62 38%	68 35%	71 34%	60 30%	151 17%	161 19%
NET: ABC1	114 56%	105 52%	110 50%	107 49%	90 52%	100 58%	87 63%	86 63%	28 38%	32 44%	206 53%	218 57%	115 55%	118 57%	593 55%	599 55%	112 71%	97 64%	172 49%	182 50%	75 46%	87 46%	98 47%	96 48%	525 61%	494 59%
NET: C2DE	89 43%	94 47%	111 50%	110 50%	85 48%	73 42%	51 37%	48 35%	45 62%	40 56%	181 47%	161 42%	96 45%	88 42%	488 45%	474 44%	44 28%	52 34%	180 51%	178 49%	87 54%	103 54%	109 52%	102 51%	337 39%	339 41%
Don't know	1 1%	2 1%	1 *	1 *	- -	- -	- -	2 2%	- -	- -	- -	2 1%	- -	2 1%	4 *	7 1%	2 1%	3 2%	1 *	5 1%	- -	1 1%	1 *	3 1%	4 *	3 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base





## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 585  
**D21. Which one of these best describes the chief income earner in your household? (SEG)**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
A	31 4%	32 4%	20 7%	37 9%	57 5%	60 5%	41 6%	49 7%	30 8%	32 8%	58 6%	58 6%	29 8%	31 9%	13 7%	13 8%	16 11%	17 11%	7 11%	2 4%	3 5%	3 7%	6 8%	5 8%
B	199 23%	180 22%	53 18%	88 22%	262 23%	249 22%	162 23%	147 22%	93 24%	91 22%	223 22%	222 22%	76 21%	80 22%	46 26%	46 28%	48 32%	47 32%	18 28%	12 32%	12 24%	6 15%	17 23%	16 26%
C1	252 29%	258 31%	97 32%	107 26%	343 30%	329 29%	227 33%	209 31%	106 27%	124 29%	299 29%	289 28%	111 30%	108 30%	52 29%	47 29%	42 28%	49 33%	21 33%	15 41%	19 37%	13 34%	23 31%	18 30%
C2	168 19%	161 19%	78 26%	95 23%	241 21%	228 20%	128 18%	139 20%	79 20%	88 21%	213 21%	219 22%	74 20%	68 19%	34 19%	28 17%	23 15%	25 17%	10 16%	6 15%	10 20%	10 28%	12 16%	10 17%
D	104 12%	94 11%	35 12%	56 14%	136 12%	134 12%	76 11%	84 12%	53 13%	65 15%	122 12%	125 12%	44 12%	53 15%	17 10%	16 10%	15 10%	5 10%	5 8%	1 10%	5 10%	4 16%	12 16%	7 11%
E	108 12%	103 12%	16 5%	22 5%	113 10%	109 10%	53 8%	50 7%	27 7%	19 4%	113 11%	98 10%	25 7%	17 5%	13 7%	11 7%	7 4%	5 3%	3 4%	1 2%	2 4%	2 7%	4 6%	5 8%
NET: AB	230 27%	212 25%	74 24%	125 31%	319 28%	310 28%	204 29%	197 29%	123 32%	123 29%	281 27%	280 27%	105 29%	111 31%	59 33%	58 36%	64 43%	64 43%	25 39%	14 36%	15 29%	8 22%	23 31%	21 34%
NET: DE	212 24%	197 24%	51 17%	78 19%	249 21%	242 22%	130 19%	134 20%	79 20%	84 20%	234 23%	223 22%	69 19%	70 19%	30 17%	27 17%	22 14%	10 7%	8 12%	2 5%	7 14%	6 16%	17 22%	12 20%
NET: ABC1	483 56%	470 56%	170 56%	232 57%	662 57%	638 57%	431 62%	405 59%	229 59%	246 58%	580 56%	568 56%	217 59%	219 61%	110 63%	105 65%	106 70%	113 76%	46 72%	29 77%	33 66%	21 56%	47 61%	40 64%
NET: C2DE	380 44%	358 43%	129 43%	173 42%	490 42%	470 42%	257 37%	273 40%	158 41%	171 41%	448 43%	442 43%	143 39%	138 38%	64 37%	55 34%	45 30%	35 23%	18 28%	7 20%	17 34%	16 44%	29 38%	23 36%
Don't know	4 *	7 1%	2 1%	3 1%	6 1%	10 1%	4 1%	5 1%	3 1%	4 1%	5 *	9 1%	5 1%	4 1%	1 1%	2 1%	- -	1 1%	- -	1 3%	- -	- -	* *	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 586  
**D21. Which one of these best describes the chief income earner in your household? (SEG)**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
A	18 7%	20 7%	43 4%	48 5%	28 6%	29 6%	34 4%	40 5%
B	56 22%	75 25%	223 22%	191 20%	113 25%	115 23%	167 21%	153 21%
C1	89 36%	82 28%	277 28%	281 30%	118 26%	133 27%	253 32%	232 31%
C2	42 17%	57 20%	212 21%	192 21%	96 21%	107 21%	164 21%	150 20%
D	31 12%	37 13%	115 12%	111 12%	65 14%	63 13%	83 10%	87 12%
E	11 4%	16 6%	120 12%	107 11%	37 8%	46 9%	95 12%	79 11%
NET: AB	74 30%	94 32%	266 27%	239 26%	141 31%	144 29%	201 25%	193 26%
NET: DE	42 17%	53 18%	235 24%	218 23%	101 22%	109 22%	178 22%	166 22%
NET: ABC1	163 66%	176 60%	544 55%	520 56%	259 56%	277 55%	454 57%	425 57%
NET: C2DE	83 33%	111 38%	447 45%	410 44%	198 43%	216 43%	343 43%	316 43%
Don't know	3 1%	7 2%	4 *	3 *	3 1%	8 2%	3 *	2 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 587

**D22. What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Up to £199 per week / Up to £10,399 per year	106 8%	100 8%	49 8%	45 7%	58 9%	54 9%	7 2%	4 1%	18 5%	24 7%	7 3%	11 4%	73 26%	56 20%	25 3%	28 4%	80 15%	67 13%	3 3%	5 6%	104 9%	95 8%	11 8%	14 10%	18 8%	17 8%		
From £200 to £299 per week / From £10,400 to £15,599 per year	128 10%	132 11%	55 9%	54 9%	72 11%	73 12%	13 4%	23 7%	29 8%	19 5%	21 8%	10 4%	65 23%	80 29%	42 6%	41 6%	85 16%	90 17%	7 7%	4 5%	121 10%	127 11%	20 14%	10 7%	13 6%	20 9%		
From £300 to £499 per week / From £15,600 to £25,999 per year	320 25%	334 27%	139 23%	150 25%	181 28%	184 29%	50 15%	54 16%	115 31%	115 32%	74 28%	91 36%	80 29%	73 27%	165 23%	170 24%	154 28%	165 31%	13 14%	16 19%	308 26%	318 27%	28 20%	21 15%	44 21%	61 29%		
From £500 to £699 per week / From £26,000 to £36,399 per year	291 23%	286 23%	154 25%	157 26%	137 21%	129 20%	96 28%	97 29%	104 28%	99 27%	65 25%	56 22%	25 9%	32 12%	200 28%	196 28%	91 17%	88 17%	21 24%	13 14%	270 23%	274 24%	23 16%	38 27%	55 25%	45 21%		
From £700 to £999 per week / From £36,400 to £51,999 per year	171 14%	170 14%	100 16%	97 16%	71 11%	72 11%	66 19%	62 18%	46 12%	50 14%	48 19%	45 18%	11 4%	13 5%	112 16%	112 16%	59 11%	58 11%	20 23%	26 30%	151 13%	144 12%	22 15%	21 15%	36 17%	40 19%		
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	111 9% <sup>b</sup>	80 6%	58 9%	39 6%	53 8%	41 7%	56 16%	47 14%	26 7%	21 6%	26 10% <sup>l</sup>	10 4%	3 1%	2 1%	82 11%	68 10%	29 5% <sup>r</sup>	12 2%	14 16%	11 13%	97 8%	69 6%	15 10%	11 8%	23 11%	11 5%		
£1,500 per week or above / £78,000 per year or above	43 3%	41 3%	33 5%	27 5%	11 2%	14 2%	33 10%	32 9%	8 2%	4 1%	2 1%	5 2%	- -	- -	41 6%	36 5%	2 *	5 1%	10 11%	7 8%	34 3%	34 3%	7 5%	7 5%	10 5%	7 3%		
Prefer not to say	55 4%	62 5%	23 4%	22 4%	32 5%	40 6%	12 3%	12 4%	15 4%	22 6%	14 5%	17 7%	12 4%	11 4%	27 4%	34 5%	26 5%	27 5%	2 2%	4 5%	53 5%	58 5%	6 4%	5 3%	8 4%	7 4%		
Don't know	33 3%	37 3%	8 1%	14 2%	25 4%	23 4%	9 3%	6 2%	9 3%	10 3%	4 2%	11 4%	9 3%	8 3%	18 3%	17 2%	14 3%	19 4%	- -	1 1%	33 3%	37 3%	11 8%	15 11%	9 4%	5 2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 588  
**D22. What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Up to £199 per week / Up to £10,399 per year	15 7%	15 8%	29 13%	24 11%	20 11%	17 10%	6 5%	3 2%	6 8%	5 7%	32 8%	25 7%	12 6%	8 4%	87 8%	82 8%	15 10%	14 9%	52 15%	45 12%	30 19%	31 16%	26 13%	23 12%	45 5%	45 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	12 6%	13 6%	24 11%	19 9%	17 10%	27 16%	23 17%	20 15%	13 17%	18 26%	52 14%	66 17%	36 17%	38 18%	111 10%	118 11%	17 11%	14 9%	50 14%	51 14%	24 15%	28 14%	30 14%	32 16%	74 9%	80 10%
From £300 to £499 per week / From £15,600 to £25,999 per year	47 23%	58 29%	62 28%	66 30%	58 33%	45 26%	48 34%	42 31%	20 27%	25 35%	126 32%	112 29%	67 32%	67 32%	291 27%	301 28%	26 17%	31 20%	111 31%	121 33%	48 30%	54 28%	71 34%	66 33%	201 23%	207 25%
From £500 to £699 per week / From £26,000 to £36,399 per year	59 29%	48 24%	45 20%	52 24%	40 23%	44 26%	30 22%	34 25%	18 24%	12 17%	88 23%	90 24%	48 23%	46 22%	249 23%	248 23%	35 22%	36 24%	70 20%	64 17%	25 16%	32 17%	40 19%	39 19%	215 25%	213 25%
From £700 to £999 per week / From £36,400 to £51,999 per year	25 12%	26 13%	29 13%	22 10%	18 10%	19 11%	16 11%	14 10%	5 7%	2 3%	38 10%	35 9%	20 10%	16 8%	148 14%	150 14%	23 15%	20 13%	25 7%	38 10%	10 6%	24 13%	15 7%	16 8%	144 17%	128 15%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	29 14%	18 9%	9 4%	12 5%	9 5%	10 6%	8 5%	8 6%	5 6%	- -	21 5%	18 5%	12 6%	8 4%	93 9%	65 6%	17 11%	15 10%	20 6%	16 4%	11 7%	6 3%	10 5%	7 3%	90 10%	62 7%
£1,500 per week or above / £78,000 per year or above	6 3%	8 4%	6 3%	7 3%	1 1%	2 1%	4 3%	3 2%	- -	- -	5 1%	5 1%	4 2%	3 1%	32 3%	33 3%	11 7%	7 5%	8 2%	5 1%	5 3%	2 1%	6 3%	2 1%	34 4%	35 4%
Prefer not to say	5 3%	10 5%	11 5%	10 5%	11 6%	6 3%	5 3%	10 8%	8 11%	9 13%	24 6%	25 7%	13 6%	20 9%	49 5%	53 5%	5 3%	7 5%	11 3%	12 3%	4 3%	8 4%	5 3%	7 4%	40 5%	45 5%
Don't know	6 3%	5 2%	7 3%	6 3%	1 *	3 2%	- -	3 2%	- -	- -	1 *	5 1%	- -	3 1%	24 2%	29 3%	8 5%	8 5%	7 2%	13 4%	4 3%	8 4%	4 2%	7 4%	23 3%	21 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 589  
**D22. What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Up to £199 per week / Up to £10,399 per year	91 10%	80 10%	13 4%	20 5%	95 8%	94 8%	52 7%	44 6%	23 6%	29 7%	84 8%	66 7%	19 5%	17 5%	14 8%	13 8%	12 8%	7 5%	4 6%	2 6%	7 14%	6 17%	6 8%	4 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	102 12%	110 13%	19 6%	21 5%	117 10%	113 10%	59 8%	58 9%	42 11%	38 9%	110 11%	108 11%	38 10%	29 8%	15 9%	12 7%	12 8%	13 9%	4 6%	1 3%	5 10%	4 11%	9 12%	4 7%
From £300 to £499 per week / From £15,600 to £25,999 per year	239 28%	232 28%	68 23%	102 25%	302 26%	294 26%	165 24%	177 26%	87 22%	95 23%	265 26%	290 28%	80 22%	80 22%	40 23%	32 20%	37 24%	27 18%	14 22%	6 15%	10 20%	10 26%	16 21%	15 24%
From £500 to £699 per week / From £26,000 to £36,399 per year	176 20%	189 23%	94 31%	98 24%	266 23%	253 23%	157 23%	162 24%	75 19%	104 25%	235 23%	239 23%	79 22%	89 25%	39 22%	45 28%	33 22%	34 23%	12 19%	7 19%	13 26%	9 24%	19 25%	17 27%
From £700 to £999 per week / From £36,400 to £51,999 per year	98 11%	86 10%	54 18%	84 21%	157 14%	158 14%	102 15%	110 16%	64 16%	76 18%	143 14%	147 14%	60 17%	69 19%	27 16%	31 19%	17 11%	30 20%	9 14%	12 33%	6 11%	4 12%	13 17%	9 15%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	71 8% <sup>b</sup>	42 5%	25 8%	38 9%	108 9% <sup>f</sup>	77 7%	77 11% <sup>h</sup>	53 8%	48 12%	34 8%	88 9% <sup>l</sup>	58 6%	39 11%	29 8%	19 11%	13 8%	17 11%	15 10%	10 16%	3 9%	4 9%	2 5%	7 10%	6 10%
£1,500 per week or above / £78,000 per year or above	25 3%	25 3%	8 3%	16 4%	39 3%	41 4%	34 5%	26 4%	22 6%	23 5%	39 4%	30 3%	21 6%	18 5%	9 5%	10 6%	15 10%	12 8%	5 8%	* 1%	* *	1 2%	3 4%	5 8%
Prefer not to say	43 5%	49 6%	9 3%	13 3%	48 4%	56 5%	24 3%	32 5%	16 4%	12 3%	41 4%	48 5%	13 4%	15 4%	9 5%	4 2%	7 5%	8 6%	5 8%	3 8%	3 7%	1 2%	1 2%	1 1%
Don't know	21 2%	23 3%	13 4%	15 4%	27 2%	33 3%	23 3%	20 3%	14 4%	11 3%	26 3%	33 3%	16 4%	15 4%	3 2%	3 2%	2 2%	3 2%	1 1%	3 7%	1 3%	* 1%	1 1%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 590  
**D22. What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Up to £199 per week / Up to £10,399 per year	18 7%	21 7%	88 9%	78 8%	36 8%	42 8%	71 9%	58 8%
From £200 to £299 per week / From £10,400 to £15,599 per year	16 6%	23 8%	105 11%	109 12%	46 10%	47 9%	82 10%	85 11%
From £300 to £499 per week / From £15,600 to £25,999 per year	59 24%	79 27%	259 26%	249 27%	101 22%	140 28% <sup>e</sup>	219 27%	194 26%
From £500 to £699 per week / From £26,000 to £36,399 per year	56 23%	74 25%	231 23%	208 22%	109 24%	118 24%	182 23%	168 23%
From £700 to £999 per week / From £36,400 to £51,999 per year	32 13%	50 17%	139 14%	118 13%	72 16%	76 15%	99 12%	94 13%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	38 15% <sup>b</sup>	26 9%	71 7%	55 6%	44 10%	34 7%	67 8%	46 6%
£1,500 per week or above / £78,000 per year or above	16 6%	9 3%	27 3%	32 3%	22 5%	14 3%	21 3%	27 4%
Prefer not to say	7 3%	5 2%	47 5%	57 6%	19 4%	15 3%	36 5%	47 6%
Don't know	7 3%	8 3%	27 3%	28 3%	10 2%	14 3%	23 3%	23 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 591  
**D24. Which of these - if any - impact or limit your daily activities or the work you can do?**  
**Base: All respondents**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
NET: Impacting/ limiting condition	353 28%	365 29%	179 29%	168 28%	174 27%	192 30%	72 21%	79 23%	100 27%	103 28%	66 25%	74 29%	114 41%	104 38%	172 24%	182 26%	180 33%	178 33%	23 26%	18 21%	330 28%	347 30%	36 25%	33 23%	35 16%	56 26%y
Hearing	49 4%	36 3%	35 6%	25 4%	14 2%	11 2%	9 3%	10 3%	13 3%	11 3%	18 7%	10 4%	10 3%	5 2%	22 3%	20 3%	28 5%	15 3%	1 1%	2 2%	49 4%	34 3%	2 2%	*	2 1%	2 1%
Eyesight	42 3%	41 3%	31 5%	23 4%	11 2%	18 3%	8 2%	16 5%	14 4%	7 2%	8 3%	6 2%	12 4%	10 4%	22 3%	24 3%	20 4%	16 3%	5 5%	5 5%	37 3%	36 3%	4 3%	6 4%	6 3%	8 4%
Mobility	96 8%	93 7%	43 7%	40 7%	53 8%	52 8%	19 5%	15 4%	14 4%	26 7%	19 7%	18 7%	45 16%	34 12%	33 5%	40 6%	63 12%	53 10%	1 1%	3 4%	95 8%	90 8%	2 1%	3 2%	5 2%	6 3%
Dexterity	55 4%	41 3%	25 4%	17 3%	30 5%	23 4%	9 3%	9 3%	9 3%	11 3%	12 4%	9 4%	25 9%	12 4%	18 3%	19 3%	37 7%	22 4%	2 3%	3 3%	53 5%	38 3%	1 1%	2 1%	4 2%	6 3%
Breathing	70 6%	70 6%	36 6%	34 6%	34 5%	32 5%	16 5%	12 4%	18 5%	15 4%	11 4%	18 7%	24 8%	22 8%	34 5%	28 4%	35 6%	40 8%	1 2%	2 2%	68 6%	68 6%	2 1%	9 6%	5 2%	10 5%
Mental abilities	39 3%	48 4%	18 3%	20 3%	21 3%	27 4%	10 3%	11 3%	8 2%	8 2%	8 3%	9 4%	12 4%	20 7%	18 3%	19 4%	20 5%	29 5%	6 7%	7 7%	33 3%	41 4%	4 3%	4 3%	4 2%	7 3%
Social/ behavioural	15 1%	40 3%a	8 1%	19 3%b	7 1%	16 2%	2 1%	10 3%g	3 1%	9 2%	1 1%	4 2%	9 3%	18 6%	5 1%	18 3%o	10 2%	22 4%	2 3%	3 4%	13 1%	36 3%u	2 1%	12 9%w	3 2%	7 3%
Your mental health	142 11%	172 14%	67 11%	61 10%	75 12%	105 17%e	24 7%	36 11%	41 11%	41 11%	21 8%	34 13%	57 20%	60 22%	64 9%	77 11%	78 14%	94 18%	8 10%	9 10%	134 11%	163 14%	24 17%	24 17%	19 9%	40 19%y
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	99 8%	108 9%	51 8%	49 8%	48 8%	59 9%	27 8%	19 6%	19 5%	24 6%	21 8%	29 11%	33 12%	35 13%	45 6%	43 6%	54 10%	64 12%	4 4%	1 1%	95 8%	107 9%	10 7%	3 2%	4 2%	7 3%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	867 69%	836 67%	415 67%	416 69%	452 71%	419 66%	262 77%	249 74%	263 71%	245 67%	186 71%	178 69%	151 54%	161 59%	525 74%	494 70%	337 62%	339 64%	65 73%	67 76%	802 68%	770 67%	100 70%	93 66%	172 80%z	147 69%
Prefer not to say	27 2%	21 2%	17 3%	13 2%	10 2%	8 1%	3 1%	5 1%	6 2%	7 2%	8 3%	4 2%	10 4%	5 2%	10 1%	12 2%	18 3%	9 2%	-	-	27 2%	21 2%	5 3%	8 6%	6 3%	3 1%
Don't know	13 1%	21 2%	8 1%	9 1%	5 1%	12 2%	4 1%	4 1%	2 *	9 3%i	1 *	-	4 2%	6 2%	6 1%	13 2%	5 1%	6 1%	1 1%	3 3%	12 1%	18 2%	3 2%	8 5%	2 1%	7 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 592  
**D24. Which of these - if any - impact or limit your daily activities or the work you can do?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
NET: Impacting/limiting condition	48 23%	63 31%	74 33%	72 33%	53 30%	53 31%	49 35%	40 29%	36 49%	30 42%	137 36%	123 32%	85 40%	70 33%	319 29%	331 31%	33 21%	34 23%	353 100%	365 100%	162 100%	192 100%	209 100%	200 100%	-	-	
Hearing	4 2%	7 3%	5 2%	5 2%	7 4%	5 3%	14 10%	7 5%	15 21%	8 12%	35 9%	20 5%	29 14%	15 7%	47 4%	32 3%	3 2%	4 3%	49 14%	36 10%	11 7%	9 4%	49 24%	36 18%	-	-	
Eyesight	4 2%	4 2%	8 4%	7 3%	9 5%	5 3%	3 2%	6 4%	4 5%	1 1%	16 4%	12 3%	7 3%	7 3%	34 3%	31 3%	8 5%	10 6%	42 12%	41 11%	15 9%	11 6%	42 20%	41 20%	-	-	
Mobility	13 6%	10 5%	22 10%	23 10%	13 7%	17 10%	20 14%	14 10%	21 29%	17 24%	54 14%	48 13%	41 19%	31 15%	92 8%	86 8%	5 3%	7 5%	96 27%	93 26%	32 20%	38 20%	96 46%	93 47%	-	-	
Dexterity	9 4%	4 2%	17 7%	14 7%	6 3%	7 4%	7 5%	2 1%	9 13%	3 5%	22 6%	12 3%	16 7% <sup>n</sup>	5 2%	50 5%	39 4%	5 3%	2 1%	55 16%	41 11%	28 17%	26 14%	55 26%	41 20%	-	-	
Breathing	11 5%	7 3%	12 5%	14 6%	11 6%	11 6%	13 10%	6 4%	14 19%	11 16%	38 10%	28 7%	27 13%	17 8%	60 6%	61 6%	9 6%	9 6%	70 20%	70 19%	20 12%	30 16%	70 33%	70 35%	-	-	
Mental abilities	4 2%	9 5%	17 7%	16 7%	3 1%	6 3%	-	-	2 2%	-	4 1%	6 1%	2 1%	-	33 3%	44 4%	5 3%	4 3%	39 11%	48 13%	39 24%	48 25%	23 11%	29 15%	-	-	
Social/ behavioural	5 2%	9 4%	3 2%	6 3%	-	-	-	2 2%	-	-	-	2 1%	-	2 1%	11 1%	37 3% <sup>o</sup>	4 2%	2 2%	15 4%	40 11% <sup>s</sup>	15 9%	40 21% <sup>u</sup>	6 3%	18 9% <sup>w</sup>	-	-	
Your mental health	28 14%	41 21%	35 16%	40 18%	21 12%	10 6%	6 4%	7 5%	1 2%	1 2%	28 7%	18 5%	7 3%	8 4%	133 12%	161 15%	9 6%	11 7%	142 40%	172 47%	142 88%	172 90%	52 25%	64 32%	-	-	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	16 8%	20 10%	25 11%	27 12%	19 11%	27 16%	14 10%	14 10%	8 11%	8 12%	41 11%	49 13%	22 10%	23 11%	92 8%	98 9%	7 4%	10 7%	99 28%	108 30%	32 20%	36 19%	49 23%	50 25%	-	-	
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	147 72%	131 65%	143 65%	145 67%	116 66%	116 67%	88 63%	96 70%	37 51%	42 58%	240 62%	254 67%	125 59%	138 66%	742 68%	722 67%	118 75%	110 72%	-	-	-	-	-	-	-	867 100%	836 100%
Prefer not to say	5 3%	7 3%	4 2%	1 *	7 4%	1 1%	-	1 1%	-	-	7 2%	2 1%	-	1 1%	14 1%	11 1%	4 2%	3 2%	-	-	-	-	-	-	-	-	
Don't know	4 2%	1 *	-	-	-	3 1%	2 2%	-	-	-	2 1%	3 1%	2 1%	-	10 1%	16 1%	3 2%	5 3%	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base





### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 593  
**D24. Which of these - if any - impact or limit your daily activities or the work you can do?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
NET: Impacting/limiting condition	265 31%	274 33%	65 22%	91 22%	319 28%	331 30%	178 26%	187 27%	96 25%	119 28%	292 28%	308 30%	92 25%	95 26%	42 24%	41 25%	29 19%	43 29%q	12 20%	11 28%	9 17%	9 23%	21 28%	15 24%
Hearing	42 5%	30 4%	6 2%	5 1%	43 4%	31 3%	13 2%	14 2%	6 2%	6 1%	32 3%	29 3%	7 2%	3 1%	2 1%	3 2%	1 1%	5 3%	1 1%	1 4%	1 2%	* 1%	2 3%	3 4%
Eyesight	29 3%	26 3%	9 3%	15 4%	39 3%	38 3%	24 4%	24 4%	13 3%	17 4%	29 3%	32 3%	15 4%	12 3%	7 4%	7 4%	5 3%	7 5%	3 10%	4 10%	1 1%	1 2%	2 3%	2 4%
Mobility	80 9%	75 9%	15 5%	18 4%	83 7%	81 7%	28 4%	41 6%	17 4%	19 5%	78 8%	83 8%	12 3%	14 4%	5 3%	8 5%	3 2%	9 6%q	1 2%	3 9%	2 3%	1 3%	5 6%	4 6%
Dexterity	43 5%	27 3%	10 3%	13 3%	50 4%	35 3%	15 2%	20 3%	11 3%	11 3%	44 4%	37 4%	12 3%	10 3%	6 3%	7 5%	5 7%	9 5%	4 7%	2 5%	1 3%	1 2%	* 1%	1 2%
Breathing	54 6%	56 7%	15 5%	13 3%	59 5%	61 5%	31 4%	35 5%	13 3%	23 5%	61 6%	64 6%	12 3%	21 6%	4 2%	4 3%	3 2%	5 4%	1 2%	2 5%	1 3%	1 3%	5 7%	2 3%
Mental abilities	24 3%	33 4%	9 3%	15 4%	38 3%	47 4%	20 3%	28 4%	18 5%	21 5%	33 3%	43 4%	15 4%	13 4%	4 2%	8 5%	5 3%	6 4%	4 6%	2 5%	1 2%	* 2%	2 2%	1 1%
Social/ behavioural	11 1%	31 4%a	2 1%	9 2%	15 1%	40 4%e	5 1%	26 4%g	7 2%	17 4%i	12 1%	34 3%k	5 1%	12 3%	1 1%	7 4%o	2 1%	4 3%	-	2 4%	1 2%	* 1%	2 2%	* 1%
Your mental health	100 12%	122 15%	34 11%	50 12%	134 12%	163 15%	86 12%	111 16%	53 14%	75 18%	120 12%	148 15%	49 14%	56 16%	21 12%	27 16%	13 9%	23 15%	2 3%	4 12%	2 4%	3 9%	9 11%	6 9%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	81 9%	88 10%	14 5%	20 5%	87 8%	98 9%	44 6%	39 6%	17 4%	23 5%	88 9%	94 9%	16 4%	20 5%	8 5%	6 4%	6 4%	8 5%	1 1%	1 2%	2 5%	3 9%	3 4%	3 5%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	577 67%	533 64%	225 75%	304 74%	801 69%	752 67%	487 70%	474 69%	280 72%	286 68%	712 69%	681 67%	254 70%	252 70%	129 73%	112 70%	114 75%	98 66%	47 74%	24 65%	38 76%	26 68%	51 67%	44 71%
Prefer not to say	18 2%	15 2%	7 2%	6 1%	25 2%	20 2%	18 3%	8 1%	8 2%	4 1%	20 2%	13 1%	9 2%	3 1%	2 1%	3 2%	4 3%	2 1%	2 4%	2 6%	2 5%	2 5%	3 3%	3 5%
Don't know	7 1%	13 2%	5 1%	7 2%	13 1%	15 1%	8 1%	13 2%	5 1%	13 3%	9 1%	17 2%	9 3%	10 3%	3 2%	5 3%	4 3%	6 4%	2 3%	* 1%	1 3%	1 4%	2 2%	* 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 594  
**D24. Which of these - if any - impact or limit your daily activities or the work you can do?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
NET: Impacting/ limiting condition	73 29%	103 35%	275 28%	254 27%	113 25%	140 28%	239 30%	225 30%
Hearing	5 2%	6 2%	43 4%	29 3%	12 3%	8 2%	37 5%	28 4%
Eyesight	9 3%	17 6%	33 3%	23 2%	14 3%	20 4%	28 3%	21 3%
Mobility	10 4%	18 6%	86 9%	75 8%	23 5%	28 6%	74 9%	65 9%
Dexterity	6 3%	8 3%	48 5%	33 4%	16 4%	12 2%	39 5%	29 4%
Breathing	11 4%	17 6%	59 6%	53 6%	13 3%	27 5%	57 7%	43 6%
Mental abilities	10 4%	16 6%	28 3%	28 3%	10 2%	19 4%	29 4%	29 4%
Social/ behavioural	5 2%	13 5%	10 1%	24 3% <sup>c</sup>	4 1%	18 4% <sup>e</sup>	11 1%	21 3%
Your mental health	39 16%	62 21%	102 10%	107 11%	47 10%	71 14%	95 12%	101 14%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	21 8%	20 7%	78 8%	83 9%	26 6%	35 7%	73 9%	73 10%
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	166 67%	179 61%	693 70%	650 70%	328 71%	344 69%	538 67%	493 66%
Prefer not to say	5 2%	4 1%	20 2%	17 2%	10 2%	6 1%	17 2%	15 2%
Don't know	4 2%	7 2%	6 1%	12 1%	8 2%	10 2%	5 1%	11 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h**  
**Overlap formulae used.**

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 595  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
NET: White	1085 86%	1080 87%	532 86%	531 88%	553 86%	543 86%	281 82%	278 83%	312 84%	321 88%	238 91%	236 92%	250 89%	238 86%	593 83%	599 85%	488 90%	474 89%	76 85%	72 83%	1009 86%	1007 87%	114 80%	108 76%	174 81%	176 83%		
English/ Welsh/ Scottish/ Northern Irish/ British	1023 81%	1019 82%	505 82%	507 84%	518 81%	511 81%	264 77%	262 78%	287 77%	304 83%	230 88%	224 87%	240 86%	225 82%	551 77%	566 81%	470 87%	448 84%	70 79%	66 76%	953 81%	953 82%	109 76%	98 69%	157 73%	159 75%		
Irish	14 1%	8 1%	8 1%	5 1%	6 1%	2 1%	4 1%	3 1%	7 2%	4 1%	2 1%	1 1%	*	*	11 2%	6 1%	3 1%	1 1%	*	-	13 1%	8 1%	-	-	-	4 2%		
Gypsy, Traveller or Irish Traveller	*	3 *	*	1 *	-	*	-	*	*	-	-	-	1 1%	*	*	-	1 *	-	1 *	-	2 *	2 *	2 1%	-	-	-		
Any other white background	48 4%	50 4%	20 3%	17 3%	29 4%	30 5%	14 4%	13 4%	18 5%	13 4%	6 2%	12 5%	9 3%	11 4%	31 4%	26 4%	15 3%	23 4%	5 5%	5 5%	43 4%	45 4%	5 4%	8 6%	17 8%	12 6%		
NET: Non-White	158 13%	152 12%	74 12%	67 11%	83 13%	84 13%	56 16%	56 17%	56 15%	41 11%	16 6%	17 7%	28 10%	35 13%	112 16%	97 14%	44 8%	52 10%	13 15%	14 16%	145 12%	137 12%	26 18%	29 21%	37 17%	35 17%		
NET: Mixed	44 4%	33 3%	28 5% <sup>d</sup>	12 2%	16 2%	20 3%	15 4%	10 3%	15 4%	11 3%	5 2%	6 2%	8 3%	4 1%	30 4%	21 3%	13 2%	10 2%	10 12%	4 4%	34 3%	29 3%	11 8%	3 2%	6 3%	6 3%		
White and Black Caribbean	4 *	7 1%	2 *	3 1%	2 *	4 1%	-	1 *	1 *	1 *	2 1%	3 1%	3 1%	1 *	2 *	3 1%	6 1%	1 1%	1 1%	3 1%	7 *	7 *	-	-	1 1%	-		
White and Black African	9 1%	4 *	7 1%	3 *	2 *	1 *	2 1%	2 *	2 1%	2 1%	*	-	4 1%	-	5 1%	4 1%	4 1%	-	-	2 2%	9 1%	2 *	7 5% <sup>x</sup>	-	1 *	*		
White and Asian	19 1%	13 1%	13 2%	4 1%	6 1%	9 1%	3 3%	5 1%	5 1%	4 1%	1 1%	2 1%	3 1%	1 *	14 2%	9 1%	4 1%	3 1%	7 8%	2 2%	12 1%	11 1%	3 2%	3 2%	2 1%	2 1%		
Any other mixed/ multiple ethnic background	13 1%	9 1%	7 1%	2 *	6 1%	6 1%	3 1%	3 1%	7 2%	4 1%	2 1%	1 *	1 *	*	10 1%	7 1%	2 *	1 *	3 3%	-	10 1%	9 1%	1 1%	-	2 1%	3 1%		
NET: Asian	87 7%	88 7%	37 6%	41 7%	50 8%	46 7%	35 10%	31 9%	25 7%	23 6%	8 3%	9 4%	18 6%	24 9%	60 8%	54 8%	26 5%	33 6%	1 2%	6 7%	86 7%	82 7%	11 8%	21 15%	27 13%	22 10%		
Indian	29 2%	26 2%	10 2%	13 2%	19 3%	13 2%	13 4%	12 4%	8 2%	5 1%	1 *	-	7 2%	9 3%	22 3%	17 2%	7 1%	9 2%	-	3 4%	29 2%	22 2%	5 3%	7 5%	8 4%	5 2%		
Pakistani	29 2%	35 3%	14 2%	17 3%	15 2%	18 3%	9 3%	7 2%	8 2%	12 3%	6 2%	6 2%	5 2%	9 3%	17 2%	19 3%	11 2%	15 3%	1 1%	1 1%	28 2%	34 3%	2 1%	6 4%	9 4%	10 5%		
Bangladeshi	5 *	7 1%	5 1%	4 1%	1 *	2 *	4 1%	3 1%	-	1 *	-	-	*	2 1%	2 1%	4 1%	4 1%	2 *	2 *	-	-	5 *	7 1%	2 2%	*	2 1%		
Chinese	13 1%	12 1%	4 1%	4 1%	9 1%	7 1%	2 2%	6 2%	3 1%	1 *	1 *	1 1%	2 1%	4 1%	10 1%	7 1%	3 1%	5 1%	-	-	13 1%	12 1%	1 1%	6 4%	5 2%	1 1%		
Any other Asian background	11 1%	9 1%	5 1%	3 1%	6 1%	5 1%	3 1%	3 1%	5 1%	4 1%	*	1 1%	3 1%	1 *	8 1%	7 1%	3 1%	2 *	1 1%	2 2%	10 1%	7 1%	1 1%	2 1%	3 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 595  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
NET: Black	19 1%	23 2%	7 1%	9 2%	12 2%	14 2%	5 1%	11 3%	13 4%	6 2%	1 *	2 1%	-	4 2%	18 3%	17 2%	1 *	6 1%	1 2%	2 3%	18 1%	21 2%	4 3%	1 1%	4 2%	6 3%
Caribbean	9 1%	13 1%	3 *	4 1%	6 1%	9 1%	2 1%	7 2%	6 2%	3 1%	* *	1 *	-	1 *	8 1%	10 1%	* *	2 *	1 1%	-	8 1%	13 1%	-	-	3 1%	3 1%
African	8 1%	9 1%	3 *	4 1%	5 1%	5 1%	2 1%	3 1%	6 2%	2 *	* *	1 *	-	3 1%	8 1%	5 1%	* *	4 1%	* 1%	2 3%	7 1%	7 1%	3 2%	1 1%	-	3 1%
Any other black/ African/ Caribbean background	2 *	1 *	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-	2 *	1 *	* *	* *	1 *	* *
NET: Other	7 1%	8 1%	2 *	4 1%	6 1%	4 1%	1 *	5 1%	3 1%	* *	1 *	-	2 1%	3 1%	4 1%	5 1%	3 1%	3 1%	-	2 3%	7 1%	6 1%	* *	3 2%	-	2 1%
Arab	1 *	6 *	* *	2 *	1 *	4 1%	1 *	2 1%	* *	-	-	-	-	3 1%	1 *	2 *	-	3 1%	-	1 1%	1 *	5 *	* *	3 2%	-	2 1%
Any other ethnic background	6 *	2 *	1 *	2 *	5 1%	-	-	2 1%	3 1%	* *	1 *	-	2 1%	-	3 *	2 *	3 1%	-	-	1 1%	6 1%	1 *	-	-	-	* *
Prefer not to say	16 1%	12 1%	12 2%	8 1%	4 1%	4 1%	5 2%	2 1%	3 1%	4 1%	7 3%	3 1%	2 1%	2 1%	8 1%	6 1%	8 2%	6 1%	-	1 1%	16 1%	11 1%	3 2%	5 3%	4 2%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 596  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
NET: White	161 79%	167 83%	199 90%	193 88%	161 92%	159 92%	130 94%	132 97%	71 97%	72 100%	362 94%	363 95%	201 95%	204 98%	1085 100%	1080 100%	-	-	319 91%	331 91%	147 91%	179 93%	189 91%	178 89%	742 86%	722 86%
English/ Welsh/ Scottish/ Northern Irish/ British	152 74%	155 77%	188 85%	185 85%	153 88%	153 89%	123 89%	131 96%	71 97%	72 100%	347 90%	356 93%	194 92%	203 97% <sup>m</sup>	1023 94%	1019 94%	-	-	309 88%	311 85%	141 87%	167 87%	185 89%	169 84%	691 80%	685 82%
Irish	1 1%	1 1%	3 1%	1 *	3 2%	1 1%	6 5% <sup>h</sup>	-	-	-	9 2% <sup>l</sup>	1 *	6 3% <sup>n</sup>	-	14 1%	8 1%	-	-	4 1%	4 1%	3 2%	1 1%	2 1%	2 1%	10 1%	3 *
Gypsy, Traveller or Irish Traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	3	-	-	*	3	-	1	*	3	-	-
Any other white background	8 4%	11 6%	8 4%	7 3%	5 3%	5 3%	1 *	2 1%	-	-	5 1%	7 2%	1 *	2 1%	48 4%	50 5%	-	-	6 2%	12 3%	3 2%	9 5%	2 1%	5 2%	41 5%	34 4%
NET: Non-White	40 19%	32 16%	22 10%	25 12%	10 6%	13 7%	8 6%	3 2%	2 3%	-	20 5%	16 4%	3 5%	3 2%	-	-	158 100%	152 100%	33 9%	34 9%	14 9%	13 7%	19 9%	22 11%	118 14%	110 13%
NET: Mixed	9 4%	5 3%	4 2%	9 4%	4 2%	5 3%	-	1 1%	-	-	4 1%	6 2%	-	1 *	-	-	44 28%	33 22%	12 4%	11 3%	4 2%	5 3%	7 3%	7 3%	30 3%	21 2%
White and Black Caribbean	2 1%	2 1%	-	4 2%	1 *	1 1%	-	-	-	-	1 *	1 *	-	-	-	-	4 3%	7 5%	-	3 1%	-	2 1%	-	3 1%	4 *	4 *
White and Black African	1 1%	-	-	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	-	-	9 6%	4 2%	1 *	1 *	-	-	1 1%	1 *	7 1%	3 *
White and Asian	2 1%	1 *	3 1%	2 1%	2 1%	3 1%	-	-	-	-	2 *	3 1%	-	-	-	-	19 12%	13 9%	7 2%	3 1%	1 *	1 1%	4 2%	1 1%	10 1%	10 1%
Any other mixed/ multiple ethnic background	4 2%	3 1%	1 1%	2 1%	1 *	1 *	-	1 1%	-	-	1 *	1 *	-	1 *	-	-	13 8%	9 6%	4 1%	5 1%	3 2%	2 1%	3 1%	2 1%	9 1%	4 1%
NET: Asian	21 10%	18 9%	13 6%	14 7%	4 2%	4 2%	8 6%	2 2%	2 3%	-	14 4%	6 2%	10 5%	2 1%	-	-	87 55%	88 58%	11 3%	13 3%	5 3%	5 2%	7 3%	11 5%	71 8%	70 8%
Indian	8 4%	7 3%	4 2%	1 *	-	3 2%	1 1%	-	2 3%	-	3 1%	3 1%	3 2%	-	-	-	29 18%	26 17%	4 1%	2 1%	3 2%	2 1%	2 1%	*	24 3%	22 3%
Pakistani	10 5%	6 3%	3 1%	11 5%	-	-	4 3%	*	-	-	4 1%	*	4 2%	*	-	-	29 18%	35 23%	2 *	7 2%	1 *	3 2%	1 *	7 4% <sup>w</sup>	23 3%	26 3%
Bangladeshi	1 *	3 2%	* *	* *	-	1 1%	-	-	-	-	-	1 *	-	-	-	-	5 3%	7 4%	-	*	-	-	-	*	5 1%	6 1%
Chinese	1 *	1 1%	3 1%	1 1%	2 1%	-	1 1%	1 1%	-	-	3 1%	1 *	1 1%	1 1%	-	-	13 8%	12 8%	2 1%	3 1%	-	-	2 1%	3 1%	10 1%	9 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 596  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Any other Asian background	1 1%	1 *	2 1%	1 *	2 1%	-	1 1%	1 1%	-	-	3 1%	1 *	1 1%	1 *	-	-	11 7%	9 6%	3 1%	1 *	2 1%	-	1 1%	1 *	8 1%	7 1%
NET: Black	4 2%	9 4%	3 1%	1 1%	3 2%	4 2%	-	-	-	-	3 1%	4 1%	-	-	-	-	19 12%	23 15%	5 1%	9 2%	1 1%	2 1%	3 2%	4 2%	14 2%	12 1%
Caribbean	2 1%	5 3%	2 1%	1 *	1 *	4 2%	-	-	-	-	1 *	4 1%	-	-	-	-	9 5%	13 8%	4 1%	6 2%	1 1%	2 1%	2 1%	2 1%	5 1%	5 1%
African	1 1%	2 1%	1 *	1 *	2 1%	-	-	-	-	-	2 *	-	-	-	-	-	8 5%	9 6%	1 *	2 1%	-	-	1 *	2 1%	8 1%	7 1%
Any other black/ African/ Caribbean background	1 *	1 1%	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	2 2%	1 1%	1 *	1 *	-	-	1 *	-	2 *	1 *
NET: Other	5 2%	1 *	2 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	7 5%	8 5%	5 1%	2 1%	5 3%	1 1%	2 1%	1 *	3 *	6 1%
Arab	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	6 4%	-	1 *	-	1 1%	-	-	1 *	5 1%
Any other ethnic background	4 2%	1 *	2 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	6 4%	2 2%	5 1%	1 *	5 3%v	-	2 1%	1 *	1 *	2 *
Prefer not to say	4 2%	2 1%	1 *	-	4 2%	1 1%	1 *	1 1%	-	-	4 1%	2 1%	1 *	1 1%	-	-	-	-	1 *	1 *	1 *	-	1 *	-	7 1%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 597  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
NET: White	771	756	237	323	987	964	560	553	318	336	894	888	278	278	134	120	108	111	39	24	30	26	54	50
	89%	91%	79%	79%	85%	86%	81%	81%	82%	80%	87%	87%	76%	77%	76%	74%	72%	74%	62%	63%	60%	69%	71%	80%
English/ Welsh/ Scottish/ Northern Irish/ British	732	720	219	299	925	906	524	509	298	303	841	836	259	255	127	109	98	95	35	20	27	25	49	47
	84%	86%	73%	73%	80%	81%	76%	75%	76%	72%	81%	82%	71%	71%	72%	67%	64%	63%	55%	52%	53%	66%	65%	75%
Irish	12	4	1	4	14	7	3	5	1	4	10	8	1	5	*	1	2	1	-	-	*	-	1	1
	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	-	1%	1%
Gypsy, Traveller or Irish Traveller	*	1	-	1	*	3	*	3	*	2	*	3	*	3	*	1	*	1	*	1	*	*	*	*
	*	*	-	*	*	*	*	*	*	*	*	*	*	1%	*	1%	*	1%	*	3%	*	*	*	*
Any other white background	27	31	17	19	48	48	34	35	19	28	43	42	19	15	7	9	9	14	4	3	3	1	3	2
	3%	4%	6%	5%	4%	4%	5%	5%	5%	7%	4%	4%	5%	4%	4%	5%	6%	9%	7%	7%	6%	3%	4%	2%
NET: Non-White	84	71	61	81	156	144	123	123	68	85	129	124	83	81	41	39	42	38	23	13	19	11	21	13
	10%	8%	20%	20%	13%	13%	18%	18%	17%	20%	12%	12%	23%	22%	23%	24%	27%	25%	37%	35%	38%	31%	28%	20%
NET: Mixed	25	20	9	13	44	30	36	21	18	12	34	26	28	14	13	6	11	7	6	3	4	2	5	3
	3%	2%	3%	3%	4%	3%	5%	3%	5%	3%	3%	3%	8%	4%	8%	4%	8%	5%	10%	9%	7%	6%	7%	5%
White and Black Caribbean	1	4	2	3	4	7	4	4	-	2	2	5	2	1	-	-	1	-	-	-	-	-	1	1
	*	1%	1%	1%	*	1%	1%	1%	-	*	*	1%	1%	*	-	-	1%	-	-	-	-	-	1%	1%
White and Black African	7	1	2	3	9	4	8	3	7	3	7	4	6	3	2	3	2	3	2	1	*	*	2	1
	1%	*	1%	1%	1%	*	1%	*	2%	1%	1%	*	2%	1%	1%	2%	1%	2%	4%	3%	1%	*	2%	2%
White and Asian	10	10	2	3	19	11	15	8	6	5	17	11	14	8	7	3	5	2	2	2	*	1	1	1
	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	4%	2%	4%	2%	4%	1%	2%	5%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	7	5	3	4	13	9	10	6	5	3	8	6	7	2	4	1	3	3	2	*	3	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	4%	1%	5%	5%	2%	1%
NET: Asian	46	36	40	51	86	84	68	73	38	53	72	76	42	51	20	24	22	23	12	7	10	7	13	7
	5%	4%	13%	13%	7%	8%	10%	11%	10%	12%	7%	7%	11%	14%	11%	15%	14%	15%	19%	7	10	7	13	7
Indian	15	9	14	17	28	23	25	22	12	16	25	19	15	17	7	9	9	9	4	2	4	2	5	2
	2%	1%	5%	4%	2%	2%	4%	3%	3%	4%	2%	2%	4%	5%	4%	5%	6%	6%	6%	5%	7%	4%	6%	3%
Pakistani	10	10	18	25	29	35	23	31	15	22	26	33	17	6	6	8	8	8	5	4	4	4	4	2
	1%	1%	6%	6%	3%	3%	3%	4%	4%	5%	2%	3%	5%	6%	3%	4%	5%	6%	8%	11%	9%	10%	6%	4%
Bangladeshi	3	1	2	5	5	7	5	6	3	5	4	7	5	4	2	2	1	2	2	1	1	1	1	2
	*	*	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	2%	1%	3%
Chinese	10	10	2	2	13	12	8	8	2	4	11	10	1	5	1	4	1	2	*	-	*	-	*	*
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	2%	1%	1%	*	-	1%	-	*	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 597  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Any other Asian background	8 1%	5 1%	3 1%	3 1%	10 1%	9 1%	7 1%	7 1%	5 1%	6 1%	7 1%	7 1%	3 1%	4 1%	3 2%	3 2%	2 2%	2 1%	1 2%	1 2%	* 1%	1 2%	3 3%	1 1%
NET: Black	9 1%	9 1%	8 3%	14 3%	19 2%	21 2%	18 3%	20 3%	12 3%	14 3%	17 2%	14 1%	12 3%	7 2%	7 4%	5 3%	8 5%	5 4%	5 7%	3 7%	6 11%	2 6%	3 4%	2 4%
Caribbean	6 1%	7 1%	1 *	5 1%	9 1%	11 1%	9 1%	11 2%	4 1%	6 2%	6 1%	6 1%	4 1%	3 1%	3 2%	1 1%	4 3%	2 2%	2 3%	* 1%	3 6%	1 4%	1 1%	1 2%
African	2 *	1 *	5 2%	8 2%	8 1%	9 1%	7 1%	8 1%	6 1%	7 2%	8 1%	6 1%	6 2%	4 1%	3 1%	3 2%	3 2%	2 1%	2 3%	2 4%	2 3%	* 1%	2 2%	* 1%
Any other black/ African/ Caribbean background	* *	1 *	2 1%	1 *	2 *	1 *	2 *	1 *	2 *	1 *	2 *	1 *	2 *	* *	1 1%	1 1%	2 1%	1 1%	* 1%	1 2%	1 2%	* 1%	* 1%	1 1%
NET: Other	4 *	5 1%	4 1%	4 1%	7 1%	8 1%	2 *	8 1%g	* *	6 1%	6 1%	8 1%	* *	7 2% m	* *	4 3%	* *	3 2%	* *	- -	* -	- -	* -	* 1%
Arab	* *	3 *	1 *	2 1%	1 *	6 1%	1 *	6 1%	* *	4 1%	1 *	6 1%	* *	6 2% m	* *	3 2%	* *	2 2%	- -	- -	- -	- -	* *	- -
Any other ethnic background	3 *	1 *	3 1%	1 *	6 1%	2 *	* *	2 *	* *	2 *	5 *	2 *	* *	2 *	* *	1 1%	* *	* *	* *	- -	* 1%	- -	* *	* 1%
Prefer not to say	11 1%	8 1%	4 1%	4 1%	15 1%	10 1%	9 1%	8 1%	4 1%	1 *	10 1%	7 1%	4 1%	2 *	2 1%	2 1%	1 1%	1 1%	1 1%	1 2%	1 3%	* *	1 1%	* *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 598  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
NET: White	197 79%	233 79%	874 88%	831 89%	381 83%	422 84%	704 88%	657 88%
English/ Welsh/ Scottish/ Northern Irish/ British	184 74%	208 71%	827 83%	797 85%	355 77%	392 78%	668 84%	627 84%
Irish	3 1%	2 1%	10 1%	5 1%	3 *	2 *	11 1%	6 1%
Gypsy, Traveller or Irish Traveller	-	3 1%	*	-	*	3 1%	-	-
Any other white background	10 4%	20 7%	37 4%	29 3%	23 5%	26 5%	25 3%	24 3%
NET: Non-White	49 20%	58 20%	106 11%	93 10%	73 16%	74 15%	85 11%	78 10%
NET: Mixed	11 4%	13 4%	33 3%	20 2%	22 5%	15 3%	23 3%	18 2%
White and Black Caribbean	-	2 1%	3 *	6 1%	2 *	2 *	2 *	5 1%
White and Black African	2 1%	2 1%	6 1%	2 *	7 2%	2 *	2 *	2 *
White and Asian	6 2%	6 2%	13 1%	7 1%	5 1%	7 1%	14 2%	6 1%
Any other mixed/ multiple ethnic background	2 1%	4 1%	10 1%	5 1%	8 2%	4 1%	5 1%	5 1%
NET: Asian	30 12%	36 12%	56 6%	51 5%	40 9%	47 9%	48 6%	41 6%
Indian	12 5%	10 3%	17 2%	16 2%	11 2%	11 2%	18 2%	15 2%
Pakistani	13 5%	16 6%	15 1%	18 2%	17 4%	22 4%	12 1%	13 2%
Bangladeshi	1 *	5 2%	4 *	2 *	4 1%	4 1%	1 *	3 *
Chinese	*	1 *	13 1%	10 1%	4 1%	5 1%	9 1%	7 1%
Any other Asian background	4 2%	4 1%	7 1%	5 1%	3 1%	5 1%	8 1%	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

Prepared by Yonder

**.YONDER**

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 598  
**D25. Which one of these groups best describes your ethnic group or background?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Weighted base	249	293	994	933	460	500	799	743
NET: Black	8 3%	7 2%	11 1%	16 2%	10 2%	9 2%	8 1%	14 2%
Caribbean	6 2%	4 1%	3 *	8 1%	3 1%	5 1%	5 1%	8 1%
African	1 1%	1 *	6 1%	8 1%	5 1%	4 1%	3 *	5 1%
Any other black/ African/ Caribbean background	1 *	1 *	2 *	1 *	2 *	1 *	* *	1 *
NET: Other	-	3 1%	7 1%	6 1%	1 *	3 1%	6 1%	5 1%
Arab	-	1 *	1 *	5 1%	1 *	2 *	* *	4 1%
Any other ethnic background	-	1 *	6 1%	1 *	* *	1 *	6 1%	1 *
Prefer not to say	2 1%	2 1%	14 1%	10 1%	6 1%	4 1%	10 1%	8 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 599  
**D26. What is your religion, if any?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
No religion	613	615	319	310	294	301	154	156	189	175	120	132	147	145	343	331	267	277	43	43	571	572	92	82	131	123		
	49%	49%	52%	51%	46%	48%	45%	46%	51%	48%	46%	52%	53%	53%	48%	47%	50%	52%	48%	49%	49%	49%	64%	58%	61%	58%		
NET: Christian	513	492	237	225	275	265	143	139	146	151	123	96	101	102	288	290	225	199	41	34	472	457	32	33	53	56		
	41%	40%	38%	37%	43%	42%	42%	41%	39%	41%	47%	38%	36%	37%	40%	41%	42%	37%	46%	39%	40%	40%	23%	24%	25%	26%		
Catholic	113	115	59	58	54	56	33	40	33	33	26	19	21	22	65	73	47	40	12	16	101	98	11	15	18	19		
	9%	9%	10%	10%	8%	9%	10%	12%	9%	9%	10%	7%	8%	8%	9%	10%	9%	8%	14%	19%	9%	9%	8%	11%	9%	9%		
Church of England/ Scotland/ Ireland	304	274	129	122	175	152	83	64	77	81	85	66	59	62	160	145	144	128	22	14	282	260	10	7	21	25		
	24%	22%	21%	20%	27%	24%	24%	19%	21%	22%	33%	26%	21%	22%	22%	21%	27%	24%	25%	16%	24%	23%	7%	5%	10%	12%		
Other Christian	96	103	50	45	47	57	27	35	36	37	12	12	22	19	63	72	34	31	7	4	90	98	11	11	13	12		
	8%	8%	8%	7%	7%	9%	8%	10%	10%	10%	5%	5%	8%	7%	9%	10%	6%	6%	8%	5%	8%	9%	8%	8%	6%	6%		
Muslim	41	60	23	34	19	26	15	16	10	17	8	10	7	17	25	33	15	26	2	3	39	57	5	13	10	20		
	3%	5%	4%	6%	3%	4%	4%	5%	3%	5%	3%	4%	2%	6%	4%	5%	3%	5%	2%	4%	3%	5%	4%	9%	5%	9%		
Hindu	16	10	4	4	12	6	10	7	3	2	-	-	3	1	14	9	3	1	-	1	16	9	2	1	5	2		
	1%	1%	1%	1%	2%	1%	3%	2%	1%	1%	-	-	1%	*	2%	1%	*	*	-	1%	1%	1%	2%	1%	2%	1%		
Jewish	15	9	7	6	8	4	8	4	1	2	1	2	5	2	9	6	6	4	*	3	14	7	2	1	1	-		
	1%	1%	1%	1%	1%	1%	2%	1%	*	*	*	1%	2%	1%	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	*	-		
Sikh	7	3	4	2	3	1	-	1	4	1	*	-	3	1	4	2	4	1	-	1	7	2	2	1	3	-		
	1%	*	1%	*	*	*	-	*	1%	*	*	-	1%	1%	1%	*	1%	*	-	1%	1%	*	1%	1%	1%	-		
Buddhist	12	11	4	5	8	6	3	2	5	6	1	2	3	-	9	9	4	2	1	1	11	10	2	2	2	1		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	-	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%		
Other religion	12	15	5	7	7	8	1	4	3	-	2	8	4	3	4	4	6	11	1	-	11	15	-	-	2	3		
	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	3%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	-	-	1%	1%		
Prefer not to say	29	28	14	14	15	13	8	6	10	11	6	6	6	4	18	18	11	10	1	1	28	26	6	7	10	7		
	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	4%	5%	5%	3%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 600  
**D26. What is your religion, if any?**  
 Base: All respondents

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
No religion	105 51%	110 55%	111 50%	104 47%	69 40%	76 44%	50 36%	53 39%	12 17%	24 33%	132 34%	153 40%	62 29%	77 37%	569 52%	572 53%	43 27%	42 28%	164 47%	164 45%	92 57%	104 54%	89 43%	78 39%	439 51%	439 53%
NET: Christian	72 35%	66 33%	90 41%	86 39%	91 52%	88 51%	79 57%	79 58%	55 76%	48 67%	225 58%	215 56%	134 63%	127 61%	469 43%	456 42%	40 26%	34 23%	161 46%	171 47%	53 33%	69 36%	107 51%	102 51%	340 39%	309 37%
Catholic	11 5%	22 11%	22 10%	11 5%	16 9%	15 9%	17 12%	8 6%	6 8%	7 10%	38 10%	31 8%	22 11%	15 7%	101 9%	101 9%	12 7%	12 8%	31 9%	35 10%	12 7%	19 10%	18 9%	16 8%	76 9%	77 9%
Church of England/ Scotland/ Ireland	41 20%	28 14%	56 25%	59 27%	66 38%	58 33%	51 36%	53 39%	37 51%	31 43%	153 40%	142 37%	88 41%	84 40%	291 27%	265 25%	11 7%	9 6%	94 27%	102 28%	28 18%	39 20%	61 29%	66 33%	204 23%	166 20%
Other Christian	20 10%	16 8%	13 6%	17 8%	9 5%	15 9%	12 8%	17 13%	12 17%	10 14%	33 9%	43 11%	24 11%	27 13%	77 7%	89 8%	18 11%	13 9%	36 10%	33 9%	13 8%	11 6%	28 13%	20 10%	60 7%	65 8%
Muslim	14 7%	10 5%	4 2%	14 6% <sup>c</sup>	1 *	-	5 1%	1 *	-	-	6 1%	1 *	5 2%	1 *	3 1%	9 24%	38 34%	51 34%	3 1%	10 3%	1 1%	4 2%	2 1%	10 5% <sup>w</sup>	34 4%	46 6%
Hindu	6 3%	4 2%	-	-	2 1%	1 1%	-	-	2 3%	-	3 1%	2 *	3 2%	-	-	-	16 10%	10 6%	2 1%	* 1%	2 1%	* *	-	* *	14 2%	9 1%
Jewish	-	-	3 1%	2 1%	3 2%	2 1%	2 2%	2 1%	3 5%	-	9 2%	3 1%	6 3%	2 1%	13 1%	7 1%	1 1%	2 1%	4 1%	3 1%	1 1%	1 *	3 1%	3 1%	10 1%	6 1%
Sikh	-	-	3 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	7 5%	3 2%	2 *	1 *	-	1 1%	2 1%	-	6 1%	2 *
Buddhist	2 1%	1 1%	3 1%	5 2%	2 1%	2 1%	1 *	-	-	-	2 1%	2 *	1 *	-	7 1%	8 4%	6 2%	4 2%	5 1%	3 1%	3 2%	2 1%	3 1%	2 1%	7 1%	9 1%
Other religion	3 2%	3 2%	4 2%	5 2%	2 1%	3 2%	1 *	1 1%	-	-	2 1%	4 1%	1 *	1 *	10 1%	13 1%	2 1%	2 1%	7 2%	8 2%	7 4%	8 4%	2 1%	7 3%	5 1%	7 1%
Prefer not to say	3 1%	7 3%	3 1%	3 1%	7 4% <sup>f</sup>	1 *	-	1 1%	-	-	7 2%	2 1%	-	1 1%	14 1%	14 1%	5 3%	4 3%	5 2%	5 1%	3 2%	2 1%	1 1%	-	12 1%	9 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 601  
**D26. What is your religion, if any?**  
 Base: All respondents

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
No religion	416 48%	407 49%	154 51%	208 51%	567 49%	551 49%	347 50%	345 51%	182 47%	197 47%	507 49%	501 49%	170 46%	176 49%	99 56%	86 54%	64 42%	57 38%	14 22%	11 29%	17 34%	16 43%	37 48%	33 53%
NET: Christian	377 44%	363 43%	95 31%	129 32%	461 40%	436 39%	250 36%	239 35%	152 39%	150 36%	422 41%	403 40%	138 38%	123 34%	53 30%	48 30%	58 38%	61 41%	31 50%	15 41%	18 36%	13 35%	26 34%	23 36%
Catholic	74 9%	69 8%	26 9%	46 11%	106 9%	102 9%	66 10%	74 11%	49 13%	45 11%	95 9%	99 10%	43 12%	50 14%	20 11%	19 11%	20 13%	21 14%	12 18%	5 14%	5 11%	4 10%	10 13%	7 10%
Church of England/ Scotland/ Ireland	231 27%	211 25%	50 17%	63 16%	262 23%	240 21%	135 20%	112 16%	78 20%	76 18%	250 24%	230 23%	68 19%	54 15%	19 11%	23 14%	26 17%	28 19%	9 15%	7 18%	8 16%	6 15%	10 14%	13 20%
Other Christian	71 8%	83 10%	18 6%	20 5%	93 8%	94 8%	48 7%	52 8%	24 6%	29 7%	76 7%	74 7%	27 7%	19 5%	14 8%	7 4%	12 8%	12 9%	10 17%	3 9%	5 10%	4 10%	6 7%	3 6%
Muslim	13 2%	18 2%	26 9%	42 10%	41 4%	60 5%	34 5%	51 7%	22 6%	41 10%	37 4%	56 6%	26 7%	37 10%	13 8%	15 9%	14 9%	17 11%	10 16%	6 16%	9 18%	6 16%	8 10%	4 7%
Hindu	9 1%	2 *	7 2%	7 2%	16 1%	10 1%	16 2%	8 1%	9 2%	7 2%	15 1%	6 1%	11 3%	7 2%	3 2%	2 1%	6 4%	5 4%	2 4%	1 3%	2 4%	1 3%	4 5%	1 2%
Jewish	14 2%	7 1%	- -	3 1%	14 1%	9 1%	6 1%	6 1%	5 1%	4 1%	9 1%	9 1%	1 *	4 1%	1 1%	2 1%	3 2%	1 1%	- -	1 2%	* 1%	- -	- -	- -
Sikh	4 *	1 *	3 1%	2 1%	6 1%	3 *	4 1%	3 *	1 *	3 1%	5 1%	1 *	2 1%	2 1%	1 1%	2 2%	- -	1 1%	- -	- -	- -	- -	* *	- -
Buddhist	7 1%	10 1%	4 1%	1 *	12 1%	11 1%	7 1%	6 1%	6 2%	5 1%	9 1%	8 1%	4 1%	3 1%	1 *	* *	2 1%	1 1%	* *	1 1%	* 1%	* *	* *	* *
Other religion	8 1%	11 1%	3 1%	4 1%	11 1%	15 1%	8 1%	7 1%	4 1%	9 2%	10 1%	13 1%	5 1%	2 1%	- -	3 2%	1 *	2 2%	- -	- -	- -	1 3%	1 1%	1 1%
Prefer not to say	17 2%	15 2%	11 4%	13 3%	29 3%	24 2%	20 3%	17 3%	9 2%	6 1%	19 2%	20 2%	9 2%	7 2%	4 3%	3 2%	5 3%	3 2%	5 8%	3 7%	3 6%	* *	1 1%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 602  
**D26. What is your religion, if any?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
No religion	108 43%	145 49%	501 50%	464 50%	233 51%	257 51%	381 48%	358 48%
NET: Christian	96 38%	101 35%	410 41%	382 41%	163 35%	179 36%	350 44%	313 42%
Catholic	28 11%	33 11%	83 8%	79 9%	41 9%	59 12%	72 9%	56 8%
Church of England/ Scotland/ Ireland	53 21%	49 17%	247 25%	222 24%	93 20%	87 17%	211 26%	187 25%
Other Christian	15 6%	20 7%	79 8%	80 9%	29 6%	33 7%	68 8%	70 9%
Muslim	18 7%	31 10%	22 2%	29 3%	29 6%	35 7%	12 2%	25 3%g
Hindu	6 2%	3 1%	11 1%	7 1%	6 1%	4 1%	10 1%	6 1%
Jewish	4 2%	4 1%	10 1%	5 1%	2 *	2 *	12 2%	7 1%
Sikh	4 2%	3 1%	3 *	- -	2 *	1 *	5 1%	2 *
Buddhist	4 1%	1 *	7 1%	10 1%	7 1%	8 2%	6 1%	3 *
Other religion	4 2%	1 *	8 1%	13 1%	7 2%	7 1%	5 1%	8 1%
Prefer not to say	6 2%	4 1%	23 2%	23 3%	12 3%	8 2%	17 2%	20 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 603  
**D33. Which of the following describes where you live?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Scotland	105 8%	103 8%	48 8%	55 9%	56 9%	48 8%	24 7%	24 7%	35 9%	39 11%	20 8%	20 8%	26 9%	20 7%	59 8%	63 9%	45 8%	40 8%	9 11%	4 5%	95 8%	99 9%	15 10%	17 12%	20 9%	10 5%		
North East	52 4%	51 4%	26 4%	21 4%	25 4%	29 5%	18 5%	11 3%	14 4%	18 5%	10 4%	10 4%	9 3%	13 5%	32 5%	29 4%	19 4%	22 4%	4 5%	4 4%	47 4%	47 4%	4 3%	7 5%	11 5%	10 5%		
North West	137 11%	136 11%	64 10%	67 11%	73 11%	69 11%	38 11%	35 11%	39 10%	39 11%	28 11%	31 12%	33 12%	29 11%	76 11%	74 11%	61 11%	60 11%	10 12%	7 8%	127 11%	128 11%	18 12%	12 8%	30 14%	27 13%		
Yorkshire and the Humber	102 8%	101 8%	46 7%	48 8%	56 9%	53 8%	24 7%	25 7%	27 7%	29 8%	26 10%	25 8%	27 10%	27 10%	51 7%	54 8%	51 9%	47 9%	4 5%	8 9%	98 8%	93 8%	8 6%	10 7%	17 8%	7 3%		
West Midlands	107 9%	106 9%	61 10%	63 10%	46 7%	42 7%	39 11%	33 10%	23 6%	30 8%	28 11%	18 7%	15 5%	22 8%	62 9%	62 9%	43 8%	40 8%	12 13%	12 14%	96 8%	94 8%	19 13%	24 17%	17 8%	22 11%		
East Midlands	91 7%	90 7%	46 7%	36 6%	44 7%	53 8%	21 6%	22 6%	24 6%	30 8%	20 8%	15 6%	24 9%	23 8%	45 6%	51 7%	44 8%	38 7%	10 12%	14 16%	80 7%	75 7%	6 4%	11 8%	16 8%	13 6%		
Wales	60 5%	60 5%	37 6%	38 6%	24 4%	22 4%	9 3%	11 3%	14 4%	17 5%	15 6%	19 7%	22 8%	12 4%	23 3%	28 4%	37 7%	31 6%	3 4%	5 6%	57 5%	55 5%	8 5%	6 4%	8 3%	13 6%		
East of England	112 9%	111 9%	58 9%	59 10%	54 9%	52 8%	28 8%	32 9%	32 9%	30 8%	23 9%	27 11%	29 10%	22 8%	60 8%	62 9%	52 10%	49 9%	7 7%	3 4%	106 9%	107 9%	10 7%	8 6%	17 8%	20 9%		
London	171 14%	169 14%	86 14%	83 14%	85 13%	83 13%	53 16%	62 19%	55 15%	46 13%	23 9%	30 12%	41 15%	30 11%	108 15%	108 15%	64 12%	60 11%	12 13%	14 16%	160 14%	155 13%	23 16%	18 13%	24 11%	27 13%		
South East	176 14%	174 14%	76 12%	77 13%	100 16%	96 15%	38 11%	35 11%	67 18%	50 14%	38 15%	46 18%	34 12%	43 16%	105 15%	85 12%	72 13%	89 17%	7 8%	9 11%	169 14%	165 14%	18 13%	17 12%	30 14%	34 16%		
South West	108 9%	107 9%	50 8%	38 6%	58 9%	69 11%	33 10%	32 9%	31 8%	26 7%	26 10%	19 8%	17 6%	27 10%	63 9%	58 8%	43 8%	46 9%	6 7%	4 4%	102 9%	103 9%	10 7%	10 7%	17 8%	20 9%		
Northern Ireland	37 3%	36 3%	20 3%	20 3%	17 3%	16 2%	18 5%	15 4%	10 3%	12 3%	4 1%	1 1%	5 2%	8 3%	27 4%	27 4%	9 2%	9 2%	2 3%	3 3%	34 3%	33 3%	4 3%	2 1%	7 3%	8 4%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 604  
**D33. Which of the following describes where you live?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Scotland	23 11%	21 10%	14 6%	13 6%	8 4%	22 12%	11 8%	11 8%	6 8%	5 7%	24 6%	38 10%	16 8%	16 8%	93 9%	97 9%	9 6%	6 4%	32 9%	29 8%	16 10%	13 7%	15 7%	19 9%	69 8%	70 8%
North East	3 1%	9 5%	9 4%	12 5%	9 5%	4 2%	8 5%	6 4%	4 5%	-	20 5%	10 3%	11 5%	6 3%	45 4%	44 4%	6 4%	6 4%	14 4%	25 7%	6 4%	16 9%	12 6%	11 6%	37 4%	25 3%
North West	20 10%	25 13%	18 8%	20 9%	22 13%	16 10%	12 8%	15 11%	7 10%	12 17%	41 11%	44 12%	19 9%	28 13%	124 11%	119 11%	12 7%	16 11%	29 8%	39 11%	15 9%	22 12%	17 8%	23 11%	107 12%	95 11%
Yorkshire and the Humber	18 9%	20 10%	27 12%	19 9%	14 8%	14 8%	11 8%	12 9%	2 3%	9 13%	27 7%	36 9%	13 6%	22 10%	89 8%	90 8%	13 8%	10 7%	23 6%	27 7%	7 5%	14 7%	16 8%	17 9%	76 9%	72 9%
West Midlands	15 7%	8 4%	14 6%	16 7%	11 7%	11 6%	15 11%	7 5%	3 5%	6 8%	30 8%	24 6%	18 9%	13 6%	90 8%	82 8%	16 10%	20 13%	27 8%	25 7%	12 7%	16 8%	11 5%	15 8%	72 8%	74 9%
East Midlands	18 9%	14 7%	18 8%	16 8%	10 5%	9 5%	12 9%	10 8%	-	2 2%	22 6%	21 6%	12 6%	12 6%	80 7%	79 7%	10 7%	11 7%	27 8%	19 5%	13 8%	9 9%	18 9%	10 5%	62 7%	64 8%
Wales	10 5%	8 4%	9 4%	15 7%	7 4%	5 3%	6 5%	4 3%	10 13%	4 5%	23 6%	12 3%	16 8%	8 4%	53 5%	55 5%	6 4%	3 2%	21 6%	18 5%	8 4%	8 4%	13 6%	11 5%	38 4%	39 5%
East of England	16 8%	19 9%	24 11%	21 10%	19 11%	14 8%	14 10%	18 13%	6 8%	7 10%	39 10%	40 10%	20 9%	25 12%	104 10%	102 9%	7 4%	7 5%	37 11%	42 11%	19 11%	20 10%	25 12%	17 9%	71 8%	64 8%
London	25 12%	29 14%	32 15%	28 13%	28 16%	30 17%	19 14%	17 12%	7 10%	7 9%	55 14%	54 14%	27 13%	24 11%	119 11%	127 12%	49 31%	40 26%	52 15%	47 13%	23 14%	28 15%	27 13%	28 14%	111 13%	116 14%
South East	35 17%	23 11%	31 14%	38 18%	27 15%	26 15%	12 8%	15 11%	16 23%	11 15%	55 14%	52 14%	28 13%	26 13%	153 14%	146 14%	23 15%	28 18%	46 13%	48 13%	20 13%	22 11%	28 14%	28 14%	126 15%	124 15%
South West	15 7%	16 8%	19 9%	14 7%	16 9%	18 10%	13 10%	17 12%	11 16%	9 12%	41 11%	43 11%	25 12%	26 12%	100 9%	103 10%	8 5%	4 3%	39 11%	35 10%	19 12%	18 9%	20 10%	17 8%	68 8%	69 8%
Northern Ireland	7 3%	11 5%	6 3%	5 2%	3 2%	4 2%	7 5%	4 3%	-	-	10 3%	8 2%	7 3%	4 2%	36 3%	35 3%	* *	- -	6 2%	11 3%	2 1%	5 3%	4 2%	5 2%	29 3%	24 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 605  
**D33. Which of the following describes where you live?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Scotland	69 8%	72 9%	26 9%	32 8%	92 8%	94 8%	54 8%	47 7%	39 10%	33 8%	82 8%	84 8%	27 7%	25 7%	20 11%	12 8%	12 10%	14 10%	4 6%	4 11%	1 3%	2 6%	8 10%	7 11%
North East	36 4%	32 4%	11 4%	19 5%	48 4%	43 4%	32 5%	24 3%	18 5%	19 4%	44 4%	41 4%	14 4%	10 3%	4 2%	4 3%	8 5%	4 2%	4 6%	1 3%	1 2%	* 1%	5 6%	3 5%
North West	97 11%	95 11%	30 10%	41 10%	127 11%	117 11%	78 11%	73 11%	44 11%	34 8%	105 10%	116 11%	46 13%	44 12%	21 12% <sup>p</sup>	9 5%	20 13%	10 7%	4 6%	2 5%	5 11%	3 7%	9 12%	5 8%
Yorkshire and the Humber	71 8%	68 8%	26 9%	32 8%	97 8%	95 8%	64 9%	54 8%	33 9%	34 8%	82 8%	74 7%	32 9%	30 8%	11 6%	9 5%	8 5%	12 8%	2 4%	4 10%	5 10%	5 12%	5 7%	5 7%
West Midlands	60 7%	49 6%	35 12%	56 14%	98 8%	89 8%	57 8%	65 10%	30 8%	44 10%	92 9%	93 10%	33 9%	35 10%	17 10%	18 11%	10 10%	17 12%	6 10%	4 11%	4 8%	3 8%	9 12%	7 11%
East Midlands	60 7%	57 7%	21 7%	32 8%	85 7%	76 7%	52 8%	59 9%	35 9%	39 9%	78 8%	77 8%	29 8%	36 10%	15 9%	11 7%	14 9%	17 11%	11 17% <sup>t</sup>	1 3%	8 17%	8 20%	5 7%	4 6%
Wales	46 5%	39 5%	11 4%	21 5%	51 4%	53 5%	29 4%	26 4%	16 4%	14 3%	55 5%	51 5%	18 5%	17 5%	10 6%	7 4%	6 4%	6 4%	3 5%	2 4%	2 4%	2 5%	1 2%	1 2%
East of England	86 10%	89 11%	20 7%	21 5%	106 9%	99 9%	58 8%	63 9%	31 8%	42 10%	87 8%	91 9%	24 7%	32 9%	11 7%	19 12%	5 3%	4 3%	* 1%	2 6%	2 3%	3 7%	4 6%	7 12%
London	116 13%	121 15%	43 14%	48 12%	166 14%	161 14%	109 16%	107 16%	58 15%	68 16%	139 13%	135 13%	53 14%	51 14%	28 16%	31 19%	34 22%	30 20%	16 25%	10 26%	11 21%	7 18%	16 21%	10 16%
South East	121 14%	112 13%	48 16%	63 15%	162 14%	158 14%	96 14%	94 14%	53 13%	51 12%	142 14%	141 14%	52 14%	44 12%	21 12%	26 16%	24 16%	17 12%	6 9%	5 12%	5 11%	4 9%	7 9%	9 14%
South West	76 9%	76 9%	26 9%	31 8%	95 8%	100 9%	50 7%	54 8%	27 7%	32 8%	94 9%	86 8%	27 7%	23 6%	10 6%	10 6%	8 5%	14 9%	4 6%	3 8%	4 7%	2 5%	3 4%	3 5%
Northern Ireland	28 3%	24 3%	6 2%	12 3%	31 3%	33 3%	15 2%	18 3%	6 2%	12 3%	33 3%	31 3%	11 3%	13 4%	7 4%	6 4%	3 2%	4 2%	3 5%	* 1%	2 3%	1 2%	3 4%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 606  
**D33. Which of the following describes where you live?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Scotland	21 9%	15 5%	82 8%	86 9%	45 10%	43 9%	60 7%	60 8%
North East	18 7%	15 5%	33 3%	33 4%	15 3%	19 4%	36 5%	32 4%
North West	22 9%	31 11%	114 11%	102 11%	54 12%	49 10%	83 10%	87 12%
Yorkshire and the Humber	23 9%	21 7%	77 8%	78 8%	29 6%	40 8%	73 9%	61 8%
West Midlands	16 6%	30 10%	91 9%	74 8%	53 11%	62 12%	54 7%	44 6%
East Midlands	22 9%	22 7%	69 7%	66 7%	42 9%	46 9%	49 6%	43 6%
Wales	11 4%	20 7%	49 5%	39 4%	15 3%	21 4%	46 6%	39 5%
East of England	24 10%	26 9%	85 9%	83 9%	41 9%	48 10%	71 9%	63 9%
London	37 15%	46 16%	133 13%	123 13%	61 13%	73 15%	111 14%	97 13%
South East	33 13%	39 13%	139 14%	134 14%	60 13%	55 11%	116 15%	119 16%
South West	16 6%	22 7%	92 9%	84 9%	29 6%	31 6%	79 10%	76 10%
Northern Ireland	5 2%	5 2%	31 3%	31 3%	15 3%	14 3%	22 3%	22 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 607  
**D27. On an average day, how long would you say you spend online?**  
**Base: All respondents**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
More than 10 hours	108 9%	105 8%	68 11%	56 9%	39 6%	48 8%	34 10%	25 8%	38 10%	46 13%	14 5%	12 5%	21 7%	20 7%	72 10%	71 10%	35 6%	33 6%	8 9%	7 8%	100 9%	98 8%	21 14%	21 15%	30 14%	34 16%
6-9 hours	238 19%	244 20%	124 20%	124 20%	114 18%	120 19%	70 21%	70 21%	79 21%	76 21%	44 17%	45 17%	44 16%	51 18%	149 21%	146 21%	89 16%	96 18%	20 22%	24 28%	218 19%	220 19%	39 27%	38 27%	64 30%	58 27%
3-5 hours	434 35%	422 34%	225 36%	202 33%	209 33%	218 35%	103 30%	127 38%	143 39%	117 32%	85 33%	85 33%	102 37%	88 32%	246 34%	244 35%	187 35%	173 33%	45 51%	40 46%	389 33%	382 33%	47 33%	53 37%	66 31%	67 32%
1-2 hours	391 31%	416 33%	165 27%	198 33% <sup>c</sup>	226 35%	215 34%	112 33%	102 30%	90 24%	103 28%	95 36%	107 42%	93 33%	103 37%	202 28%	205 29%	188 35%	210 40%	15 17%	15 17%	376 32%	401 35%	33 23%	26 18%	45 21%	51 24%
Less than 1 hour	71 6% <sup>b</sup>	41 3%	30 5% <sup>d</sup>	16 3%	41 6%	25 4%	15 4%	10 3%	16 4%	17 5%	22 9% <sup>l</sup>	5 2%	18 6%	9 3%	31 4%	27 4%	40 7% <sup>r</sup>	14 3%	1 1%	1 1%	71 6% <sup>v</sup>	40 3%	2 1%	2 1%	5 2% <sup>z</sup>	-
NET: 1-2 hours	462 37%	457 37%	196 32%	214 35%	267 42%	241 38%	127 37%	112 33%	106 29%	120 33%	117 45%	112 44%	111 40%	112 41%	233 33%	232 33%	228 42%	224 42%	16 18%	16 18%	446 38%	442 38%	35 24%	28 20%	50 23%	51 24%
NET: More than 2 hours	780 62%	771 62%	418 68%	381 63%	362 57%	386 61%	207 61%	223 66%	259 70%	238 65%	143 55%	142 55%	167 60%	159 58%	467 65%	461 66%	310 57%	301 57%	73 82%	71 81%	707 60%	700 61%	106 74%	111 79%	160 74%	159 75%
Don't know	17 1%	15 1%	5 1%	11 2%	4 2%	8 1%	2 2%	2 1%	5 1%	6 2%	1 *	2 1%	2 1%	4 1%	13 2%	8 1%	2 *	6 1%	-	1 1%	17 1%	14 1%	2 2%	2 2%	5 2%	2 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 608  
**D27. On an average day, how long would you say you spend online?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
More than 10 hours	24 12%	21 11%	12 5%	15 7%	10 6%	7 4%	2 1%	-	1 1%	1 1%	13 3%	8 2%	3 1%	1 *	82 8%	78 7%	22 14%	24 16%	35 10%	32 9%	14 9%	21 11%	24 11%	13 7%	68 8%	68 8%
6-9 hours	53 26%	46 23%	31 14%	32 15%	17 10%	26 15%	11 8%	14 10%	3 4%	7 9%	32 8%	47 12%	14 7%	21 10%	190 18%	203 19%	44 28%	38 25%	73 21%	90 25%	44 27%	54 28%	34 16%	45 22%	158 18%	148 18%
3-5 hours	71 35%	66 33%	71 32%	75 34%	64 37%	51 29%	53 38%	51 38%	17 23%	20 27%	134 35%	122 32%	70 33%	71 34%	384 35%	369 34%	44 28%	48 32%	127 36%	128 35%	56 35%	70 36%	79 38%	74 37%	297 34%	279 33%
1-2 hours	47 23%	59 29%	89 40%	84 39%	69 40%	77 45%	51 37%	59 43%	41 56%	45 62%	161 42%	181 48%	92 43%	104 50%	351 32%	379 35%	36 23%	36 24%	88 25%	102 28%	40 25%	40 21%	52 25%	61 30%	292 34%	306 37%
Less than 1 hour	6 3%	5 3%	14 6%	10 5%	14 8%	12 7%	20 15%	11 8%	10 13% <sup>j</sup>	-	44 11% <sup>l</sup>	23 6%	30 14% <sup>n</sup>	11 5%	65 6% <sup>p</sup>	40 4%	7 4% <sup>r</sup>	-	26 7% <sup>t</sup>	8 2%	8 5%	3 2%	17 8% <sup>x</sup>	5 2%	43 5%	30 4%
NET: 1-2 hours	54 26%	64 32%	103 47%	94 43%	83 48%	89 52%	71 51%	70 51%	51 70%	45 62%	205 53%	204 54%	122 57%	115 55%	416 38%	419 39%	43 27%	36 24%	114 32%	110 30%	48 30%	43 23%	69 33%	65 33%	335 39%	336 40%
NET: More than 2 hours	148 72%	133 66%	114 52%	121 56%	91 52%	83 48%	66 48%	65 48%	21 28%	27 38%	178 46%	176 46%	87 41%	92 44%	657 61%	650 60%	110 70%	110 73%	235 67%	250 69%	114 70%	145 76%	137 66%	132 66%	524 60%	496 59%
Don't know	3 1%	5 2%	4 2%	3 1%	-	-	1 1%	1 1%	2 2%	-	3 1%	1 *	3 1%	1 1%	12 1%	10 1%	5 3%	5 3%	3 1%	5 1%	-	3 2%	3 1%	3 2%	8 1%	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 609  
**D27. On an average day, how long would you say you spend online?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
More than 10 hours	76 9%	63 8%	22 7%	42 10%	105 9%	101 9%	76 11%	79 12%	44 11%	55 13%	84 8%	90 9%	42 12%	47 13%	33 19%	29 18%	21 14%	15 10%	8 13%	5 13%	9 18%	7 18%	13 17%	12 19%
6-9 hours	157 18%	159 19%	61 20%	84 21%	226 20%	232 21%	162 23%	167 24%	100 26%	98 23%	205 20%	210 21%	91 25%	87 24%	61 35%	54 33%	47 31%	38 26%	24 38%	12 33%	15 30%	9 24%	25 34%	18 28%
3-5 hours	286 33%	277 33%	102 34%	145 35%	403 35%	378 34%	262 38%	249 36%	149 38%	161 38%	366 35%	354 35%	132 36%	140 39%	63 36%	59 36%	51 34%	54 36%	17 27%	15 41%	18 36%	13 36%	26 35%	24 39%
1-2 hours	279 32%	287 34%	97 32%	130 32%	351 30%	368 33%	170 25%	171 25%	84 21%	96 23%	322 31%	328 32%	86 24%	72 20%	19 11%	16 10%	32 21%	38 26%	13 21%	4 10%	8 15%	8 21%	10 14%	7 11%
Less than 1 hour	57 7%	38 5%	13 4%	3 1%	57 5%	26 2%	13 2%	12 2%	11 3%	7 2%	46 4%	26 3%	7 2%	6 2%	-	-	-	-	-	-	-	-	-	1 2%
NET: 1-2 hours	336 39%	325 39%	110 37%	133 32%	408 35%	394 35%	183 26%	182 27%	95 24%	103 24%	368 36%	354 35%	93 26%	79 22%	19 11%	16 10%	32 21%	38 26%	13 21%	4 10%	8 15%	8 21%	10 14%	8 13%
NET: More than 2 hours	520 60%	499 60%	186 62%	271 66%	735 63%	711 64%	500 72%	495 73%	293 75%	314 74%	655 63%	654 64%	266 73%	274 76%	157 89%	141 87%	120 79%	107 72%	50 78%	33 87%	42 84%	29 77%	65 86%	54 86%
Don't know	11 1%	11 1%	6 2%	4 1%	15 1%	13 1%	8 1%	5 1%	2 1%	5 1%	10 1%	11 1%	6 2%	8 2%	-	4 3%	-	3 2%	1 1%	1 3%	1 1%	1 2%	1 1%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 610  
**D27. On an average day, how long would you say you spend online?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
More than 10 hours	31 12%	40 13%	76 8%	65 7%	55 12%	59 12%	53 7%	46 6%
6-9 hours	63 25%	71 24%	170 17%	169 18%	112 24%	121 24%	126 16%	123 17%
3-5 hours	90 36%	114 39%	341 34%	298 32%	155 34%	169 34%	280 35%	253 34%
1-2 hours	51 21%	58 20%	339 34%	357 38%	119 26%	141 28%	272 34%	276 37%
Less than 1 hour	11 4%	5 2%	58 6%	36 4%	12 3%	8 2%	59 7%h	33 4%
NET: 1-2 hours	62 25%	63 21%	397 40%	393 42%	131 29%	149 30%	331 41%	308 41%
NET: More than 2 hours	183 74%	224 77%	587 59%	532 57%	322 70%	348 70%	458 57%	423 57%
Don't know	3 1%	6 2%	11 1%	8 1%	7 1%	3 1%	10 1%	12 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 611  
**D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?**  
**Base: All Adult respondents**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
More than 10 hours	41 4%	37 3%	26 4%	13 2%	16 3%	24 4%	10 3%	8 3%	11 3%	9 3%	9 4%	10 4%	11 4%	9 3%	21 3%	17 3%	20 4%	18 4%	41 4%	37 3%	8 6%	8 6%	9 4%	11 5%
6-9 hours	115 10%	125 11%	57 10%	65 12%	58 10%	60 10%	18 6%	21 7%	34 10%	43 12%	24 10%	21 9%	39 15%	40 15%	52 8%	63 10%	63 12%	61 12%	115 10%	125 11%	31 21%	28 20%	30 14%	31 15%
3-5 hours	377 32%	371 32%	207 36%	181 32%	170 28%	186 32%	97 32%	111 37%	132 38%	104 30%	71 29%	80 33%	76 29%	73 28%	228 35%	215 33%	147 29%	153 30%	377 32%	371 32%	48 34%	51 36%	75 35%	73 34%
1-2 hours	434 37%	446 39%	206 36%	223 40%	228 38%	220 37%	127 42%	126 42%	127 36%	135 39%	93 38%	91 37%	84 32%	92 35%	254 39%	261 41%	177 35%	183 36%	434 37%	446 39%	39 27%	34 24%	71 33%	77 36%
Less than 1 hour	102 9%	76 7%	37 6%	27 5%	66 11%	49 8%	16 5%	15 5%	31 9%	26 8%	28 12%	21 8%	26 10%	15 6%	48 7%	41 6%	55 11%	36 7%	102 9%	76 7%	6 4%	7 5%	11 5%	10 5%
Same as before	75 6%	74 6%	35 6%	35 6%	41 7%	39 7%	29 10%h	14 5%	6 2%	18 5%l	18 7%	18 7%	22 8%	24 9%	35 5%	32 5%	40 8%	42 8%	75 6%	74 6%	8 5%	8 5%	11 5%	4 2%
Don't know	25 2%	26 2%	6 1%	16 3%c	19 3%	10 2%	7 2%	4 1%	9 3%	8 2%	3 1%	4 2%	5 2%	8 3%	17 3%	12 2%	7 1%	12 2%	25 2%	26 2%	3 2%	6 4%	8 4%	7 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 612  
**D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?**  
**Base: All Adult respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
More than 10 hours	12 6%	6 3%	9 4%	10 4%	2 1%	2 1%	1 1%	-	-	1 1%	3 1%	3 1%	1 1%	1 *	32 3%	25 2%	10 7%	12 9%	14 4%	17 5%	7 5%	10 6%	10 5%	6 3%	26 3%	19 2%
6-9 hours	18 9%	18 9%	14 6%	18 8%	13 8%	14 8%	7 5%	11 8%	2 3%	6 8%	23 6%	31 8%	9 4%	17 8%	90 9%	109 11%	22 15%	13 10%	42 13%	56 16%	23 15%	31 18%	23 11%	29 15%	69 9%	67 9%
3-5 hours	70 34%	72 36%	66 30%	60 28%	54 31%	45 26%	48 35%	50 37%	15 21%	19 26%	117 30%	114 30%	64 30%	69 33%	319 32%	308 31%	50 35%	60 43%	117 35%	116 33%	50 34%	69 39%	73 36%	67 35%	248 31%	249 32%
1-2 hours	79 39%	73 36%	83 37%	93 43%	75 43%	80 46%	48 35%	51 37%	39 53%	37 52%	162 42%	169 44%	87 41%	89 42%	384 38%	408 40%	46 32%	37 27%	99 30%	123 35%	44 30%	49 27%	60 30%	73 38%	323 40%	315 41%
Less than 1 hour	9 4%	16 8%	32 14%	17 8%	23 13%	22 13%	14 10%h	3 2%	7 10%	1 2%	45 12%	27 7%	21 10%h	5 2%	91 9%	71 7%	11 8%	5 4%	27 8%t	13 4%	10 6%	4 2%	16 8%	6 3%	73 9%	59 8%
Same as before	11 5%	9 4%	14 7%	18 8%	7 4%	6 4%	18 13%	21 16%	6 9%	8 11%	32 8%	35 9%	24 11%	29 14%	73 7%	64 6%	1 1%	7 5%q	27 8%t	14 4%	13 8%	6 3%	15 7%	9 5%	47 6%	56 7%
Don't know	6 3%	9 4%	4 2%	2 1%	-	2 1%	2 1%	-	3 4%	-	5 1%	2 1%	5 2%	-	20 2%	21 2%	4 3%	3 2%	5 1%	9 3%	1 1%	8 5%u	4 2%	3 2%	14 2%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 613  
**D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?**  
**Base: All Adult respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
More than 10 hours	30 4%	25 3%	11 4%	12 4%	40 4%	35 3%	28 4%	27 4%	19 6%	21 6%	31 3%	34 4%	15 5%	16 5%	15 10%	13 10%	9 7%	3 3%	3 7%	2 9%	7 13%	4 12%	7 9%	3 6%
6-9 hours	90 10%	90 11%	24 8%	35 11%	109 10%	117 11%	75 12%	84 14%	52 16%	45 13%	102 11%	110 11%	41 14%	46 15%	33 23%	28 23%	20 15%	14 12%	8 16%	4 15%	9 17%	6 15%	12 16%	9 15%
3-5 hours	278 32%	264 32%	98 32%	107 33%	350 33%	338 33%	219 35%	227 37%	111 34%	131 37%	318 33%	319 33%	96 32%	116 39%	44 30%	46 37%	48 36%	43 37%	14 27%	8 32%	18 35%	12 33%	28 37%	25 40%
1-2 hours	315 36%	318 38%	119 39%	128 39%	402 38%	398 38%	229 37%	205 33%	108 33%	104 29%	362 38%	360 38%	104 35%	81 27%	48 34% <sub>p</sub>	24 20%	47 35%	46 40%	22 43%	8 30%	16 31%	13 36%	26 34%	19 30%
Less than 1 hour	77 9%	51 6%	25 8%	25 8%	86 8% <sub>f</sub>	57 6%	39 6%	37 6%	19 6%	24 7%	76 8%	53 6%	21 7%	16 5%	1 1%	2 1%	7 5% <sub>r</sub>	* *	1 3%	* 2%	1 3%	* 3%	2 3%	2 4%
Same as before	62 7%	65 8%	13 4%	10 3%	64 6%	67 6%	17 3%	20 3%	9 3%	17 5%	59 6%	59 6%	13 4%	10 3%	2 1%	7 5%	2 1%	6 5%	1 2%	1 5%	1 -	1 3%	- -	2 3% <sub>w</sub>
Don't know	14 2%	18 2%	11 4%	7 2%	20 2%	22 2%	12 2%	14 2%	5 2%	12 3%	17 2%	22 2%	9 3%	12 4%	* *	5 4% <sub>o</sub>	1 1%	4 4%	1 2%	2 6%	1 2%	1 2%	1 1%	2 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 614

**D27a. Now think about the time you spend online on an average day EXCLUDING the online activities you do for work, how long would you say you spend online for personal use?**

**Base: All Adult respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
More than 10 hours	10 4%	16 6%	31 3%	21 2%	23 6%	18 4%	19 2%	19 3%
6-9 hours	33 15%	44 17%	82 9%	79 9%	56 13%	66 15%	60 8%	59 8%
3-5 hours	78 36%	80 31%	292 31%	286 32%	139 34%	155 34%	238 31%	216 31%
1-2 hours	73 33%	85 33%	360 38%	360 41%	148 36%	159 35%	286 38%	286 41%
Less than 1 hour	15 7%	9 3%	85 9%	68 8%	24 6%	25 5%	78 10%	52 7%
Same as before	6 3%	12 5%	68 7%	62 7%	15 4%	21 5%	60 8%	54 8%
Don't know	3 1%	11 4%	19 2%	10 1%	10 2%	10 2%	15 2%	16 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 615  
**D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
NET: Yes	1252 99%	1231 99%	615 99%	600 99%	637 99%	624 99%	340 100%	333 99%	369 99%	360 99%	260 100%	254 99%	278 99%	273 99%	709 99%	693 99%	538 100%	528 99%	89 100%	87 99%	1163 99%	1144 99%	143 100%	139 99%	212 99%	209 98%		
Yes - have access and use at home	1248 99%	1225 99%	612 99%	597 99%	636 99%	622 98%	340 99%	332 99%	368 99%	359 98%	260 100%	253 99%	276 99%	273 99%	708 99%	691 99%	535 99%	526 99%	88 99%	85 97%	1160 99%	1141 99%	142 99%	138 98%	211 98%	209 98%		
Yes - have access but don't use at home	3 *	6 *	2 *	3 *	1 *	3 *	1 *	1 *	* *	1 *	* *	2 1%	2 1%	1 *	1 *	2 *	2 *	2 *	1 1%	2 2%	3 *	4 *	1 1%	1 1%	1 *	* *		
No do not have access at home	3 *	6 1%	2 *	2 *	1 *	4 1%	1 *	3 1%	1 *	1 *	- *	2 1%	1 *	* *	2 *	4 1%	1 *	2 *	- *	- *	3 *	6 1%	- *	- *	2 1%	1 *		
Don't know	4 *	6 *	2 *	4 1%	3 *	2 *	* *	* *	1 *	4 1%	1 *	* *	1 *	1 *	2 *	4 1%	2 *	2 *	- *	1 1%	4 *	5 *	- *	2 1%	1 *	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 616  
**D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
NET: Yes	201	201	221	218	175	169	138	135	73	72	386	376	211	207	1081	1072	154	147	353	364	162	190	209	199	864	831	
	98%	100%	100%	100%	100%	98%	99%	99%	100%	100%	100%	99%	100%	99%	100%	99%	98%	97%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Yes - have access and use at home	201	199	221	218	174	169	138	135	73	72	385	376	211	207	1078	1068	154	145	351	361	162	190	208	197	862	828	
	98%	99%	100%	100%	99%	98%	99%	99%	100%	100%	100%	99%	100%	99%	99%	99%	97%	96%	100%	99%	100%	99%	99%	98%	100%	99%	
Yes - have access but don't use at home	-	2	-	*	1	-	-	-	-	-	1	-	-	-	3	4	1	1	1	2	-	*	1	2	2	2	
	-	1%	-	*	1%	-	-	-	-	-	*	-	-	-	*	*	*	1%	*	1%	-	*	1%	1%	*	*	
No do not have access at home	-	-	-	-	-	4	1	2	-	-	1	5	1	2	2	2	1	4	-	1	-	1	-	1	2	5	
	-	-	-	-	-	2%	1%	1%	-	-	*	1%	*	1%	*	*	1%	3%	-	*	-	1%	-	*	*	1%	
Don't know	4	1	-	-	-	-	-	-	-	-	-	-	-	-	3	5	2	1	-	*	-	*	-	-	1	1	
	2%	*	-	-	-	-	-	-	-	-	-	-	-	-	*	*	1%	1%	-	*	-	*	-	-	*	*	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 617  
**D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
NET: Yes	861 99%	826 99%	300 99%	404 99%	1151 99%	1111 99%	689 100%	678 99%	389 100%	417 99%	1028 100%	1010 99%	362 99%	355 98%	175 99%	157 97%	151 100%	146 98%	63 99%	36 96%	50 98%	37 98%	75 99%	62 99%
Yes - have access and use at home	859 99%	825 99%	299 99%	400 98%	1148 99%	1107 99%	687 99%	672 98%	387 99%	414 98%	1025 99%	1005 99%	360 99%	351 97%	174 99%	154 96%	149 99%	143 96%	61 96%	34 91%	48 95%	35 94%	73 97%	61 98%
Yes - have access but don't use at home	2 *	1 *	1 *	4 1%	3 *	4 *	2 *	6 1%	2 1%	3 1%	3 *	6 1%	2 *	3 1%	2 1%	3 2%	2 1%	3 2%	2 3%	2 4%	2 4%	1 4%	2 2%	1 1%
No do not have access at home	3 *	6 1%	-	1 *	2 *	4 *	2 *	3 *	1 *	1 *	3 *	3 *	-	1 *	1 *	*	-	1 *	-	1 1%	-	-	-	-
Don't know	2 *	3 *	2 1%	3 1%	4 *	4 *	1 *	3 *	* *	4 1%	1 *	6 1%	3 1%	5 1%	* *	4 2%	* *	3 2%	1 1%	1 3%	1 2%	1 2%	1 1%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 618

**D28. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?**

**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
NET: Yes	247 99%	290 99%	990 100%	925 99%	456 99%	497 99%	795 100%	734 99%
Yes - have access and use at home	245 99%	287 98%	989 99%	923 99%	454 99%	491 98%	795 99%	734 99%
Yes - have access but don't use at home	1 1%	3 1%	2 *	2 *	2 1%	6 1%	1 *	- -
No do not have access at home	- -	1 *	3 *	5 1%	1 *	2 *	2 *	4 1%
Don't know	2 1%	2 1%	1 *	3 *	3 1%	1 *	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 619  
**D29. Which of these methods does your household use to connect to the internet at home?**  
**Base: All respondents who have internet access at home and use it**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1241	1219	684	649	557	565	353	350	372	371	240	244	271	247	725	721	511	491	117	97	1124	1122	154	117	227	234		
Weighted base	1248	1225	612	597	636	622	340	332	368	359	260	253	276	273	708	691	535	526	88	85	1160	1141	142	138	211	209		
Effective base	967	1001	519	522	455	480	271	282	299	307	184	203	212	205	570	589	395	408	93	90	881	916	123	94	173	183		
Fixed Broadband through a phone line or cable service	1156 93%	1143 93%	571 93%	556 93%	584 92%	582 94%	317 93%	314 95%	343 93%	336 94%	246 95%	231 91%	248 90%	256 94%	660 93%	650 94%	494 92%	487 93%	84 95%	82 97%	1072 92%	1061 93%	119 83%	127 92%	193 91%	187 90%		
Mobile Broadband from a mobile network	137 11%	114 9%	72 12%	60 10%	65 10%	54 9%	40 12%	45 14%	37 10%	24 7%	26 10%	27 11%	31 11%	16 6%	77 11%	70 10%	57 11%	43 8%	15 17%	19 23%	121 10%	95 8%	24 17%	19 13%	31 15%	21 10%		
Access to the internet using a mobile phone or smartphone	420 34%	435 36%	215 35%	234 39%	205 32%	199 32%	129 38%	137 41%	141 38%	133 37%	77 30%	98 39%	72 26%	67 25%	270 38%	269 39%	149 28%	165 31%	40 46%	45 54%	380 33%	390 34%	64 45%	52 38%	69 33%	68 32%		
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	106 8%	98 8%	62 10%	63 11%	44 7%	34 6%	38 11%	31 9%	40 11%	24 7%	13 5%	26 10%	15 5%	17 6%	78 11%	55 8%	28 5%	43 8%	11 12%	19 23%	95 8%	78 7%	21 14%	16 11%	18 8%	16 7%		
Other	3 *	2 *	3 *	1 *	- *	1 *	- *	1 *	- *	- *	- *	- *	3 1%	1 *	- *	1 *	3 1%	1 *	- *	- *	3 *	2 *	- *	- *	- *	- *		
Don't know	10 1%	8 1%	2 *	5 1%	8 1%	3 1%	- *	1 *	3 1%	1 *	3 1%	4 2%	5 2%	2 1%	3 *	2 *	7 1%	6 1%	2 2%	1 2%	8 1%	7 1%	3 2%	1 1%	3 1%	4 2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 620

**D29. Which of these methods does your household use to connect to the internet at home?**

**Base: All respondents who have internet access at home and use it**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental		Impacting/limiting condition - Physical		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	206	228	211	214	161	151	124	124	41	54	326	329	165	178	1029	1023	195	184	353	365	167	188	203	200	848	819
Weighted base	201	199	221	218	174	169	138	135	73*	72*	385	376	211	207	1078	1068	154	145	351	361	162	190	208	197	862	828
Effective base	158	178	165	178	133	135	106	113	36	45	267	290	136	155	821	860	135	132	278	306	133	160	160	164	659	668
Fixed Broadband through a phone line or cable service	187 93%	194 97%	209 94%	201 92%	164 94%	154 91%	130 94%	131 97%	71 97%	67 93%	365 95%	352 94%	201 95%	198 96%	1009 94%	998 93%	133 86%	135 93%	324 92%	335 93%	148 92%	174 91%	191 92%	184 94%	804 93%	776 94%
Mobile Broadband from a mobile network	25 12%	18 9%	21 10%	14 6%	11 6%	15 9%	6 4%	3 2%	3 4%	6 8%	20 5%	24 6%	9 4%	9 4%	113 10%	90 8%	23 15%	23 16%	49 14%†	31 8%	25 15%	16 9%	30 14%	20 10%	85 10%	82 10%
Access to the internet using a mobile phone or smartphone	70 35%	77 39%	66 30%	83 38%	51 29%	48 28%	43 31%	45 34%	17 23%	16 22%	111 29%	110 29%	60 28%	62 30%	364 34%	379 35%	53 35%	51 35%	114 32%	129 36%	59 37%	74 39%	64 31%	65 33%	295 34%	298 36%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	20 10%	12 6%	12 5%	8 4%	10 6%	12 7%	10 7%	11 8%	4 5%	2 3%	24 6%	26 7%	14 7%	14 7%	86 8%	84 8%	19 12%	12 8%	25 7%	26 7%	13 8%	13 7%	14 7%	15 8%	76 9%	68 8%
Other	2 1%	-	-	-	1 *	1 1%	-	1 1%	-	-	1 *	2 *	-	1 *	3 *	2 *	-	-	3 1%	1 *	2 1%	-	3 1%	1 *	-	1 *
Don't know	-	-	-	-	2 1%	-	-	-	1 2%	2 3%	3 1%	2 1%	1 1%	2 1%	7 1%	7 1%	2 1%	1 1%	3 1%	5 1%	1 *	2 1%	2 1%	4 2%	6 1%	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 621

**D29. Which of these methods does your household use to connect to the internet at home?**

**Base: All respondents who have internet access at home and use it**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitylab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	803	762	318	456	1158	1123	782	742	506	506	1041	1021	459	433	288	240	260	250	121	102	121	110	188	171
Weighted base	859	825	299	400	1148	1107	687	672	387	414	1025	1005	360	351	174	154	149	143	61	34*	48	35	73	61
Effective base	650	656	229	347	897	917	599	584	375	375	809	829	330	315	203	156	175	161	66	49	89	69	155	118
Fixed Broadband through a phone line or cable service	798 93%	764 93%	273 91%	379 95%	1058 92%	1039 94%	626 91%	625 93%	353 91%	387 93%	941 92%	931 93%	314 87%	326 93% <sup>m</sup>	161 93%	144 93%	137 91%	135 95%	52 86%	30 87%	42 87%	31 88%	67 92%	53 87%
Mobile Broadband from a mobile network	73 8%	59 7%	48 16%	56 14%	125 11%	103 9%	93 14%	88 13%	51 13%	55 13%	117 11%	101 10%	63 18%	56 16%	29 17%	34 22%	26 17%	30 21%	17 28%	15 43%	11 23%	7 21%	17 23%	14 23%
Access to the internet using a mobile phone or smartphone	266 31%	275 33%	112 38%	161 40%	390 34%	400 36%	249 36%	268 40%	149 39%	164 39%	352 34%	369 37%	127 35%	144 41%	65 37%	77 50% <sup>o</sup>	59 39%	61 43%	28 46%	18 52%	15 31%	12 35%	28 39%	28 46%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	53 6%	49 6%	41 14%	49 12%	95 8%	86 8%	63 9%	62 9%	41 11%	51 12%	91 9%	89 9%	39 11%	42 12%	19 11%	24 16%	24 16%	22 15%	12 19%	12 35%	5 10%	4 12%	11 15%	10 16%
Other	1 *	2 *	2 1%	-	3 *	2 *	1 *	1 *	-	-	1 *	2 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-
Don't know	5 1%	5 1%	4 1%	3 1%	10 1%	7 1%	9 1%	4 1%	4 1%	3 1%	10 1%	8 1%	6 2%	3 1%	1 *	1 *	1 *	1 *	1 1%	-	1 1%	-	-	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 622

**D29. Which of these methods does your household use to connect to the internet at home?**

**Base: All respondents who have internet access at home and use it**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	311	352	915	851	520	555	721	664
Weighted base	245	287	989	923	454	491	795	734
Effective base	221	257	740	732	393	423	580	580
Fixed Broadband through a phone line or cable service	228 93%	254 88%	915 93%	875 95%	402 88%	447 91%	754 95%	696 95%
Mobile Broadband from a mobile network	39 16%	51 18%	95 10% <sup>d</sup>	60 6%	75 17%	64 13%	61 8%	50 7%
Access to the internet using a mobile phone or smartphone	96 39%	114 40%	320 32%	315 34%	159 35%	181 37%	261 33%	255 35%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection	34 14%	38 13%	71 7%	59 6%	48 11%	53 11%	58 7%	45 6%
Other	- -	1 *	3 -	1 *	- -	1 *	3 -	1 *
Don't know	1 *	3 1%	10 1%	5 1%	4 1%	1 *	6 1%	8 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 623  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Smartphone (like an iPhone or Samsung Galaxy)	1054 84%	1040 84%	512 83%	501 83%	541 85%	533 84%	284 83%	284 84%	329 89%	306 84%	206 79%	222 87% <sup>k</sup>	231 83%	221 80%	613 86%	589 84%	437 81%	444 83%	79 89%	79 91%	975 83%	961 83%	127 88%	123 87%	189 88%	187 88%		
Tablet (like an iPad, Kindle Fire or Google Nexus)	651 52%	669 54%	308 50%	308 51%	342 53%	358 57%	197 58%	193 57%	189 51%	182 50%	131 50%	150 58%	134 48%	142 52%	386 54%	376 54%	265 49%	292 55%	39 45%	46 53%	611 52%	623 54%	62 43%	68 48%	109 51%	98 46%		
Laptop	912 72%	857 69%	443 72%	430 71%	469 73% <sup>f</sup>	421 67%	267 78%	249 74%	292 79%	272 75%	180 69%	159 62%	168 60%	170 62%	560 79%	521 74%	349 65%	329 62%	61 69%	60 69%	850 73%	796 69%	119 83%	115 81%	167 77%	157 74%		
Desktop computer	496 39%	443 36%	309 50%	274 45%	187 29%	169 27%	167 49%	151 45%	132 36%	116 32%	83 33%	109 32%	89 39%	299 32%	267 42%	195 38%	172 36%	30 32%	40 45%	30 34%	456 39%	413 36%	51 36%	48 34%	61 28%	67 32%		
Games console or handheld games player	323 26%	315 25%	200 32%	190 31%	123 19%	120 19%	85 25%	87 26%	117 32%	98 27%	58 22%	62 24%	61 22%	67 24%	202 28%	185 26%	119 22%	129 24%	45 51%	45 52%	278 24%	270 23%	55 38%	60 43%	90 42%	81 38%		
Smart TV	595 47%	583 47%	315 51%	295 49%	280 44%	282 45%	178 52%	174 52%	180 48%	138 49%	126 53%	101 49%	103 36%	103 38%	356 50%	354 50%	239 44%	229 43%	50 56%	46 53%	545 47%	537 46%	67 47%	61 43%	119 55%	115 54%		
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	212 17%	189 15%	98 16% <sup>d</sup>	67 11%	113 18%	121 19%	77 23%	72 21%	72 20%	55 15%	34 13%	36 14%	28 10%	26 9%	150 21%	127 18%	62 11%	62 12%	13 15%	18 21%	198 17%	171 15%	31 22%	26 19%	53 25%	39 18%		
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	362 29%	337 27%	172 28%	166 27%	190 30%	167 26%	94 28%	103 31%	133 36% <sup>j</sup>	103 28%	66 25%	77 30%	69 25%	52 19%	227 32%	206 29%	135 25%	129 24%	37 42%	34 39%	325 28%	302 26%	50 35%	34 24%	72 34%	52 24%		
An iPod or other portable media player	61 5%	56 5%	41 7%	29 5%	20 3%	27 4%	29 8%	21 6%	13 4%	13 4%	12 4%	15 6%	7 3%	6 2%	42 6%	34 5%	19 3%	21 4%	11 12%	7 7%	50 4%	49 4%	8 6%	7 5%	12 6%	15 7%		
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	177 14%	187 15%	66 11%	66 11%	111 17%	120 19%	56 16%	67 20%	59 16%	57 16%	31 12%	34 13%	31 11%	29 11%	114 16%	124 18%	62 12%	63 12%	11 12%	14 16%	166 14%	173 15%	18 12%	15 11%	23 11%	16 7%		
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	50 4%	43 3%	34 5%	26 4%	16 3%	16 2%	12 4%	11 3%	18 5%	13 3%	12 5%	12 5%	7 3%	6 2%	31 4%	24 3%	20 4%	18 3%	13 15%	10 11%	37 3%	33 3%	5 3%	7 5%	10 4%	7 3%		
Other type of device	15 1%	11 1%	13 2%	6 1%	2 *	5 1%	7 2%	1 *	5 1%	3 1%	1 *	2 1%	2 1%	4 2%	12 2%	4 1%	3 1%	6 1%	-	-	15 1%	11 1%	-	-	2 1%	1 1%		
None of these	4 *	1 *	4 1%	1 *	-	-	-	-	1 *	1 *	2 1%	-	1 *	1 *	1 *	1 *	3 1%	1 *	1 1%	1 1%	3 *	1 *	-	-	-	-		
Don't know	4 *	5 *	2 *	3 *	3 *	2 *	* *	* *	1 *	4 1%	2 1%	1 *	-	-	2 *	4 1%	2 *	1 *	-	-	4 *	5 *	-	2 1%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

Prepared by Yonder



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 624  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 85+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Smartphone (like an iPhone or Samsung Galaxy)	172 84%	172 85%	198 90%	193 88%	145 83%	140 81%	106 76%	108 79%	38 52%	38 53%	289 75%	286 75%	143 68%	147 70%	902 83%	903 84%	139 88%	127 84%	282 80%	305 83%	144 89%	180 94%	154 74%	155 78%	741 85%	706 84%
Tablet (like an iPad, Kindle Fire or Google Nexus)	113 55%	115 57%	115 52%	132 60%	88 50%	95 55%	82 59%	77 56%	42 58%	38 52%	212 55%	209 55%	124 59%	114 55%	572 53%	584 54%	72 45%	77 51%	196 56%	186 51%	92 57%	106 55%	119 57%	107 53%	435 50%	464 56%
Laptop	143 70%	140 69%	153 69%	144 66%	120 69%	113 65%	98 71%	88 64%	50 69%	40 56%	268 69%	241 63%	149 70%	128 61%	773 71%	731 68%	128 81%	119 78%	258 73%	237 65%	122 76%	131 68%	149 71%	134 67%	632 73%	595 71%
Desktop computer	78 38%	67 33%	102 46%	79 36%	76 44%	68 39%	53 38%	52 38%	36 49%	31 43%	165 43%	151 40%	88 42%	83 40%	432 40%	389 36%	55 35%	50 33%	146 42%	134 37%	76 47%	71 37%	86 41%	73 36%	337 39%	302 36%
Games console or handheld games player	68 33%	68 34%	48 22%	49 22%	13 7%	10 6%	5 4%	1 1%	- -	- -	18 5%	11 3%	5 2%	1 *	278 26%	264 24%	40 26%	46 30%	87 25%	95 26%	49 30%	70 37%	51 24%	42 21%	222 26%	216 26%
Smart TV	127 62%	122 61%	103 47%	99 45%	81 47%	71 41%	33 24%	54 39%g	14 20%	15 21%	129 33%	140 37%	48 23%	69 33%am	502 46%	503 47%	85 54%	75 49%	156 44%	160 44%	76 47%	95 50%	95 45%	91 45%	419 48%	408 49%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	53 26%	41 20%	28 12%	28 13%	20 12%	22 13%	11 8%	14 10%	2 3%	1 1%	34 9%	37 10%	13 6%	15 7%	180 17%	160 15%	30 19%	29 19%	58 17%	60 16%	30 19%	40 21%	31 15%	24 12%	144 17%	125 15%
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	62 31%	71 35%	74 34%	62 28%	35 20%	45 26%	22 16%	33 24%	9 12%	7 9%	67 17%	84 22%	31 15%	40 19%	320 30%	304 28%	40 25%	32 21%	111 32%	99 27%	57 35%	57 30%	68 33%	56 28%	240 28%	232 28%
An iPod or other portable media player	9 5%	8 4%	8 3%	11 5%	8 5%	6 3%	3 2%	1 1%	1 1%	2 3%	12 3%	8 2%	4 2%	3 1%	49 5%	44 4%	10 7%	11 7%	15 4%	17 5%	9 5%	10 5%	7 3%	6 3%	44 5%	39 5%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	32 16%	35 17%	27 12%	30 14%	19 11%	23 14%	22 16%	34 25%	24 33%	20 28%	66 17%	77 20%	46 22%	54 26%	164 15%	172 16%	12 7%	15 10%	56 16%	56 15%	23 14%	22 12%	30 15%	28 14%	116 13%	126 15%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	14 7%	6 3%	7 3%	12 5%	1 *	- -	1 1%	1 *	- -	- -	2 *	1 *	1 1%	1 *	42 4%	38 4%	7 4%	4 3%	10 3%	13 4%	5 3%	12 6%	6 3%	8 4%	38 4%	28 3%
Other type of device	4 2%	1 1%	1 *	2 1%	4 2%	2 1%	1 1%	4 3%	3 4%	- -	8 2%	6 2%	4 2%	4 2%	15 1%	9 1%	- -	1 1%	4 1%	3 1%	2 1%	2 1%	4 2%	1 *	11 1%	8 1%
None of these	1 *	1 *	- -	- -	- -	- -	2 2%	- -	- -	- -	2 1%	- -	2 1%	- -	4 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	3 *	1 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 624  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Don't know	3 1%	1 *	-	-	-	-	-	-	-	1 1%	-	1 *	-	1 *	2 *	4 *	2 1%	1 1%	-	1 *	-	-	-	1 *	1 *	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 625  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179	
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62	
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122	
Smartphone (like an iPhone or Samsung Galaxy)	704 81%	679 81%	269 89%	361 89%	976 84%	952 85%	613 89%	606 89%	343 88%	367 87%	886 86%	863 85%	318 87%	317 88%	150 85%	129 80%	127 84%	122 82%	49 78%	25 66%	35 70%	26 71%	63 83%	53 85%	
Tablet (like an iPad, Kindle Fire or Google Nexus)	442 51%	420 50%	168 56%	248 61%	593 51%	609 54%	364 53%	382 56%	205 53%	231 55%	557 54%	554 54%	187 51%	194 54%	82 47%	87 54%	78 52%	80 53%	27 42%	18 48%	19 38%	16 44%	43 56%	36 57%	
Laptop	628 72% <sup>b</sup>	554 66%	221 73%	303 74%	852 74%	783 70%	532 77%	510 75%	284 73%	311 74%	766 74% <sup>d</sup>	706 69%	266 73%	257 71%	132 75%	120 74%	116 77%	112 75%	47 74%	25 67%	35 68%	24 65%	54 71%	47 75%	
Desktop computer	351 41%	311 37%	105 35%	132 32%	460 40%	408 36%	245 35%	229 34%	142 36%	138 33%	400 39%	367 36%	120 33%	114 32%	88 50%	75 46%	73 48%	66 44%	27 43%	18 48%	21 41%	17 47%	37 49%	28 45%	
Games console or handheld games player	167 19%	145 17%	110 36%	171 42%	307 27%	299 27%	238 34%	240 35%	154 40%	160 38%	270 26%	263 26%	146 40%	150 42%	91 51%	91 56%	56 37%	60 40%	24 38%	15 41%	16 31%	12 32%	35 46%	28 45%	
Smart TV	356 41%	348 42%	188 62%	235 58%	559 48%	544 49%	390 56%	364 53%	225 58%	231 55%	506 49%	488 48%	224 61%	203 56%	97 55%	89 55%	85 56%	80 54%	37 58%	20 54%	20 39%	16 42%	48 64%	36 58%	
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	129 15%	104 12%	69 23%	86 21%	196 17%	178 16%	155 22%	140 21%	85 22%	97 23%	187 18%	166 16%	92 25%	85 24%	43 25%	32 20%	34 22%	33 22%	16 25%	13 35%	7 14%	5 12%	16 22%	14 22%	
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	211 24%	188 22%	114 38%	149 36%	336 29%	315 28%	255 37%	222 33%	167 43% <sup>j</sup>	146 35%	321 31%	291 29%	150 41% <sup>n</sup>	120 33%	67 38%	60 37%	49 32%	46 31%	20 31%	16 42%	15 29%	8 21%	33 44%	24 39%	
An iPod or other portable media player	30 4%	33 4%	19 6%	23 6%	57 5%	53 5%	46 7%	48 7%	32 8%	33 8%	54 5%	48 5%	31 8%	25 7%	23 13%	18 11%	19 13%	13 9%	9 15%	7 19%	7 15%	4 11%	13 17%	8 13%	
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	135 16%	135 16%	31 10%	53 13%	152 13%	170 15%	102 15%	109 16%	50 13%	70 16%	147 14%	166 16%	41 11%	46 13%	27 15%	33 21%	26 17%	30 20%	9 14%	10 27%	8 15%	5 13%	12 16%	11 18%	
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	21 2%	18 2%	17 6%	25 6%	48 4%	41 4%	41 6%	37 5%	27 7%	27 6%	42 4%	37 4%	26 7%	19 5%	19 11%	17 10%	11 7%	13 9%	6 9%	8 20%	5 9%	3 7%	7 9%	5 7%	
Other type of device	12 1%	9 1%	3 1%	1 *	14 1%	10 1%	5 1%	3 1%	-	-	8 1%	7 1%	1 *	2 1%	1 *	-	3 2%	1 1%	-	-	-	-	-	1 1%	
None of these	3 *	1 *	-	1 *	4 *	1 *	2 *	1 *	2 *	1 *	2 *	1 *	2 *	1 *	-	-	-	-	-	-	-	-	-	1 1%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 625  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Don't know	2	3	2	3	4	4	2	2	1	3	1	5	3	5	*	3	*	3	1	1	1	1	1	1
	*	*	1%	1%	*	*	*	*	*	1%	*	1%	1%	1%	*	2%	*	2%	1%	2%	2%	2%	1%	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 626  
**D30. Do you go online using any of these devices?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Smartphone (like an iPhone or Samsung Galaxy)	213 86%	254 87%	832 84%	775 83%	395 86%	416 83%	659 82%	624 84%
Tablet (like an iPad, Kindle Fire or Google Nexus)	135 54%	156 53%	510 51%	507 54%	227 49%	266 53%	424 53%	403 54%
Laptop	180 73%	219 75%	721 72% <sup>d</sup>	627 67%	339 74%	356 71%	573 72%	500 67%
Desktop computer	98 39%	115 39%	391 39%	324 35%	194 42%	190 38%	302 38%	253 34%
Games console or handheld games player	92 37%	122 42%	228 23%	190 20%	163 36%	179 36%	160 20%	136 18%
Smart TV	143 57%	160 55%	448 45%	419 45%	261 57%	251 50%	333 42%	332 45%
Wearable technology like a smartwatch or fitness tracker (like an Apple Watch, Fitbit)	62 25%	63 21%	148 15%	125 13%	98 21%	94 19%	114 14%	95 13%
Smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	103 41% <sup>b</sup>	82 28%	256 26%	252 27%	145 32%	156 31%	217 27%	181 24%
An iPod or other portable media player	26 11%	19 6%	35 3%	35 4%	35 8%	37 7%	26 3%	19 3%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	44 18%	42 14%	129 13%	146 16%	58 13%	74 15%	119 15%	113 15%
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	20 8%	24 8%	30 3%	19 2%	28 6%	23 5%	23 3%	19 3%
Other type of device	1 *	1 *	14 1%	10 1%	5 1%	2 *	10 1%	9 1%
None of these	1 *	-	1 *	1 *	1 *	-	3 *	1 *
Don't know	2 1%	2 1%	1 *	2 *	3 1%	1 *	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

Prepared by Yonder

.YONDER



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 627  
**D31. When you go online, do you tend to ...?**  
 Base: All respondents

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
Only use websites or apps that you've used before	492 39%	490 39%	248 40%	249 41%	245 38%	240 38%	135 39%	125 37%	129 35%	129 35%	106 40%	110 43%	121 43%	121 44%	264 37%	254 36%	226 42%	231 43%	35 40%	39 44%	457 39%	451 39%	73 51%	67 47%	79 37%	81 38%		
Use maybe one or two websites or apps that you haven't used before	557 44%	562 45%	257 42%	254 42%	300 47%	302 48%	145 42%	139 41%	180 48%	186 51%	114 44%	110 43%	119 43%	124 45%	325 46%	325 46%	232 43%	234 44%	41 47%	35 40%	516 44%	527 46%	54 38%	49 35%	84 39%	95 45%		
Use lots of websites or apps that you haven't used before	184 15%	159 13%	103 17%	86 14%	81 13%	73 12%	58 17%	64 19%	50 14%	39 11%	35 13%	27 11%	38 14%	28 10%	108 15%	103 15%	73 14%	55 10%	11 13%	11 13%	173 15%	148 13%	14 10%	20 14%	43 20%	31 15%		
Don't know	25 2%	32 3%	11 2%	16 3%	14 2%	16 2%	4 1%	8 2%	11 3%	12 3%	6 2%	9 4%	2 1%	2 1%	16 2%	20 3%	8 2%	12 2%	1 1%	2 2%	24 2%	30 3%	2 2%	6 4%	9 4%	5 2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 628  
**D31. When you go online, do you tend to ...?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
Only use websites or apps that you've used before	58 28%	69 34%	89 40%	78 36%	63 36%	71 41%	57 41%	62 46%	38 53%j	22 31%	159 41%	155 41%	96 45%	85 40%	422 39%	427 40%	65 41%	58 38%	155 44%	144 39%	61 37%	70 36%	94 45%	86 43%	320 37%	330 39%
Use maybe one or two websites or apps that you haven't used before	109 53%	100 49%	94 43%	111 51%	81 46%	72 42%	63 45%	56 41%	31 43%	43 60%	175 45%	171 45%	94 44%	99 47%	484 45%	484 45%	68 43%	71 47%	147 42%	163 45%	76 47%	86 45%	82 39%	86 43%	394 46%	386 46%
Use lots of websites or apps that you haven't used before	32 16%	24 12%	33 15%	25 12%	30 17%	26 15%	17 12%	14 10%	3 5%	7 10%	50 13%	48 12%	20 9%	21 10%	158 15%	139 13%	21 13%	20 13%	46 13%	51 14%	21 13%	31 16%	29 14%	25 13%	137 16%	103 12%
Don't know	5 2%	8 4%	5 2%	3 2%	1 1%	3 2%	2 1%	4 3%	-	-	3 1%	7 2%	2 1%	4 2%	21 2%	29 3%	5 3%	2 2%	5 1%	7 2%	4 2%	6 3%	3 1%	3 2%	16 2%	18 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 629  
**D31. When you go online, do you tend to ...?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
Only use websites or apps that you've used before	337	315	120	175	440	423	257	249	144	154	398	390	152	131	54	51	51	50	21	14	17	13	26	16
	39%	38%	40%	43%	38%	38%	37%	36%	37%	36%	39%	38%	42%	36%	31%	32%	34%	33%	33%	38%	34%	35%	35%	26%
Use maybe one or two websites or apps that you haven't used before	385	391	130	171	521	521	316	323	178	188	465	469	151	163	78	69	65	65	29	17	24	16	32	29
	44%	47%	43%	42%	45%	47%	46%	47%	46%	44%	45%	46%	41%	45%	44%	43%	43%	44%	45%	45%	47%	42%	42%	46%
Use lots of websites or apps that you haven't used before	129	109	44	51	175	149	100	96	60	68	152	132	50	51	41	35	33	30	13	4	8	8	16	15
	15%	13%	14%	12%	15%	13%	14%	14%	15%	16%	15%	13%	14%	14%	23%	22%	22%	20%	20%	12%	17%	20%	21%	25%
Don't know	16	20	9	12	21	25	18	15	8	12	17	29	12	15	3	7	2	5	1	2	1	1	2	1
	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	4%	2%	4%	2%	3%	2%	4%	2%	3%	2%	2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 630  
**D31. When you go online, do you tend to ...?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
Only use websites or apps that you've used before	94 38%	121 41%	390 39%	364 39%	185 40%	192 38%	307 38%	298 40%
Use maybe one or two websites or apps that you haven't used before	105 42%	118 40%	448 45%	439 47%	195 42%	217 43%	363 45%	345 46%
Use lots of websites or apps that you haven't used before	45 18%	46 16%	139 14%	111 12%	71 15%	82 16%	113 14%h	77 10%
Don't know	4 2%	9 3%	17 2%	19 2%	9 2%	9 2%	16 2%	23 3%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 631  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	884 70%	857 69%	481 78%	453 75%	402 63%	400 63%	253 74%	231 69%	264 71%	260 71%	186 72%	182 71%	176 63%	180 65%	517 72%	490 70%	363 67%	362 68%	79 90%	73 83%	804 69%	784 68%	115 80% <sup>x</sup>	97 68%	179 83%	183 86%		
In the last month	195 15%	202 16%	77 12%	74 12%	118 18%	125 20%	46 13%	59 17%	66 18%	54 15%	33 13%	32 12%	49 18%	54 20%	112 16%	112 16%	82 15%	86 16%	6 7%	10 11%	189 16%	192 17%	13 9%	21 15%	19 9%	20 9%		
In the last year	83 7%	87 7%	15 2%	26 4%	69 11%	61 10%	15 4%	22 6%	17 5%	18 5%	22 9%	23 9%	29 10%	25 9%	32 5%	40 6%	51 9%	48 9%	1 1%	1 1%	82 7%	86 7%	3 2%	8 6%	8 4%	2 1%		
Used to use/ visit, but haven't in the last year	24 2%	22 2%	7 1%	8 1%	17 3%	14 2%	5 1%	7 2%	7 2%	9 3%	4 1%	4 2%	8 3%	2 1%	12 2%	16 2%	12 2%	6 1%	-	2 2%	24 2%	20 2%	3 2%	4 3%	4 2%	* *		
Never used/ visited	69 5%	69 6%	36 6%	40 7%	33 5%	29 5%	22 6%	19 6%	15 4%	21 6%	15 6%	14 5%	17 6%	14 5%	37 5%	40 6%	32 6%	28 5%	2 2%	2 2%	67 6%	67 6%	8 5%	10 7%	5 2%	5 2%		
Prefer not to say	4 *	6 *	3 1%	4 1%	1 *	2 *	1 *	* *	2 1%	4 1%	-	1 1%	* *	-	3 *	4 1%	* *	1 *	-	-	4 *	6 *	1 1%	2 1%	1 *	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 632  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	158 77%	156 77%	152 69%	156 71%	103 59%	99 58%	68 49%	69 50%	29 40%	24 34%	200 52%	193 50%	97 46%	93 45%	727 67%	711 66%	143 91%	136 90%	240 68%	257 70%	126 78%	146 76%	129 62%	128 64%	616 71%	576 69%
In the last month	26 13%	28 14%	38 17%	26 12%	42 24%	38 22%	32 23%	39 28%	18 25%	21 29%	93 24%	98 26%	50 24%	60 29%	185 17%	194 18%	9 6%	7 5%	51 14%	66 18%	16 10%	33 17%	33 16%	42 21%	142 16%	135 16%
In the last year	10 5%	6 3%	20 9%	23 10%	17 10%	18 11%	16 12%	12 8%	8 10%	17 24%	41 11%	47 12%	24 11%	29 14%	81 7%	83 8%	2 1%	5 3%	26 7%	24 6%	13 8%v	5 3%	19 9%	16 8%	54 6%	59 7%
Used to use/ visit, but haven't in the last year	4 2%	* *	1 1%	5 2%	4 2%	3 2%	5 4%	7 5%	4 5%	1 1%	12 3%	11 3%	9 4%	8 4%	23 2%	21 2%	1 1%	1 1%	10 3%t	2 1%	3 2%	2 1%	9 5%k	- -	14 2%	18 2%
Never used/ visited	5 2%	10 5%	10 4%	9 4%	8 4%	14 8%	17 12%	10 8%	14 19%	9 13%	39 10%	33 9%	31 15%	20 9%	67 12%	66 6%	1 1%	2 1%	25 7%	17 5%	5 3%	5 3%	19 9%	15 7%	41 5%	48 6%
Prefer not to say	1 1%	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 *	5 *	1 1%	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 633  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	583 67%	531 64%	222 73%	326 80%	869 75%	846 76%	553 80%	527 77%	329 84%	343 81%	716 69%	699 69%	299 82%	286 79%	155 88%	137 85%	132 87%	127 85%	48 75%	27 73%	41 81%	31 82%	63 84%	49 79%
In the last month	150 17%	159 19%	38 13%	43 10%	178 15%	171 15%	89 13%	97 14%	36 9%	45 11%	167 16%	168 17%	39 11%	40 11%	13 7%	10 6%	12 8%	10 6%	12 18%	5 13%	5 11%	4 10%	7 9%	9 15%
In the last year	63 7%	73 9%	18 6%	15 4%	59 5%	56 5%	25 4%	21 3%	12 3%	14 3%	70 7%	74 7%	12 3%	14 4%	4 2%	3 2%	4 2%	2 2%	3 4%	1 4%	2 5%	2 4%	3 3%	1 2%
Used to use/ visit, but haven't in the last year	20 2%	16 2%	4 1%	6 1%	11 1%	11 1%	13 2%	13 2%	2 1%	5 1%	20 2%	17 2%	3 1%	4 1%	1 1%	3 2%	*	3 2%	*	3 6%	2 1%	1 2%	1 2%	* 1%
Never used/ visited	48 6%	52 6%	18 6%	17 4%	36 3%	30 3%	10 2%	23 3%	9 2%	12 3%	57 5%	57 6%	8 2%	12 3%	3 2%	6 4%	3 2%	5 3%	*	1 4%	1 1%	1 2%	2 3%	2 3%
Prefer not to say	2 *	4 *	1 *	2 1%	4 *	4 *	1 *	2 *	1 *	3 1%	3 *	4 *	3 1%	4 1%	1 1%	3 2%	*	2 1%	*	*	*	*	*	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 634  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	210 84%	233 79%	664 67%	616 66%	373 81%	387 77%	510 64%	470 63%
In the last month	24 10%	43 15%	170 17%	155 17%	43 9%	56 11%	152 19%	146 20%
In the last year	9 4%	5 2%	74 7%	82 9%	18 4%	20 4%	65 8%	68 9%
Used to use/ visit, but haven't in the last year	4 1%	4 1%	20 2%	17 2%	5 1%	8 2%	19 2%	14 2%
Never used/ visited	1 *	7 2%	63 6%	60 6%	18 4%	28 6%	50 6%	41 5%
Prefer not to say	1 1%	2 1%	3 *	3 *	3 1%	1 *	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 635  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube Kids**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	80 6%	70 6%	31 5%	28 5%	50 8%	42 7%	23 7%	23 7%	22 6%	21 6%	15 6%	11 4%	21 7%	14 5%	45 6%	44 6%	36 7%	25 5%	11 13%	18 21%	69 6%	52 4%	5 4%	2 2%	26 12%	24 12%		
In the last month	44 4%	51 4%	21 3%	20 3%	24 4%	29 5%	13 4%	12 4%	14 4%	19 5%	9 3%	11 4%	8 3%	6 2%	27 4%	31 4%	17 3%	17 3%	6 7%	12 13%	38 3%	39 3%	3 2%	3 2%	10 5%	13 6%		
In the last year	40 3%	39 3%	21 3%	23 4%	19 3%	16 2%	9 3%	9 3%	13 3%	18 5%	13 5%	7 3%	5 2%	5 2%	22 3%	27 4%	18 3%	12 2%	7 8%	3 4%	33 3%	36 3%	4 3%	8 6%	8 4%	4 2%		
Used to use/ visit, but haven't in the last year	34 3%	38 3%	14 2%	19 3%	21 3%	19 3%	7 2%	13 4%	16 4%	11 3%	5 2%	8 3%	7 2%	7 2%	23 3%	23 3%	12 2%	15 3%	12 14%	15 17%	22 2%	23 2%	1 1%	2 1%	6 3%	6 3%		
Never used/ visited	1056 84%	1036 83%	530 86%	509 84%	526 82%	522 83%	288 84%	280 83%	306 82%	290 80%	219 84%	217 84%	238 85%	243 88%	594 83%	570 81%	457 85%	459 86%	51 57%	40 45%	1005 86%	996 86%	128 89%	124 88%	165 77%	161 76%		
Prefer not to say	4 *	10 1%	3 1%	6 1%	1 *	4 1%	2 *	- -	1 *	6 2%	- -	3 1%	* *	* *	3 *	6 1%	* *	3 1%	1 1%	- -	4 *	10 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 636  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube Kids**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	27 13%	23 11%	6 3%	1 *	4 2%	* *	1 1%	* *	- -	1 2%	5 1%	2 *	1 1%	1 1%	46 4%	49 5%	32 20%	20 13%	14 4%	12 3%	10 6%	10 5%	9 4%	7 3%	60 7%	54 6%
In the last month	10 5%	12 6%	4 2%	3 2%	7 4%	3 2%	2 1%	5 4%	2 3%	- -	11 3%	8 2%	4 2%	5 2%	34 3%	40 4%	10 7%	11 7%	12 3%	18 5%	8 5%	11 6%	7 3%	9 4%	32 4%	30 4%
In the last year	10 5%	15 8%	4 2%	3 2%	3 2%	- -	1 1%	4 3%	2 3%	- -	6 2%	4 1%	3 1%	4 2%	28 3%	33 3%	11 7%	4 3%	10 3%	10 3%	5 3%	6 3%	6 3%	3 2%	27 3%	26 3%
Used to use/ visit, but haven't in the last year	8 4%	8 4%	5 2%	6 3%	- -	1 1%	2 1%	- -	- -	- -	2 *	1 *	2 1%	- -	25 2%	29 3%	9 6%	9 6%	7 2%	13 4%	4 2%	11 6%	3 2%	10 5%	24 3%	25 3%
Never used/ visited	148 72%	141 70%	202 91%	205 94%	161 92%	169 98%e	132 95%	128 93%	69 95%	69 96%	362 94%	366 96%	201 95%	197 94%	950 88%	921 85%	95 60%	106 70%	310 88%	311 85%	136 84%	153 80%	184 88%	172 86%	721 83%	698 84%
Prefer not to say	1 1%	3 2%	- -	- -	- -	- -	- -	- -	- 2%	1 -	- -	1 *	- -	1 1%	2 *	8 1%	1 1%	2 1%	- *	* -	- *	* -	- -	- -	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 637

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**YouTube Kids**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	10 1%	5 1%	59 19%	65 16%	79 7%	68 6%	66 10%	53 8%	48 12%	47 11%	74 7%	64 6%	48 13%	42 12%	28 16%	31 19%	24 16%	25 17%	19 30%	11 28%	11 21%	5 12%	13 17%	6 10%
In the last month	14 2%	13 2%	23 8%	38 9%	43 4%	49 4%	32 5%	36 5%	26 7%	26 6%	38 4%	47 5%	22 6%	22 6%	14 8%	14 9%	13 8%	18 12%	8 13%	8 22%	7 13%	5 12%	10 13%	4 7%
In the last year	14 2%	16 2%	18 6%	23 6%	38 3%	36 3%	32 5%	25 4%	17 4%	16 4%	28 3%	32 3%	23 6%	16 5%	8 5%	6 4%	8 5%	9 6%	5 8%	2 7%	4 8%	3 8%	4 5%	4 6%
Used to use/ visit, but haven't in the last year	9 1%	7 1%	13 4%	31 8%	34 3%	37 3%	28 4%	29 4%	20 5%	24 6%	30 3%	31 3%	23 6%	24 7%	12 7%	12 8%	8 5%	9 6%	3 5%	2 5%	4 8%	1 3%	2 2%	2 3%
Never used/ visited	819 94%	788 94%	186 62%	248 61%	959 83%	920 82%	532 77%	537 79%	277 71%	305 72%	860 83%	837 82%	245 67%	252 70%	112 64%	95 59%	99 66%	87 58%	28 44%	13 33%	25 50%	24 65%	47 62%	45 72%
Prefer not to say	1 *	6 1%	2 1%	4 1%	4 *	8 1%	2 *	2 *	2 *	3 1%	3 *	8 1%	3 1%	4 1%	2 1%	4 2%	* *	3 2%	* *	2 5%	* *	- -	* *	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 638  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouTube Kids**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	34 14%	37 13%	45 5%	33 4%	48 10%	47 9%	32 4%	22 3%
In the last month	17 7%	20 7%	27 3%	29 3%	27 6%	26 5%	17 2%	25 3%
In the last year	13 5%	9 3%	26 3%	28 3%	20 4%	23 5%	20 2%	15 2%
Used to use/ visit, but haven't in the last year	11 4%	15 5%	22 2%	22 2%	14 3%	20 4%	20 3%	18 2%
Never used/ visited	172 69%	209 71%	871 88%	816 87%	346 75%	380 76%	710 89%	656 88%
Prefer not to say	1 1%	3 1%	3 *	6 1%	4 1%	3 1%	1 *	7 1%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 639  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Facebook**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	890 71%	887 71%	404 65%	381 63%	486 76%	500 79%	246 72%	241 72%	256 69%	251 69%	180 69%	198 77%	203 73%	191 69%	502 70%	492 70%	383 71%	389 73%	53 60%	44 50%	837 72%	843 73%	109 76%	101 71%	160 74%	163 77%		
In the last month	86 7%	83 7%	49 8%	60 10%	37 6%	22 4%	23 7%	27 8%	23 6%	25 7%	22 9%	12 5%	18 7%	18 7%	46 6%	52 7%	41 8%	30 6%	11 12%	8 9%	76 6%	75 7%	12 9%	18 13%	12 6%	16 7%		
In the last year	43 3%	48 4%	26 4%	37 6%	17 3%	11 2%	11 3%	10 3%	14 4%	15 4%	6 2%	6 2%	11 4%	16 6%	25 3%	25 4%	17 3%	22 4%	4 5%	6 7%	39 3%	42 4%	2 1%	3 2%	9 4%	6 3%		
Used to use/ visit, but haven't in the last year	81 6%	77 6%	53 9%	45 7%	28 4%	33 5%	22 6%	14 4%	28 8%	31 8%	14 5%	13 5%	16 6%	20 7%	51 7%	45 6%	30 6%	32 6%	3 3%	4 5%	78 7%	73 6%	8 5%	4 3%	24 11%	13 6%		
Never used/ visited	156 12%	141 11%	84 14%	78 13%	72 11%	64 10%	39 11%	45 13%	47 13%	39 11%	39 15%	27 10%	30 11%	29 11%	87 12%	84 12%	69 13%	56 11%	18 20%	25 28%	138 12%	116 10%	12 8%	13 9%	8 4%	11 5%		
Prefer not to say	3 *	6 1%	3 1%	5 1%	- -	2 *	1 *	- -	2 1%	4 1%	- -	1 1%	* *	* *	3 *	4 1%	* *	2 *	- -	- -	3 *	6 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 640  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Facebook**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	143 70%	151 75%	162 73%	161 74%	124 71%	120 70%	95 68%	91 66%	44 61%	56 77%	263 68%	267 70%	139 66%	147 70%	775 71%	782 72%	108 69%	100 66%	250 71%	277 76%	112 69%	148 77%	145 69%	148 74%	620 72%	591 71%
In the last month	10 5%	6 3%	13 6%	14 6%	13 7%	9 5%	14 10%	7 5%	1 1%	4 6%	28 7%	21 6%	15 7%	12 6%	70 6%	59 5%	13 9%	20 13%	24 7%	26 7%	13 8%	12 6%	9 4%	16 8%	59 7%	53 6%
In the last year	15 7%	12 6%	6 3%	11 5%	1 *	3 2%	3 2%	4 3%	2 3%	2 2%	7 2%	9 2%	6 3%	6 3%	33 3%	42 3%	10 6%	7 4%	14 4%	15 4%	9 5%	9 5%	10 5%	9 4%	22 3%	30 4%
Used to use/ visit, but haven't in the last year	16 8%	17 8%	15 7%	15 7%	5 3%	8 5%	5 3%	11 8%	5 7%	4 6%	14 4%	23 6%	10 5%	15 7%	71 7%	65 6%	10 6%	12 8%	21 6%	19 5%	10 6%	11 6%	12 6%	8 4%	59 7%	56 7%
Never used/ visited	19 9%	14 7%	25 11%	17 8%	32 19%	22 19%	23 16%	23 17%	20 27%j	6 9%	74 19%	61 16%	41 20%	29 14%	133 12%	125 12%	16 10%	14 9%	44 12%t	27 7%	19 12%	11 6%	32 16%	19 9%	105 12%	105 13%
Prefer not to say	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 *	6 1%	-	-	-	*	-	*	-	-	2 *	1 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 641  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Facebook**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	599 69%	603 72%	238 79% <sup>d</sup>	284 69%	803 69%	788 70%	545 79%	532 78%	293 75%	310 73%	880 85%	870 85%	286 78%	277 77%	121 69% <sup>p</sup>	95 59%	115 76% <sup>r</sup>	95 63%	49 78%	24 64%	32 64%	22 58%	57 75%	46 73%
In the last month	66 8%	50 6%	10 3%	33 8% <sup>c</sup>	78 7%	78 7%	47 7%	52 8%	36 9%	34 8%	77 8%	70 7%	27 7%	31 9%	16 9%	23 14%	9 6%	15 10%	3 5%	5 15%	4 8%	4 11%	5 7%	5 8%
In the last year	25 3%	27 3%	13 4%	21 5%	43 4%	43 4%	20 3%	18 3%	14 3%	17 4%	28 3%	31 3%	11 3%	13 4%	9 5%	8 5%	6 4%	8 5%	4 7%	3 8%	7 14%	4 10%	5 6%	3 4%
Used to use/ visit, but haven't in the last year	63 7%	53 6%	15 5%	24 6%	80 7%	75 7%	40 6%	32 5%	21 5%	25 6%	19 2%	13 1%	15 4%	13 4%	16 9%	11 7%	10 6%	12 8%	1 1%	2 4%	4 8%	5 13%	6 8%	5 8%
Never used/ visited	112 13%	98 12%	26 8%	43 11%	151 13%	131 12%	38 6%	46 7%	25 6%	34 8%	25 2%	30 3%	26 7%	22 6%	12 7%	21 13% <sup>o</sup>	10 7%	17 11%	6 9%	3 7%	3 5%	3 8%	3 4%	3 5%
Prefer not to say	2 *	4 *	1 *	2 1%	3 *	4 *	2 *	2 *	2 1%	2 *	3 *	5 *	1 *	4 1%	2 1%	3 2%	1 1%	3 2%	* *	* 1%	* *	- -	* *	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 642  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Facebook**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	193 78%	230 79%	692 70%	643 69%	363 79%	368 74%	527 66%	518 70%
In the last month	19 8%	17 6%	66 7%	66 7%	27 6%	36 7%	60 7%	47 6%
In the last year	12 5%	11 4%	30 3%	35 4%	16 3%	17 3%	27 3%	31 4%
Used to use/ visit, but haven't in the last year	14 6%	18 6%	66 7%	60 6%	24 5%	27 5%	57 7%	50 7%
Never used/ visited	10 4%	15 5%	137 14%	125 13%	29 6%	50 10%	126 16%	91 12%
Prefer not to say	* *	2 1%	3 *	4 *	2 *	1 *	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 643  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Instagram**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	524 42%	517 42%	228 37%	208 34%	296 46%	305 48%	146 43%	143 43%	180 49%	155 42%	97 37%	118 46%	97 35%	98 36%	327 46%	298 42%	193 36%	216 41%	59 66%	51 59%	465 40%	466 40%	114 80%	102 72%	127 59%	123 58%		
In the last month	98 8%	107 9%	45 7%	50 8%	52 8%	56 9%	35 10%	34 10%	22 6%	37 10%	17 7%	17 7%	23 8%	17 6%	57 8%	71 10%	41 8%	34 6%	11 12%	13 15%	87 7%	93 8%	6 4%	8 6%	16 7%	20 10%		
In the last year	59 5%	57 5%	23 4%	26 4%	36 6%	31 5%	14 4%	18 5%	25 7%	16 4%	10 4%	8 3%	10 3%	16 6%	39 6%	34 5%	20 4%	24 4%	2 3%	3 3%	57 5%	54 5%	3 2%	1 1%	13 6%	11 5%		
Used to use/ visit, but haven't in the last year	55 4%	73 6%	37 6%	37 6%	19 3%	36 6%	19 6%	18 5%	18 5%	21 6%	8 3%	13 5%	10 4%	21 8%	37 5%	39 6%	19 3%	34 6%	4 4%	6 7%	51 4%	67 6%	2 1%	7 5%	7 3%	16 8%		
Never used/ visited	517 41%	479 39%	281 45%	278 46%	236 37%	200 32%	124 36%	124 37%	125 34%	130 36%	128 49%	98 38%	140 50%	123 45%	249 35%	254 36%	268 50%	221 42%	12 14%	14 16%	505 43%	465 40%	17 12%	22 15%	51 24%	39 18%		
Prefer not to say	6 *	10 1%	4 1%	6 1%	2 *	4 1%	3 1%	*	1 *	6 2%	- -	3 1%	- -	*	5 1%	6 1%	- -	3 1%	1 1%	- -	5 *	10 1%	1 1%	2 1%	2 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 644  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Instagram**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	91 45%	92 45%	72 33%	84 38%	37 21%	43 25%	19 13%	19 14%	5 7%	4 5%	61 16%	66 17%	24 11%	23 11%	419 39%	424 39%	99 63%	87 58%	132 37%	134 37%	75 46%	94 49%	56 27%	63 32%	373 43%	369 44%
In the last month	24 12%	21 11%	15 7%	21 10%	11 7%	10 6%	12 9%	10 7%	2 3%	3 4%	25 7%	23 6%	14 7%	13 6%	85 8%	86 8%	11 7%	19 12%	31 9%	37 10%	14 9%	18 10%	22 11%	19 10%	64 7%	66 8%
In the last year	16 8%	13 7%	11 5%	8 4%	9 5%	15 8%	6 4%	3 2%	-	3 4%	15 4%	20 5%	6 3%	5 3%	50 5%	50 5%	9 6%	6 4%	19 5%	23 6%	8 5%	16 8%	15 7%	11 6%	40 5%	32 4%
Used to use/ visit, but haven't in the last year	8 4%	6 3%	15 7%	22 10%	10 6%	7 4%	8 6%	4 3%	1 2%	5 7%	19 5%	16 4%	9 4%	9 4%	50 5%	64 6%	5 3%	8 6%	19 5%	27 7%	10 6%	16 8%	12 6%	18 9%	35 4%	44 5%
Never used/ visited	64 31%	66 33%	108 49% <sup>d</sup>	83 38%	106 61%	98 57%	95 68%	101 74%	64 88%	56 78%	265 69%	256 67%	159 75%	157 75%	478 44%	447 41%	32 88%	30 20%	152 43%	144 40%	55 34%	47 25%	103 49%	88 44%	352 41%	322 39%
Prefer not to say	1 1%	3 2%	-	-	1 1%	* *	-	-	-	1 2%	1 *	2 *	-	1 1%	3 *	8 1%	2 1%	2 1%	*	*	-	*	*	-	4 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 645  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Instagram**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	311 36%	301 36%	154 51%	217 53%	493 43%	476 43%	513 74%	495 72%	251 64%	270 64%	470 46%	473 46%	263 72%	240 67%	116 66% <sup>p</sup>	86 53%	90 59%	82 55%	38 60%	20 54%	28 55%	17 47%	48 63%	36 58%
In the last month	60 7%	55 7%	27 9%	51 13%	93 8%	104 9%	83 12%	86 13%	42 11%	44 10%	87 8%	92 9%	31 9%	41 11%	16 9%	24 15%	17 11%	25 17%	12 19%	11 29%	6 11%	4 11%	7 9%	7 11%
In the last year	38 4%	36 4%	19 6%	22 5%	56 5%	53 5%	32 5%	28 4%	21 5%	16 4%	44 4%	52 5%	16 4%	12 3%	9 5%	11 7%	9 6%	9 6%	5 8%	2 5%	3 7%	3 7%	4 5%	3 5%
Used to use/ visit, but haven't in the last year	43 5%	49 6%	8 3%	23 6%	49 4%	71 6% <sup>e</sup>	15 2%	22 3%	11 3%	21 5%	48 5%	61 6%	12 3%	24 7% <sup>m</sup>	6 4%	6 3%	4 3%	6 4%	* 1%	1 2%	2 3%	3 8%	5 6%	3 4%
Never used/ visited	415 48%	388 47%	90 30% <sup>d</sup>	91 22%	462 40%	406 36%	48 7%	48 7%	62 16%	69 16%	379 37%	334 33%	39 11%	38 11%	27 15%	31 19%	31 20%	25 17%	7 11%	2 5%	11 21%	10 27%	13 17%	12 19%
Prefer not to say	1 *	6 1%	3 1%	5 1%	6 1%	8 1%	2 *	2 *	2 *	3 1%	4 *	9 1%	4 1%	4 1%	2 1%	4 3%	* *	3 2%	1 2%	2 5%	1 2%	1 1%	* *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 646  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Instagram**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	149 60%	179 61%	371 37%	332 36%	242 53%	250 50%	282 35%	267 36%
In the last month	21 8%	30 10%	74 7%	76 8%	48 10%	55 11%	50 6%	52 7%
In the last year	11 4%	13 4%	47 5%	44 5%	20 4%	19 4%	39 5%	38 5%
Used to use/ visit, but haven't in the last year	9 4%	14 5%	46 5%	58 6%	17 4%	37 7%e	38 5%	36 5%
Never used/ visited	56 23%	54 18%	452 46%	416 45%	128 28%	135 27%	389 49%	344 46%
Prefer not to say	3 1%	4 1%	3 *	6 1%	5 1%	4 1%	1 *	7 1%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 647  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Snapchat**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	241 19%	239 19%	110 18%	94 15%	131 20%	141 22%	69 20%	76 23%	76 21%	69 19%	48 18%	43 17%	45 16%	49 18%	146 20%	145 21%	93 17%	92 17%	51 57%	50 57%	190 16%	189 16%	78 55%	68 48%	56 26%	62 29%		
In the last month	68 5%	65 5%	36 6%	38 6%	32 5%	26 4%	22 6%	18 5%	21 6%	28 8%	12 4%	9 3%	12 4%	9 3%	43 6%	46 7%	24 4%	18 3%	13 15%	9 10%	55 5%	56 5%	17 12%	18 12%	16 8%	13 6%		
In the last year	50 4%	49 4%	19 3%	15 3%	31 5%	34 5%	19 5%	12 3%	13 4%	17 5%	11 4%	9 3%	8 3%	10 4%	32 4%	29 4%	19 3%	19 4%	3 3%	2 3%	48 4%	47 4%	5 4%	9 6%	13 6%	8 4%		
Used to use/ visit, but haven't in the last year	111 9%	106 9%	57 9%	48 8%	54 8%	58 9%	27 8%	26 8%	45 12%	44 12%	25 9%	23 9%	14 5%	13 5%	72 10%	70 10%	39 7%	36 7%	3 4%	7 8%	108 9%	99 9%	17 12%	12 9%	32 15%	32 15%		
Never used/ visited	782 62%	774 62%	393 63%	404 67%	390 61%	369 59%	203 59%	205 61%	213 57%	201 55%	166 64%	170 66%	200 72%	193 70%	416 58%	406 58%	366 68%	364 68%	19 21%	19 22%	764 65%	755 65%	25 17%	33 23%	96 44%	95 45%		
Prefer not to say	6 *	10 1%	4 1%	6 1%	2 *	4 1%	2 1%	* *	2 1%	6 2%	- -	3 1%	* *	* *	4 1%	6 1%	* *	3 1%	- -	- -	6 *	10 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 648  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Snapchat**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	28 14%	38 19%	20 9%	14 6%	8 4%	6 3%	-	2 1%	-	-	8 2%	7 2%	-	2 1%	187 17%	191 18%	53 33%	46 30%	57 16%	62 17%	37 23%	49 25%	22 11%	29 14%	174 20%	168 20%
In the last month	9 5%	13 6%	8 3%	9 4%	2 1%	1 1%	2 2%	3 2%	1 1%	-	5 1%	4 1%	3 1%	3 1%	52 5%	49 5%	16 10%	16 10%	19 5%	14 4%	12 7%	7 3%	11 5%	7 4%	46 5%	48 6%
In the last year	16 8%	8 4%	7 3%	16 7%	2 1%	4 2%	2 2%	3 2%	2 3%	-	6 2%	7 2%	4 2%	3 1%	40 4%	37 3%	10 7%	12 8%	14 4%	15 4%	7 4%	8 4%	8 4%	8 4%	36 4%	32 4%
Used to use/ visit, but haven't in the last year	17 8%	22 11%	21 10%	23 11%	13 8%	6 3%	5 3%	2 1%	2 3%	2 3%	20 5%	10 3%	7 3%	4 2%	97 9%	91 8%	13 8%	11 7%	35 10%	39 11%	17 10%	25 13%	18 9%	19 9%	70 8%	62 7%
Never used/ visited	131 64%	118 59%	165 75%	156 72%	149 85%	156 90%	129 93%	128 94%	68 93%	68 95%	347 90%	352 92%	197 93%	196 94%	706 65%	703 65%	65 41%	65 43%	228 65%	234 64%	89 55%	104 54%	149 72%	137 69%	538 62%	522 62%
Prefer not to say	2 1%	3 2%	-	-	1 1%	* *	-	-	-	1 2%	1 *	2 *	-	1 1%	4 *	8 1%	1 1%	2 1%	-	* *	-	* *	-	-	3 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 649  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Snapchat**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	114 13%	114 14%	76 25%	124 30%	232 20%	225 20%	214 31%	211 31%	152 39%	162 38%	217 21%	218 21%	233 64%	227 63%	71 41%	58 36%	50 33%	44 30%	28 45%	17 47%	13 25%	8 21%	28 37%	19 31%
In the last month	31 4%	29 4%	24 8%	36 9%	67 6%	61 5%	61 9%	52 8%	51 13%	38 9%	62 6%	61 6%	51 14%	49 14%	25 14%	21 13%	20 12%	18 12%	18 28%	8 22%	11 21%	6 16%	11 14%	7 11%
In the last year	26 3%	27 3%	22 7%	22 5%	46 4%	48 4%	46 7%	39 6%	33 8%	33 6%	24 5%	47 5%	24 7%	20 6%	12 7%	10 6%	12 8%	9 6%	4 6%	4 10%	5 10%	2 7%	5 7%	3 4%
Used to use/ visit, but haven't in the last year	87 10%	67 8%	20 7%	38 9%	103 9%	103 9%	92 13%	78 11%	37 10%	46 11%	94 9%	87 9%	14 4%	16 4%	14 8%	12 8%	11 7%	10 7%	3 5%	1 3%	4 8%	3 8%	7 9%	5 8%
Never used/ visited	607 70%	591 71%	157 52%	183 45%	704 61%	673 60%	276 40%	302 44%	114 29%	149 35%	608 59%	597 59%	39 11%	44 12%	51 29%	56 35%	58 39%	65 43%	10 15%	5 14%	17 34%	18 48%	24 31%	28 44%w
Prefer not to say	2 *	6 1%	3 1%	5 1%	6 *	8 1%	2 *	2 *	2 1%	3 1%	4 *	9 1%	3 1%	4 1%	2 1%	4 2%	1 1%	3 2%	1 1%	2 5%	2 1%	1 *	1 *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 650  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Snapchat**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	84 34%	106 36%	154 16%	129 14%	128 28%	133 27%	113 14%	105 14%
In the last month	25 10%	29 10%	41 4%	35 4%	33 7%	39 8%	36 4%	26 3%
In the last year	14 6%	17 6%	36 4%	32 3%	26 6%	29 6%	25 3%	20 3%
Used to use/ visit, but haven't in the last year	29 12%	33 11%	82 8%	72 8%	46 10%	41 8%	65 8%	65 9%
Never used/ visited	95 38%	104 36%	678 68%	660 71%	223 49%	255 51%	559 70%	520 70%
Prefer not to say	1 1%	4 1%	4 *	6 1%	4 1%	3 1%	2 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 651  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**TikTok**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
In the last week	228 18%	231 19%	109 18%	96 16%	119 19%	131 21%	68 20%	75 22%	64 17%	64 17%	44 17%	40 16%	49 18%	50 18%	132 19%	139 20%	93 17%	90 17%	46 52%	55 63%	182 16%	176 15%	55 38%	47 33%	47 22%	49 23%
In the last month	89 7%	77 6%	38 6%	35 6%	51 8%	42 7%	27 8%	19 6%	28 7%	28 8%	16 6%	13 5%	17 6%	15 5%	55 8%	48 7%	34 6%	28 5%	16 18%	9 11%	73 6%	68 6%	15 10%	12 8%	14 6%	16 7%
In the last year	90 7%	73 6%	41 7%	37 6%	50 8%	36 6%	27 8%	24 7%	28 8%	23 6%	21 8%	18 7%	14 5%	7 3%	55 8%	47 7%	35 7%	25 5%	5 6%	5 6%	85 7%	68 6%	11 8%	10 7%	14 7%	20 10%
Used to use/ visit, but haven't in the last year	39 3%	29 2%	23 4%	14 2%	15 2%	15 2%	14 4%	8 2%	12 3%	8 2%	5 2%	9 3%	9 3%	4 1%	25 4%	16 2%	13 2%	13 2%	3 3%	4 5%	36 3%	24 2%	9 6%	3 2%	9 4%	9 4%
Never used/ visited	808 64%	824 66%	405 65%	417 69%	403 63%	405 64%	204 60%	209 62%	238 64%	237 65%	174 67%	175 68%	190 68%	198 72%	442 62%	446 64%	364 67%	373 70%	18 20%	14 16%	790 68%	810 70%	52 36%	67 48%	130 61%	115 54%
Prefer not to say	5 *	9 1%	3 *	6 1%	2 *	2 *	2 1%	* *	1 *	6 2%	- -	1 1%	* *	* *	3 *	6 1%	* *	2 *	- -	- -	5 *	9 1%	1 1%	2 1%	1 1%	3 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 652  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**TikTok**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	38 19%	34 17%	26 12%	34 16%	10 6%	11 6%	4 3%	2 1%	2 3%	-	16 4%	12 3%	6 3%	2 1%	180 17%	185 17%	47 30%	46 30%	62 18%	72 20%	43 26%	56 29%	30 14%	34 17%	161 19%	153 18%
In the last month	11 5%	13 6%	10 5%	14 6%	14 8%	12 7%	7 5%h	1 1%	2 2%	1 1%	23 6%	13 4%	9 4%	2 1%	72 7%	56 5%	16 10%	19 13%	18 5%	20 6%	13 8%	14 7%	5 2%	13 6%	68 8%	53 6%
In the last year	15 8%	12 6%	20 9%	11 5%	16 9%	10 6%	5 4%	3 2%	3 5%	1 2%	24 6%	14 4%	8 4%	5 2%	81 7%	66 6%	9 6%	7 5%	24 7%	25 7%	13 8%	13 7%	12 6%	11 5%	64 7%	45 5%
Used to use/ visit, but haven't in the last year	5 2%	4 2%	10 4%	4 2%	-	2 1%	4 3%	2 1%	-	-	4 1%	3 1%	4 2%	2 1%	26 2%	22 2%	10 6%	5 4%	10 3%	9 3%	2 1%	5 3%	7 4%	6 3%	26 3%	19 2%
Never used/ visited	133 65%	135 67%	155 70%	155 71%	134 77%	139 80%	119 86%	129 95%g	66 90%	70 97%	319 83%	338 89%k	185 87%	199 95%m	723 67%	744 69%	75 47%	72 47%	239 68%	238 65%	92 57%	103 54%	155 74%	137 68%	545 63%	564 67%
Prefer not to say	1 1%	3 2%	-	-	1 1%	*	-	-	-	-	1 *	*	-	-	3 *	7 1%	1 1%	2 1%	-	*	-	*	-	-	2 *	2 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 653  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**TikTok**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	102 12%	95 11%	80 26%	136 33%	221 19%	221 20%	203 29%	204 30%	214 55%	212 50%	205 20%	203 20%	157 43%	162 45%	68 39%	66 41%	52 34%	52 35%	33 52%	17 45%	14 28%	8 22%	33 43%	21 34%
In the last month	46 5%	41 5%	27 9%	36 9%	82 7%	76 7%	72 10%	61 9%	60 15%	56 13%	81 8%	69 7%	45 12%	36 10%	16 9%	15 9%	18 12%	15 10%	8 12%	3 8%	8 15%	4 11%	8 10%	5 8%
In the last year	62 7%	48 6%	22 7%	25 6%	85 7%	73 7%	56 8%	49 7%	39 10%	35 8%	75 7%	67 7%	31 8%	24 7%	18 10%	18 11%	15 10%	19 13%	7 12%	7 19%	5 10%	3 8%	6 8%	5 8%
Used to use/ visit, but haven't in the last year	23 3%	14 2%	13 4%	15 4%	36 3%	26 2%	26 4%	21 3%	11 3%	13 3%	33 3%	26 3%	17 5%	10 3%	11 6%	4 3%	5 3%	3 2%	4 7%	2 6%	3 5%	1 3%	3 3%	2 3%
Never used/ visited	633 73%	633 76%	157 52%	192 47%	730 63%	716 64%	334 48%	346 51%	64 16%	103 25%	635 62%	648 64%	112 31%	124 34%	62 35%	54 33%	61 40%	58 39%	11 17%	6 17%	20 40%	21 56%	26 34%	28 45%
Prefer not to say	1 *	4 *	3 1%	5 1%	5 *	7 1%	1 *	2 *	1 *	3 1%	3 *	7 1%	3 1%	4 1%	1 1%	4 2%	* *	3 2%	* 1%	2 5%	* 1%	* *	* 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 654  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**TikTok**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	94 38%	106 36%	131 13%	122 13%	128 28%	126 25%	100 13%	105 14%
In the last month	29 11%	26 9%	59 6%	50 5%	42 9%	34 7%	47 6%	43 6%
In the last year	22 9%	23 8%	68 7%	49 5%	34 7%	32 6%	56 7%	41 6%
Used to use/ visit, but haven't in the last year	9 4%	14 5%	28 3%	15 2%	17 4%	18 4%	22 3%	11 1%
Never used/ visited	94 38%	121 41%	705 71%	693 74%	235 51%	287 57%	574 72%	537 72%
Prefer not to say	1 1%	4 1%	3 *	4 *	4 1%	3 1%	1 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 655  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitter**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	409 33%	414 33%	234 38%	224 37%	176 27%	189 30%	151 44%	151 45%	124 34%	125 34%	64 24%	68 27%	70 25%	70 25%	276 39%	276 39%	133 25%	138 26%	34 38%	32 36%	375 32%	383 33%	74 51%	73 51%	82 38%	81 38%		
In the last month	126 10%	111 9%	61 10%	55 9%	65 10%	56 9%	31 9%	25 7%	44 12%	39 11%	24 9%	22 8%	25 9%	24 9%	75 11%	64 9%	49 9%	46 9%	12 14%	14 16%	114 10%	96 8%	21 14%	12 8%	20 9%	24 11%		
In the last year	89 7%	85 7%	37 6%	39 7%	52 8%	46 7%	18 5%	25 7%	32 9%	23 6%	18 7%	22 9%	18 6%	13 5%	50 7%	48 7%	37 7%	35 7%	5 6%	4 5%	83 7%	81 7%	10 7%	9 6%	14 7%	18 9%		
Used to use/ visit, but haven't in the last year	132 11%	124 10%	81 13%	60 10%	52 8%	60 10%	26 7%	26 8%	43 12%	40 11%	28 11%	24 9%	36 13%	33 12%	69 10%	66 9%	64 12%	57 11%	5 6%	7 8%	127 11%	117 10%	12 9%	16 11%	31 14%	28 13%		
Never used/ visited	499 40%	499 40%	205 33%	221 37%	294 46%	277 44%	115 34%	109 33%	126 34%	132 36%	126 49%	118 46%	130 47%	135 49%	240 34%	241 34%	257 48%	253 48%	32 36%	30 35%	466 40%	469 41%	26 18%	30 21%	67 31%	60 28%		
Prefer not to say	5 *	9 1%	2 *	6 1%	2 *	4 1%	2 1%	* *	1 *	6 2%	- -	3 1%	* *	- -	3 *	6 1%	* *	3 1%	- -	- -	5 *	9 1%	1 1%	2 1%	1 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 656  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitter**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	89 44%	73 36%	72 33%	69 31%	29 17%	49 28% <sup>e</sup>	25 18%	23 17%	4 6%	16 22% <sup>i</sup>	59 15%	88 23% <sup>k</sup>	29 14%	39 19%	343 32%	352 33%	63 40%	57 38%	115 33%	113 31%	59 36%	72 37%	63 30%	55 27%	286 33%	287 34%
In the last month	30 14%	26 13%	20 9%	16 7%	10 6%	9 5%	11 8%	9 7%	3 4%	1 1%	24 6%	19 5%	14 6%	10 5%	92 9%	83 8%	30 19%	25 16%	36 10%	29 8%	22 14%	18 9%	18 9%	16 8%	85 10%	77 9%
In the last year	18 9%	16 8%	13 6%	23 11%	17 10%	8 4%	11 8%	5 3%	- -	2 3%	28 7%	15 4%	11 5%	7 3%	77 7%	76 7%	11 7%	10 6%	24 7%	32 9%	12 8%	18 9%	10 5%	14 7%	62 7%	51 6%
Used to use/ visit, but haven't in the last year	23 11%	22 11%	27 12%	28 13%	16 9%	9 5%	12 8%	13 10%	6 8%	1 2%	33 9%	23 6%	18 8%	15 7%	118 11%	108 10%	15 9%	15 10%	41 12%	38 10%	23 14%	23 12%	23 11%	20 10%	89 10%	83 10%
Never used/ visited	43 21%	60 30%	89 40%	83 38%	102 58%	98 57%	80 58%	87 64%	59 82%	50 70%	241 62%	235 62%	139 66%	137 66%	453 42%	453 42%	38 24%	43 28%	137 39%	153 42%	45 28%	61 32%	94 45%	95 48%	343 40%	333 40%
Prefer not to say	1 1%	3 2%	-	-	1 1%	* *	-	-	-	1 2%	1 *	2 *	-	1 1%	2 *	8 1%	1 1%	2 1%	-	-	-	-	-	-	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 657

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**Twitter**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	267 31%	261 31%	108 36%	153 38%	387 33%	393 35%	324 47%	301 44%	197 50%	187 44%	358 35%	367 36%	164 45%	161 45%	99 56%	95 59%	89 59%	87 59%	35 55%	21 55%	23 45%	17 45%	51 68%	36 58%
In the last month	74 9%	56 7%	40 13%	55 13%	121 10%	106 9%	98 14%	84 12%	59 15%	56 13%	108 10%	90 9%	55 15%	49 14%	24 13%	19 12%	19 13%	21 14%	10 15%	8 20%	9 18%	4 11%	11 15%	9 14%
In the last year	57 7%	52 6%	26 8%	33 8%	84 7%	78 7%	53 8%	51 8%	30 8%	29 7%	80 8%	78 8%	27 7%	30 8%	12 7%	11 7%	8 5%	5 4%	6 9%	2 6%	4 8%	4 10%	3 4%	4 7%
Used to use/ visit, but haven't in the last year	95 11%	86 10%	32 11%	38 9%	120 10%	118 11%	61 9%	73 11%	23 6%	53 12%	107 10%	104 10%	26 7%	37 10%	14 8%	12 8%	9 6%	9 6%	4 6%	2 5%	5 10%	6 16%	4 5%	4 7%
Never used/ visited	372 43%	375 45%	94 31%	125 31%	441 38%	416 37%	155 22%	172 25%	79 20%	95 23%	378 37%	371 36%	91 25%	80 22%	27 15%	21 13%	26 17%	25 17%	9 14%	4 10%	9 18%	7 18%	7 9%	8 12%
Prefer not to say	1 *	5 1%	3 1%	4 1%	5 *	8 1%	1 *	2 *	1 *	3 1%	3 *	8 1%	2 1%	4 1%	1 1%	3 2%	* *	2 1%	* *	1 4%	* *	- -	* *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 658  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitter**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	105 42%	130 44%	301 30%	279 30%	181 39%	196 39%	229 29%	219 29%
In the last month	45 18%	38 13%	79 8%	73 8%	59 13%	49 10%	67 8%	61 8%
In the last year	22 9%	23 8%	66 7%	62 7%	40 9%	36 7%	48 6%	49 7%
Used to use/ visit, but haven't in the last year	33 13%	35 12%	98 10%	88 9%	43 9%	60 12%	89 11%	64 9%
Never used/ visited	42 17%	64 22%	448 45%	427 46%	132 29%	156 31%	366 46%	344 46%
Prefer not to say	1 1%	3 1%	3 *	5 1%	4 1%	3 1%	1 *	7 1%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 659  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitch**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	70 6%	51 4%	52 8%	37 6%	18 3%	14 2%	19 6%	14 4%	21 6%	14 4%	17 6%	11 4%	14 5%	12 4%	40 6%	29 4%	30 6%	23 4%	18 20%	13 15%	53 4%	38 3%	16 11%	12 9%	19 9%	15 7%		
In the last month	40 3%	58 5%	26 4%	34 6%	14 2%	24 4%	13 4%	24 7%	13 3%	15 4%	6 2%	11 4%	7 3%	8 3%	25 4%	39 6%	14 3%	19 4%	9 10%	14 16%	31 3%	43 4%	7 5%	15 11%	12 6%	10 5%		
In the last year	63 5%	50 4%	42 7%	36 6%	21 3%	13 2%	18 5%	11 3%	24 7%	22 6%	6 2%	4 2%	15 5%	12 4%	42 6%	33 5%	21 4%	16 3%	6 7%	6 7%	56 5%	44 4%	14 10%	14 10%	19 9%	16 7%		
Used to use/ visit, but haven't in the last year	44 3%	51 4%	28 5%	39 6%	15 2%	13 2%	11 3%	15 5%	17 4%	22 6%	6 2%	6 2%	9 3%	8 3%	28 4%	37 5%	16 3%	14 3%	4 4%	6 7%	40 3%	45 4%	9 6%	13 9%	14 6%	13 6%		
Never used/ visited	1037 82%	1022 82%	468 76%	454 75%	570 89%	564 89%	279 82%	272 81%	296 80%	286 78%	225 86%	221 86%	234 84%	235 85%	575 81%	558 80%	459 85%	456 86%	51 58%	48 55%	986 84%	974 84%	96 67%	85 60%	150 69%	156 74%		
Prefer not to say	5 *	10 1%	2 *	6 1%	2 *	4 1%	2 1%	* *	1 *	6 2%	- -	3 1%	* *	1 *	3 *	6 1%	* *	4 1%	- -	- -	5 *	10 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 660  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitch**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	13 7%	8 4%	4 2%	3 1%	-	-	-	-	-	-	-	-	-	-	55 5%	37 3%	14 9%	13 8%	12 4%	14 4%	7 5%	10 7%	6 3%	5 3%	56 7%	36 4%
In the last month	6 3%	11 5%	5 2%	7 3%	1 *	-	-	1 1%	-	-	1 *	1 *	-	1 1%	32 3%	45 4%	8 5%	12 8%	9 3%	14 4%	6 4%	10 5%	4 2%	6 3%	30 3%	39 5%
In the last year	15 7%	7 3%	4 2%	5 2%	3 2%	3 2%	1 1%	-	-	-	4 1%	3 1%	1 *	-	44 4%	39 4%	18 12%	9 6%	16 5%	16 5%	10 6%	12 6%	7 3%	9 4%	44 5%	28 3%
Used to use/ visit, but haven't in the last year	11 6%	9 4%	4 2%	8 4%	-	2 1%	2 1%	2 1%	-	-	2 *	3 1%	2 1%	2 1%	36 3%	43 4%	7 5%	8 5%	15 4%	19 5%	8 5%	14 7%	8 4%	7 4%	27 3%	32 4%
Never used/ visited	157 77%	164 82%	204 92%	196 90%	170 97%	168 97%	136 98%	134 98%	73 100%	70 98%	380 98%	373 98%	209 99%	204 98%	915 84%	907 84%	109 69%	108 71%	300 85%	301 82%	127 78%	145 76%	183 88%	173 87%	707 82%	698 83%
Prefer not to say	1 1%	3 2%	-	-	1 1%	* *	-	-	-	1 2%	1 *	2 *	-	1 1%	2 *	8 1%	1 1%	2 1%	-	* *	-	* *	-	-	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 661  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitch**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	37 4%	25 3%	16 5%	26 6%	70 6%	51 5%	56 8%	37 5%	40 10%	23 5%	59 6%	39 4%	38 10%	26 7%	63 36%	46 28%	24 16%	17 12%	15 24%	9 23%	7 14%	3 7%	14 18%	6 10%
In the last month	19 2%	25 3%	12 4%	33 8%	39 3%	58 5%	32 5%	52 8%	27 7%	45 11%	35 3%	50 5%	26 7%	37 10%	32 18%	45 28%	16 11%	23 16%	9 14%	7 20%	9 17%	5 14%	10 13%	7 12%
In the last year	44 5%	30 4%	12 4%	20 5%	63 5%	49 4%	51 7%	44 6%	35 9%	32 8%	48 5%	44 4%	30 8%	28 8%	26 15%	18 11%	17 11%	13 9%	9 14%	4 11%	8 15%	6 15%	11 14%	7 12%
Used to use/ visit, but haven't in the last year	26 3%	28 3%	14 5%	24 6%	44 4%	50 4%	34 5%	40 6%	22 6%	27 6%	37 4%	40 4%	20 6%	25 7%	11 6%	9 6%	9 6%	12 8%	6 9%	3 7%	3 5%	2 7%	6 7%	3 4%
Never used/ visited	740 85%	722 86%	246 82%	300 74%	938 81%	903 81%	518 75%	508 74%	265 68%	291 69%	850 82%	838 82%	248 68%	240 67%	43 25%	40 25%	85 56%	81 54%	24 37%	13 34%	24 48%	22 58%	35 47%	38 60%
Prefer not to say	1 *	6 1%	3 1%	5 1%	5 *	8 1%	1 *	2 *	1 *	3 1%	3 *	9 1%	2 1%	4 1%	1 1%	4 2%	* *	3 2%	* *	2 5%	* 1%	* *	* *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 662  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Twitch**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	21 8%	26 9%	49 5% <sup>d</sup>	25 3%	43 9%	37 7%	28 3%	14 2%
In the last month	21 8%	34 11%	19 2%	24 3%	21 4%	43 9% <sup>e</sup>	20 2%	15 2%
In the last year	27 11% <sup>b</sup>	17 6%	35 4%	34 4%	31 7%	27 5%	31 4%	23 3%
Used to use/ visit, but haven't in the last year	13 5%	20 7%	30 3%	30 3%	26 6%	26 5%	17 2%	25 3%
Never used/ visited	166 67%	193 66%	858 86%	815 87%	335 73%	364 73%	702 88%	659 89%
Prefer not to say	1 1%	4 1%	3 *	6 1%	4 1%	4 1%	1 *	7 1% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 663  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Pinterest**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	172 14%	159 13%	54 9%	44 7%	118 18%	113 18%	47 14%	49 15%	58 16%	45 12%	29 11%	36 14%	36 13%	27 10%	105 15%	94 13%	65 12%	64 12%	21 24%	17 20%	151 13%	142 12%	21 15%	22 16%	39 18%	29 14%		
In the last month	148 12%	161 13%	62 10%	62 10%	86 13%	97 15%	44 13%	59 17%	55 15%	48 13%	26 10%	30 12%	23 8%	24 9%	99 14%	107 15%	50 9%	54 10%	12 13%	18 20%	137 12%	143 12%	30 21%	19 13%	29 14%	35 16%		
In the last year	166 13%	163 13%	67 11%	71 12%	99 15%	89 14%	44 13%	45 13%	56 15%	47 13%	36 14%	35 13%	28 10%	34 12%	100 14%	92 13%	64 12%	69 13%	7 8%	13 15%	159 14%	150 13%	20 14%	22 15%	27 13%	31 15%		
Used to use/ visit, but haven't in the last year	161 13%	150 12%	82 13%	68 11%	79 12%	81 13%	42 12%	41 12%	48 13%	52 14%	32 12%	27 11%	39 14%	28 10%	90 13%	93 13%	71 13%	55 10%	5 6%	9 10%	155 13%	141 12%	29 20%	18 13%	28 13%	25 12%		
Never used/ visited	605 48%	600 48%	350 57%	354 58%	255 40%	246 39%	163 48%	143 42%	151 41%	168 46%	137 53%	125 49%	153 55%	161 59%	314 44%	310 44%	290 54%	286 54%	43 49%	31 35%	562 48%	569 49%	42 29%	58 41%	90 42%	90 43%		
Prefer not to say	7 1%	10 1%	3 *	6 1%	4 1%	4 1%	2 1%	* *	3 1%	6 2%	1 *	3 1%	- -	1 *	5 1%	6 1%	1 *	3 1%	1 1%	- -	6 *	10 1%	1 1%	2 2%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 664  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Pinterest**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	26 13%	25 12%	32 15%	24 11%	18 10%	28 16%	9 6%	6 5%	6 8%	7 10%	33 9%	42 11%	15 7%	14 7%	135 12%	133 12%	36 23%	26 17%	47 13%	52 14%	25 15%	31 16%	25 12%	25 12%	120 14%	101 12%
In the last month	27 13%	28 14%	20 9%	25 11%	17 10%	18 10%	11 8%	11 8%	2 3%	8 11%	30 8%	37 10%	13 6%	19 9%	117 11%	129 12%	30 19%	28 19%	42 12%	44 12%	28 17%	31 16%	20 10%	27 14%	105 12%	114 14%
In the last year	39 19%	30 15%	28 13%	32 15%	23 13%	19 11%	17 12%	15 11%	5 7%	2 3%	45 12%	35 9%	22 11%	16 8%	136 13%	140 13%	28 18%	20 13%	52 15%	53 15%	29 18%	34 18%	27 13%	26 13%	110 13%	104 12%
Used to use/ visit, but haven't in the last year	35 17%	26 13%	30 14%	34 16%	20 12%	17 10%	13 10%	18 13%	-	2 3%	34 9%	37 10%	13 6%	20 10%	143 13%	132 12%	17 10%	16 11%	43 12%	47 13%	30 19%	32 17%	21 10%	17 9%	112 13%	100 12%
Never used/ visited	76 37%	90 44%	110 50%	102 47%	97 55%	91 52%	87 63%	87 63%	60 82%	51 71%	243 63%	229 60%	146 69%	138 66%	549 51%	536 50%	46 29%	59 39%	170 48%	168 46%	50 31%	63 33%	116 55%	105 52%	415 48%	413 49%
Prefer not to say	1 1%	3 2%	-	1 *	-	-	2 1%	-	-	1 2%	2 *	1 *	2 1%	1 1%	4 *	8 1%	1 1%	2 1%	-	-	-	-	-	-	4 1%	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 665  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Pinterest**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	101 12%	98 12%	50 17%	61 15%	168 14%	155 14%	134 19%	119 17%	93 24%	83 20%	154 15%	142 14%	79 22%	68 19%	34 20%	31 19%	42 28%	33 22%	24 37%	13 34%	10 20%	5 12%	18 23%	12 19%
In the last month	94 11%	89 11%	43 14%	72 18%	144 12%	157 14%	118 17%	121 18%	70 18%	76 18%	131 13%	144 14%	62 17%	73 20%	33 19%	34 21%	26 17%	33 22%	9 15%	9 23%	11 21%	10 26%	8 10%	6 10%
In the last year	110 13%	101 12%	49 16%	62 15%	155 13%	151 14%	103 15%	97 14%	56 14%	63 15%	140 14%	136 13%	51 14%	47 13%	27 15%	24 15%	28 19%	28 19%	13 21%	5 13%	9 18%	4 12%	16 21%	11 18%
Used to use/ visit, but haven't in the last year	122 14%	100 12%	32 11%	50 12%	147 13%	140 13%	104 15%	99 14%	47 12%	57 14%	130 13%	123 12%	50 14%	47 13%	23 13%	22 14%	20 13%	15 10%	4 6%	4 11%	5 9%	6 15%	11 14%	8 13%
Never used/ visited	437 50%	441 53%	124 41%	160 39%	538 46%	507 45%	231 33%	245 36%	121 31%	140 33%	472 46%	466 46%	119 32%	122 34%	57 32%	46 29%	35 23%	37 25%	12 19%	6 16%	16 31%	12 33%	24 31%	24 39%
Prefer not to say	3 *	6 1%	2 1%	4 1%	7 1%	9 1%	3 *	2 *	2 1%	3 1%	5 *	8 1%	4 1%	4 1%	2 1%	4 2%	1 *	2 2%	1 1%	1 4%	1 1%	1 1%	-	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 666  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Pinterest**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	53 22%	51 18%	116 12%	106 11%	72 16%	82 16%	100 13%	77 10%
In the last month	44 18%	48 16%	103 10%	111 12%	67 14%	75 15%	82 10%	86 12%
In the last year	45 18%	50 17%	120 12%	112 12%	67 14%	52 10%	99 12%	111 15%
Used to use/ visit, but haven't in the last year	34 14%	41 14%	126 13%	105 11%	65 14%	71 14%	96 12%	78 11%
Never used/ visited	69 28%	99 34%	525 53%	493 53%	186 40%	217 43%	419 52%	384 52%
Prefer not to say	2 1%	4 1%	4 *	6 1%	4 1%	4 1%	3 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 667

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**Vimeo**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
In the last week	27 2%	22 2%	20 3%	14 2%	7 1%	9 1%	16 5%	13 4%	5 1%	6 2%	2 1%	2 1%	4 1%	2 1%	21 3%	19 3%	6 1%	4 1%	8 9%	6 7%	18 2%	16 1%	4 3%	1 1%	6 3%	8 4%
In the last month	58 5%	61 5%	37 6%	41 7%	22 3%	19 3%	23 7%	21 6%	21 6%	25 7%	6 2%	8 3%	8 3%	6 2%	45 6%	45 6%	14 3%	14 3%	5 5%	16 18% <sup>s</sup>	54 5%	45 4%	10 7%	7 5%	17 8%	16 8%
In the last year	89 7%	92 7%	64 10%	54 9%	25 4%	39 6%	30 9%	40 12%	33 9%	25 7%	13 5%	14 5%	13 5%	14 5%	62 9%	64 9%	26 5%	28 5%	3 4%	13 14% <sup>s</sup>	85 7%	80 7%	11 8%	17 12%	19 9%	23 11%
Used to use/ visit, but haven't in the last year	119 9%	113 9%	72 12%	77 13%	47 7%	35 6%	37 11%	37 11%	42 11%	44 12%	20 8%	18 7%	19 7%	14 5%	80 11%	81 12%	40 7%	32 6%	9 10%	6 7%	110 9%	107 9%	27 19% <sup>x</sup>	13 9%	21 10%	27 13%
Never used/ visited	958 76%	943 76%	423 68%	414 68%	535 83%	524 83%	234 68%	226 67%	268 72%	260 71%	219 84%	211 82%	232 83%	237 86%	502 70%	486 69%	451 84%	448 84%	63 71% <sup>t</sup>	47 54%	895 76%	896 78%	89 62%	101 72%	151 70%	136 64%
Prefer not to say	8 1%	12 1%	3 *	6 1%	5 1%	6 1%	2 1%	* *	1 *	6 2%	1 *	3 1%	3 1%	3 1%	4 *	6 1%	3 1%	5 1%	- -	- -	8 1%	12 1%	2 1%	2 1%	2 1%	3 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 668  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Vimeo**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	4 2%	3 1%	4 2%	1 1%	1 1%	3 2%	- -	* *	- -	- -	1 *	3 1%	- -	* *	16 1%	16 2%	11 7%	6 4%	8 2%	7 2%	6 4%	5 3%	4 2%	3 2%	18 2%	16 2%
In the last month	12 6%	8 4%	11 5%	6 3%	5 3%	4 2%	- -	2 1%	- -	2 3%	5 1%	8 2%	- -	4 2%	40 4%	43 4%	18 11%	16 10%	13 4%	17 5%	7 5%	11 6%	6 3%	11 6%	42 5%	40 5%
In the last year	24 12%	15 7%	17 8%	15 7%	8 5%	5 3%	5 4%	4 3%	- -	- -	14 4%	10 3%	5 2%	4 2%	69 6%	73 7%	15 9%	18 12%	24 7%	36 10%	14 9%	25 13%	9 4%	10 5%	58 7%	52 6%
Used to use/ visit, but haven't in the last year	32 16%	27 14%	13 6%	23 11%	10 6%	7 4%	8 6%	7 5%	- -	3 4%	18 5%	16 4%	8 4%	10 5%	91 8%	90 8%	26 17%	21 14%	28 8%	37 10%	15 9%	22 11%	18 9%	19 9%	88 10%	71 9%
Never used/ visited	129 63%	143 71%	177 80%	173 79%	150 86%	154 89%	126 91%	123 90%	73 100%	65 91%	349 90%	343 90%	199 94%	189 90%	863 80%	847 78%	87 55%	88 58%	280 79%	268 74%	120 74%	128 67%	172 82%	157 78%	655 76%	651 78%
Prefer not to say	3 2%	5 3%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	6 1%	10 1%	2 1%	2 1%	- *	* *	- *	* *	- *	- *	5 1%	6 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 669  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Vimeo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	10 1%	11 1%	8 3%	12 3%	27 2%	22 2%	23 3%	20 3%	19 5%	15 4%	26 3%	20 2%	19 5%	13 4%	18 10%	11 7%	24 16%	16 11%	13 21%	4 11%	7 14%	3 8%	8 11%	5 8%
In the last month	36 4%	29 3%	18 6%	32 8%	58 5%	61 5%	49 7%	46 7%	35 9%	38 9%	48 5%	52 5%	31 8%	33 9%	22 13%	28 17%	35 23%	43 29%	12 19%	12 32%	9 17%	6 17%	11 15%	8 12%
In the last year	63 7%	56 7%	22 7%	36 9%	89 8%	92 8%	59 8%	71 10%	35 9%	47 11%	65 6%	77 8%	30 8%	33 9%	28 16%	19 12%	30 20%	31 20%	9 14%	5 13%	12 23%	8 22%	12 16%	7 12%
Used to use/ visit, but haven't in the last year	82 9%	70 8%	28 9%	43 10%	118 10%	109 10%	84 12%	77 11%	46 12%	45 11%	99 10%	89 9%	42 11%	33 9%	17 10%	26 16%	15 10%	20 14%	7 11%	3 9%	6 12%	4 12%	10 13%	10 16%
Never used/ visited	675 78%	663 79%	220 73%	279 68%	858 74%	826 74%	473 68%	465 68%	251 64%	272 65%	791 77%	773 76%	238 65%	243 67%	88 50%	73 45%	47 31%	37 25%	22 34%	11 30%	16 32%	15 41%	33 44%	32 51%
Prefer not to say	1 *	6 1%	6 2%	6 2%	8 1%	8 1%	5 1%	4 1%	4 1%	5 1%	4 *	8 1%	6 2%	6 2%	2 1%	4 2%	1 1%	3 2%	1 1%	2 5%	1 2%	-	-	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 670  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Vimeo**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	17 7%	9 3%	10 1%	12 1%	15 3%	13 3%	12 2%	10 1%
In the last month	21 8%	25 9%	36 4%	36 4%	30 7%	33 7%	28 4%	28 4%
In the last year	23 9%	28 9%	63 6%	65 7%	38 8%	48 10%	50 6%	45 6%
Used to use/ visit, but haven't in the last year	34 14%	33 11%	85 9%	78 8%	59 13%	51 10%	61 8%	62 8%
Never used/ visited	150 60%	193 66%	796 80%	736 79%	312 68%	351 70%	646 81%	592 80%
Prefer not to say	4 2%	5 2%	4 *	6 1%	7 1%	5 1%	2 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 671  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Imgur**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
In the last week	26 2%	19 2%	19 3%	17 3%	7 1%	2 *	6 2%	8 2%	9 3%	7 2%	3 1%	1 *	7 3%	4 1%	15 2%	14 2%	11 2%	5 1%	3 3%	5 6%	24 2%	14 1%	3 2%	3 2%	9 4%	7 3%
In the last month	34 3%	30 2%	24 4%	22 4%	10 2%	8 1%	10 3%	10 3%	15 4%	16 4%	3 1%	3 1%	7 2%	1 *	24 3%	26 4%	10 2%	4 1%	5 6%	4 5%	29 2%	25 2%	9 6%	8 6%	11 5%	11 5%
In the last year	31 2%	38 3%	22 4%	27 4%	9 1%	11 2%	12 4%	13 4%	8 2%	13 4%	6 2%	5 2%	4 1%	5 2%	20 3%	27 4%	11 2%	10 2%	5 6%	6 6%	26 2%	33 3%	4 3%	7 5%	9 4%	11 5%
Used to use/ visit, but haven't in the last year	42 3%	38 3%	28 4%	26 4%	15 2%	11 2%	14 4%	7 2%	20 5%	17 5%	2 1%	8 3%	6 2%	6 2%	34 5%	24 3%	8 2%	13 3%	4 4%	4 4%	39 3%	34 3%	10 7%	5 4%	16 8%	16 7%
Never used/ visited	1120 89%	1108 89%	523 85%	507 84%	597 93%	595 94%	297 87%	297 88%	318 86%	307 84%	245 94%	236 92%	255 91%	259 94%	615 86%	604 86%	501 93%	495 93%	73 82%	68 77%	1048 90%	1040 90%	116 81%	116 82%	168 78%	166 78%
Prefer not to say	5 *	11 1%	2 *	7 1%	3 *	4 1%	3 1%	2 1%	1 *	5 1%	- -	3 1%	- -	* *	4 1%	7 1%	- -	3 1%	- -	1 1%	5 *	10 1%	2 1%	2 2%	1 1%	2 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 672  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Imgur**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	6 3%	2 1%	3 1%	1 1%	2 1%	* *	- -	- -	- -	- -	2 1%	* *	- -	- -	22 2%	14 1%	4 3%	5 4%	6 2%	7 2%	3 2%	6 3%	5 2%	5 3%	19 2%	12 1%
In the last month	5 2%	3 1%	4 2%	3 1%	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	23 2%	20 2%	8 5%	7 5%	9 3%	8 2%	7 4%	6 3%	3 1%	5 2%	22 3%	18 2%
In the last year	9 5%	11 6%	1 1%	2 1%	2 1%	1 1%	* *	* *	- -	- -	2 1%	2 *	* *	* *	23 2%	30 3%	8 5%	8 6%	6 2%	11 3%	3 2%	4 2%	3 1%	8 4%	22 2%	26 3%
Used to use/ visit, but haven't in the last year	8 4%	4 2%	4 2%	6 3%	1 1%	1 1%	- -	2 1%	- -	- -	1 *	3 1%	- -	2 1%	34 3%	31 3%	8 5%	6 4%	12 4%	14 4%	8 5%	10 5%	6 3%	3 2%	29 3%	21 3%
Never used/ visited	174 85%	178 88%	209 95%	206 94%	169 97%	168 98%	138 100%	135 99%	73 100%	70 98%	380 98%	374 98%	211 100%	205 98%	981 90%	976 90%	128 81%	123 81%	319 90%	324 89%	141 87%	165 86%	192 92%	179 89%	773 89%	755 90%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	3 *	9 1%	2 1%	2 1%	* *	* *	- -	* *	* *	- -	3 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 673  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Imgur**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	19 2%	11 1%	5 2%	9 2%	26 2%	19 2%	20 3%	17 2%	12 3%	12 3%	19 2%	17 2%	11 3%	13 3%	16 9%	14 9%	13 9%	10 7%	5 7%	5 13%	3 6%	2 6%	7 9%	4 6%
In the last month	18 2%	17 2%	10 3%	13 3%	34 3%	30 3%	29 4%	23 3%	20 5%	14 3%	27 3%	24 2%	23 6%	14 4%	18 10%	12 8%	17 11%	10 7%	12 18%	6 15%	9 18%	4 11%	8 11%	4 6%
In the last year	18 2%	26 3%	7 2%	12 3%	31 3%	38 3%	20 3%	31 5%	15 4%	16 4%	28 3%	35 3%	13 4%	18 5%	17 10%	20 12%	16 10%	12 8%	7 11%	5 15%	7 14%	4 11%	5 7%	6 9%
Used to use/ visit, but haven't in the last year	30 3%	22 3%	9 3%	15 4%	42 4%	38 3%	31 4%	25 4%	23 6%	17 4%	33 3%	26 3%	20 5%	13 4%	17 10%	11 7%	14 9%	5 4%	6 10%	2 6%	4 7%	3 8%	6 8%	4 7%
Never used/ visited	780 90%	754 90%	268 89%	354 87%	1020 88%	985 88%	589 85%	584 85%	318 82%	360 85%	921 89%	907 89%	295 81%	298 83%	106 60%	100 62%	91 60%	107 72%	33 52%	17 45%	27 52%	24 64%	48 63%	44 71%
Prefer not to say	1 *	6 1%	3 1%	5 1%	5 *	9 1%	2 *	4 1%	2 1%	4 1%	4 *	9 1%	3 1%	5 1%	2 1%	4 3%	1 *	4 3%	1 1%	3 7%	1 2%	1 *	1 1%	1 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 674  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Imgur**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	8 3%	7 3%	18 2%	12 1%	14 3%	12 2%	12 2%	8 1%
In the last month	12 5%	12 4%	22 2%	18 2%	16 4%	18 4%	18 2%	11 2%
In the last year	12 5%	18 6%	18 2%	20 2%	19 4%	22 4%	12 1%	16 2%
Used to use/ visit, but haven't in the last year	13 5%	12 4%	30 3%	24 3%	26 6%	17 3%	17 2%	20 3%
Never used/ visited	202 81%	239 82%	904 91%	854 91%	381 83%	426 85%	739 93%	681 92%
Prefer not to say	2 1%	4 1%	3 *	6 1%	4 1%	4 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 675  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**DailyMotion**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	34 3%	32 3%	24 4%	16 3%	10 2%	15 2%	9 3%	12 4%	9 2%	11 3%	7 3%	3 1%	9 3%	5 2%	18 3%	23 3%	16 3%	9 2%	6 7%	7 8%	28 2%	25 2%	8 5%	4 3%	5 2%	5 3%		
In the last month	61 5%	59 5%	42 7%	30 5%	19 3%	29 5%	16 5%	13 4%	26 7%	21 6%	6 2%	14 5%	13 5%	9 3%	42 6%	34 5%	19 4%	23 4%	5 6%	12 14%	56 5%	47 4%	5 4%	13 9%	23 11%	13 6%		
In the last year	76 6%	83 7%	53 9%	57 9%	23 4%	26 4%	27 8%	29 8%	22 6%	26 7%	16 6%	11 4%	10 4%	14 5%	50 7%	55 8%	26 5%	26 5%	6 7%	5 6%	69 6%	77 7%	18 13%	19 13%	18 8%	22 10%		
Used to use/ visit, but haven't in the last year	91 7%	93 7%	61 10%	65 11%	31 5%	25 4%	27 8%	27 8%	30 8%	39 11%	16 6%	12 5%	18 6%	15 6%	57 8%	66 9%	34 6%	27 5%	4 4%	4 4%	88 7%	89 8%	15 10%	11 8%	27 13%	26 12%		
Never used/ visited	991 79%	968 78%	435 70%	431 71%	556 87%	534 85%	260 76%	256 76%	282 76%	261 72%	215 83%	214 84%	229 82%	231 84%	542 76%	517 74%	445 82%	445 84%	67 75%	60 68%	924 79%	909 79%	96 67%	92 65%	141 65%	144 68%		
Prefer not to say	5 *	8 1%	3 1%	6 1%	2 *	2 *	3 1%	*	1 *	6 2%	-	1 1%	*	*	4 1%	6 1%	*	2 *	1 1%	-	5 *	8 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 676  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**DailyMotion**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	11 6%	7 3%	4 2%	5 2%	- -	3 2%	- -	1 1%	- -	- -	- -	4 1%	- -	1 *	21 2%	23 2%	12 8%	7 5%	10 3%	11 3%	8 5%	6 3%	7 3%	5 2%	24 3%	19 2%
In the last month	15 7%	13 6%	9 4%	5 2%	2 1%	1 1%	1 1%	2 1%	- -	- -	3 1%	3 1%	1 1%	2 1%	43 4%	42 4%	19 12%	16 11%	18 5%	18 5%	9 6%	12 6%	11 5%	10 5%	43 5%	38 5%
In the last year	15 7%	17 8%	10 5%	15 7%	8 4%	5 3%	1 1%	- -	- -	- -	9 2%	5 1%	1 1%	- -	55 5%	64 6%	15 10%	17 11%	16 5%	29 8%	10 6%	21 11%	9 4%	11 6%	55 6%	47 6%
Used to use/ visit, but haven't in the last year	25 12%	24 12%	9 4%	17 8%	9 5%	8 4%	3 2%	5 3%	- -	- -	12 3%	12 3%	3 1%	5 2%	67 6%	69 6%	23 15%	24 16%	22 6%	26 7%	10 6%	15 8%	12 6%	16 8%	66 8%	64 8%
Never used/ visited	137 67%	138 68%	189 85%	177 81%	155 89%	156 90%	133 96%	130 95%	73 100%	72 100%	362 94%	357 94%	206 97%	201 97%	895 82%	874 81%	87 55%	85 56%	288 82%	281 77%	125 77%	137 72%	170 81%	158 79%	676 78%	666 80%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	- -	1 *	* *	- -	- -	3 *	7 1%	1 1%	2 1%	- *	* *	- *	* *	- *	- *	3 *	2 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 677

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**DailyMotion**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	14 2%	14 2%	14 5%	18 4%	34 3%	32 3%	26 4%	29 4%	26 7%	18 4%	31 3%	31 3%	20 5%	16 4%	22 12%	16 10%	18 12%	18 12%	13 21%	7 20%	9 19%	5 14%	10 14%	5 8%
In the last month	39 4%	28 3%	18 6%	31 7%	61 5%	59 5%	45 6%	50 7%	30 8%	40 9%	52 5%	50 5%	32 9%	35 10%	25 14%	19 12%	31 21%	20 13%	12 19%	7 19%	11 21%	6 15%	14 19%	8 13%
In the last year	48 6%	53 6%	21 7%	29 7%	76 7%	83 7%	53 8%	62 9%	33 9%	38 9%	58 6%	70 7%	30 8%	31 9%	27 15%	23 14%	24 16%	29 20%	9 15%	5 14%	10 20%	9 25%	10 13%	6 10%
Used to use/ visit, but haven't in the last year	69 8%	55 7%	18 6%	38 9%	91 8%	93 8%	69 10%	64 9%	35 9%	45 11%	77 7%	72 7%	35 10%	34 10%	20 11%	15 9%	19 13%	15 10%	6 9%	2 5%	5 9%	2 5%	10 13%	10 16%
Never used/ visited	696 80%	680 81%	228 76%	288 71%	890 77%	846 76%	497 72%	476 70%	263 67%	279 66%	811 79%	790 77%	245 67%	240 67%	81 46%	85 53%	59 39%	65 44%	23 36%	14 36%	15 31%	15 41%	31 41%	32 52%
Prefer not to say	1 *	4 *	3 1%	4 1%	5 *	6 1%	2 *	2 *	2 *	3 1%	4 *	7 1%	3 1%	4 1%	2 1%	4 2%	* *	3 2%	* *	2 5%	* *	- -	* *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 678  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**DailyMotion**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	15 6%	16 5%	19 2%	15 2%	21 4%	19 4%	14 2%	12 2%
In the last month	26 10%	28 9%	35 4%	31 3%	36 8%	36 7%	26 3%	22 3%
In the last year	18 7%	28 10%	56 6%	54 6%	38 8%	43 9%	38 5%	40 5%
Used to use/ visit, but haven't in the last year	20 8%	27 9%	71 7%	63 7%	47 10%	43 9%	44 6%	50 7%
Never used/ visited	168 67%	191 65%	809 81%	766 82%	314 68%	355 71%	677 85%	613 83%
Prefer not to say	1 1%	3 1%	4 *	4 *	5 1%	3 1%	1 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 679  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Reddit**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	141 11%	149 12%	107 17%	108 18%	33 5%	40 6%	46 13%	51 15%	54 15%	58 16%	13 5%	20 8%	27 10%	21 8%	100 14%	108 15%	40 7%	41 8%	14 16%	14 16%	127 11%	135 12%	30 21%	35 25%	54 25%	50 24%		
In the last month	110 9%	101 8%	59 10%	53 9%	50 8%	47 8%	39 12%	31 9%	32 9%	38 10%	15 6%	14 6%	23 8%	17 6%	71 10%	69 10%	38 7%	32 6%	8 9%	13 14%	102 9%	88 8%	23 16%	21 15%	29 13%	26 12%		
In the last year	80 6%	91 7%	52 8%	46 8%	28 4%	45 7%	17 5%	31 9%	26 7%	25 7%	22 8%	19 7%	15 5%	15 5%	44 6%	56 8%	37 7%	33 6%	6 7%	11 12%	74 6%	81 7%	10 7%	13 9%	19 9%	19 9%		
Used to use/ visit, but haven't in the last year	72 6%	65 5%	40 6%	30 5%	32 5%	35 6%	23 7%	18 5%	22 6%	29 8%	10 4%	15 6%	17 6%	3 1%	45 6%	47 7%	27 5%	18 3%	5 6%	6 7%	66 6%	59 5%	15 11%	6 4%	14 7%	14 7%		
Never used/ visited	853 68%	827 67%	358 58%	362 60%	495 77%	461 73%	215 63%	206 61%	236 64%	210 57%	201 77%	187 73%	198 71%	218 79%	450 63%	416 59%	399 74%	405 76%	56 63%	44 51%	797 68%	783 68%	64 45%	65 46%	97 45%	99 47%		
Prefer not to say	4 *	10 1%	2 *	6 1%	2 *	4 1%	2 1%	* *	1 *	6 2%	- -	3 1%	- -	* *	3 *	6 1%	- -	3 1%	- -	- -	4 *	10 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 680  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Reddit**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	23 11%	20 10%	15 7%	21 9%	3 2%	9 5%	1 1%	-	-	-	4 1%	9 2%	1 1%	-	108 10%	119 11%	29 19%	28 18%	38 11%	48 13%	26 16%	38 20%	24 11%	22 11%	97 11%	94 11%
In the last month	33 16%	25 12%	10 5%	11 5%	5 3%	5 3%	2 2%	-	-	-	7 2%	5 1%	2 1%	-	85 8%	77 7%	23 15%	24 16%	34 10%	26 7%	21 13%	18 9%	12 6%	11 6%	73 8%	69 8%
In the last year	19 9%	23 12%	15 7%	12 6%	11 6%	8 5%	1 1%	2 1%	-	3 4%	11 3%	13 3%	1 *	5 2%	67 6%	78 7%	13 9%	13 9%	20 6%	33 9%	13 8%	22 12%	7 3%	13 7%	55 6%	57 7%
Used to use/ visit, but haven't in the last year	11 5%	13 7%	17 8%	15 7%	4 2%	6 3%	5 4%	3 2%	-	1 2%	9 2%	10 3%	5 2%	4 2%	56 5%	52 5%	15 10%	12 8%	19 5%	25 7%	12 7%	9 4%	9 4%	10 5%	50 6%	38 5%
Never used/ visited	118 58%	116 58%	164 74%	160 73%	151 86%	145 84%	130 94%	132 97%	73 100%	66 92%	353 91%	343 90%	203 96%	198 95%	767 71%	746 69%	76 48%	73 48%	241 68%	232 64%	90 56%	105 55%	157 75%	144 72%	589 68%	575 69%
Prefer not to say	1 1%	3 2%	-	-	1 1%	* *	-	-	-	1 2%	1 *	2 *	-	1 1%	2 *	8 1%	1 1%	2 1%	-	* *	-	* *	-	-	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 681  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Reddit**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	94 11%	93 11%	33 11%	56 14%	141 12%	145 13%	106 15%	113 16%	63 16%	76 18%	116 11%	126 12%	65 18%	68 19%	64 36%	60 37%	44 29%	41 27%	19 30%	14 37%	13 26%	9 24%	27 36%	17 27%
In the last month	68 8%	51 6%	33 11%	50 12%	110 9%	98 9%	81 12%	79 12%	56 14%	53 12%	96 9%	85 8%	48 13%	45 12%	37 21%	26 16%	31 21%	25 17%	16 25%	6 15%	9 17%	6 15%	17 22%	10 16%
In the last year	56 6%	57 7%	17 6%	34 8%	79 7%	90 8%	50 7%	60 9%	31 8%	38 9%	61 6%	81 8%	28 8%	30 8%	15 9%	16 10%	15 10%	19 12%	7 10%	4 11%	11 21%	7 18%	9 12%	7 11%
Used to use/ visit, but haven't in the last year	52 6%	37 4%	14 5%	28 7%	70 6%	62 6%	55 8%	48 7%	29 8%	31 7%	59 6%	50 5%	28 8%	32 9%	16 9%	10 6%	13 9%	15 10%	6 9%	3 7%	5 9%	3 8%	3 4%	3 5%
Never used/ visited	596 69%	591 71%	201 67% <sup>d</sup>	236 58%	754 65%	715 64%	399 58%	381 56%	211 54%	221 52%	697 68%	669 66%	193 53%	182 50%	44 25%	46 28%	47 31%	48 32%	17 26%	9 24%	14 27%	13 34%	20 26%	24 39% <sup>w</sup>
Prefer not to say	1 *	6 1%	3 1%	4 1%	4 *	8 1%	1 *	2 *	1 *	3 1%	3 *	8 1%	2 1%	4 1%	1 *	4 2%	-	3 2%	-	2 5% <sup>s</sup>	-	-	-	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 682  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Reddit**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	50 20%	53 18%	90 9%	94 10%	67 15%	74 15%	74 9%	75 10%
In the last month	43 17%	39 13%	65 7%	61 7%	63 14%	52 10%	46 6%	49 7%
In the last year	25 10%	34 12%	54 5%	56 6%	43 9%	43 9%	37 5%	49 7%
Used to use/ visit, but haven't in the last year	20 8%	24 8%	52 5%	38 4%	30 6%	31 6%	42 5%	33 4%
Never used/ visited	110 44%	139 47%	730 73%	678 73%	253 55%	296 59%	600 75%	531 71%
Prefer not to say	1 *	3 1%	3 *	6 1%	4 1%	3 1%	1 *	7 1%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 683  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Mixer**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	8 1%	7 1%	7 1%	6 1%	* *	2 *	4 1%	5 1%	2 *	1 *	2 1%	* *	1 *	1 *	5 1%	6 1%	2 *	1 *	2 2%	6 7%	6 *	1 *	1 1%	* *	2 1%	* *		
In the last month	15 1%	10 1%	10 2%	3 1%	5 1%	7 1%	5 2%	3 1%	6 2%	5 1%	1 1%	2 1%	2 1%	* *	11 2%	8 1%	3 1%	2 *	3 3%	3 3%	12 1%	7 1%	4 3%	3 2%	3 1%	2 1%		
In the last year	9 1%	13 1%	7 1%	10 2%	3 *	3 *	5 1%	6 2%	1 *	1 *	2 1%	2 1%	1 *	2 1%	6 1%	7 1%	3 1%	5 1%	4 4%	4 4%	6 *	9 1%	1 *	5 4%	3 1%	3 1%		
Used to use/ visit, but haven't in the last year	29 2%	21 2%	23 4%	17 3%	6 1%	4 1%	8 2%	6 2%	10 3%	10 3%	4 2%	3 1%	6 2%	2 1%	18 3%	16 2%	11 2%	5 1%	9 10%	2 2%	20 2%	19 2%	7 5%	5 4%	5 2%	6 3%		
Never used/ visited	1192 95%	1182 95%	569 92%	564 93%	623 97%	612 97%	316 93%	317 94%	350 94%	342 94%	251 96%	246 96%	269 96%	270 98%	666 93%	658 94%	521 96%	515 97%	70 79%	73 84%	1121 96%	1109 96%	129 90%	126 89%	200 93%	199 94%		
Prefer not to say	6 1%	10 1%	3 1%	6 1%	3 *	4 1%	3 1%	* *	1 *	6 2%	- -	3 1%	* *	- -	5 1%	6 1%	* *	3 1%	1 1%	- -	6 *	10 1%	1 1%	2 1%	2 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 684  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Mixer**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	2 1%	* *	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	4 *	3 2%	4 3%	* *	2 1%	- -	2 1%	* *	2 1%	6 1%	5 1%
In the last month	3 2%	1 *	1 1%	2 1%	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	5 *	4 *	9 6%	6 4%	2 1%	3 1%	1 *	* *	2 1%	3 1%	12 1%	7 1%
In the last year	2 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1%	8 1%	3 2%	5 3%	3 1%	6 2%	1 1%	4 2%	1 1%	2 1%	6 1%	4 1%
Used to use/ visit, but haven't in the last year	6 3%	2 1%	2 1%	4 2%	* *	* *	- -	2 1%	- -	- -	* *	2 *	- -	2 1%	23 2%	15 1%	5 3%	4 3%	8 2%	6 2%	6 4%	4 2%	6 3%	2 1%	20 2%	12 1%
Never used/ visited	190 93%	194 96%	217 98%	212 97%	174 99%	172 100%	139 100%	135 99%	73 100%	70 98%	385 100%	378 99%	212 100%	206 98%	1041 96%	1041 96%	136 86%	131 86%	340 96%	349 95%	155 96%	182 95%	200 96%	191 96%	819 86%	803 96%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	4 *	8 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	4 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 685  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Mixer**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	2 *	* *	3 1%	7 2%	7 1%	7 1%	7 1%	7 1%	7 2%	7 2%	8 1%	7 1%	7 2%	7 2%	7 4%	7 4%	8 5%	6 4%	6 9%	6 15%	3 6%	1 3%	3 4%	1 2%
In the last month	1 *	2 *	11 4%	8 2%	15 1%	10 1%	14 2%	10 1%	11 3%	10 2%	14 1%	10 1%	13 4%	10 3%	11 6%	9 5%	10 6%	7 5%	10 16%	5 13%	8 15%	3 9%	7 9%	3 5%
In the last year	2 *	5 1%	3 1%	8 2%	9 1%	12 1%	8 1%	12 2%	9 2%	10 2%	9 1%	12 1%	7 2%	11 3%	6 3%	11 7%	8 5%	8 6%	7 11%	4 12%	4 9%	2 6%	5 6%	4 6%
Used to use/ visit, but haven't in the last year	13 1%	15 2%	8 2%	6 2%	29 3%	21 2%	24 3%	17 2%	21 5%	11 3%	25 2%	18 2%	17 5%	8 2%	18 10%	10 6%	10 7%	4 3%	8 13%	4 9%	2 4%	1 3%	3 4%	2 3%
Never used/ visited	847 98%	808 97%	274 91%	374 92%	1092 94%	1060 95%	636 92%	635 93%	339 87%	381 90%	972 94%	963 95%	316 87%	320 89%	131 75%	122 76%	115 76%	122 82%	31 50%	18 48%	32 64%	30 79%	57 75%	51 82%
Prefer not to say	1 *	5 1%	3 1%	4 1%	6 1%	8 1%	3 *	2 *	3 1%	3 1%	5 *	8 1%	4 1%	4 1%	3 2%	3 2%	1 1%	2 2%	1 1%	1 4%	1 3%	-	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 686  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Mixer**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	4 2%	6 2%	4 *	1 *	6 1%	5 1%	2 *	2 *
In the last month	9 4%	7 2%	5 1%	3 *	13 3%	9 2%	2 *	1 *
In the last year	6 2%	11 4%	3 *	2 *	7 1%	10 2%	3 *	3 *
Used to use/ visit, but haven't in the last year	12 5%	9 3%	17 2%	12 1%	20 4% <sup>f</sup>	9 2%	9 1%	12 2% <sup>h</sup>
Never used/ visited	216 87%	257 88%	961 97%	909 97%	409 89%	465 93%	782 98%	717 97%
Prefer not to say	2 1%	4 1%	5 *	5 1%	5 1%	3 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 687  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Yubo**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	6 *	8 1%	5 1%	5 1%	1 *	4 1%	3 1%	3 2%	2 1%	1 *	-	1 *	1 *	1 *	5 1%	7 1%	1 *	2 *	2 3%	6 7%	4 *	2 *	2 1%	1 1%	1 *	1 *		
In the last month	14 1%	8 1%	9 1%	4 1%	5 1%	3 1%	4 1%	2 1%	7 2%	2 1%	2 1%	3 1%	*	*	11 2%	5 1%	3 1%	3 1%	4 4%	2 2%	11 1%	6 1%	4 3%	4 3%	3 1%	1 *		
In the last year	9 1%	12 1%	4 1%	5 1%	5 1%	6 1%	3 1%	5 2%	2 1%	2 *	3 1%	2 1%	1 *	2 1%	5 1%	7 1%	4 1%	4 1%	4 5%	7 8%	5 *	6 *	*	2 1%	2 1%	1 1%		
Used to use/ visit, but haven't in the last year	11 1%	13 1%	7 1%	8 1%	3 1%	4 1%	4 1%	5 1%	4 1%	5 1%	1 *	1 *	2 1%	2 1%	8 1%	10 1%	3 1%	3 1%	1 1%	2 3%	10 1%	10 1%	3 2%	7 5%	1 1%	1 *		
Never used/ visited	1211 96%	1193 96%	589 95%	576 95%	621 97%	612 97%	324 95%	318 94%	355 96%	349 96%	255 98%	248 97%	272 97%	270 98%	678 95%	667 95%	527 98%	518 97%	76 86%	70 80%	1134 97%	1123 97%	132 92%	125 88%	206 96%	206 97%		
Prefer not to say	8 1%	9 1%	4 1%	6 1%	4 1%	2 *	3 1%	*	1 *	6 2%	-	1 1%	3 1%	*	5 1%	6 1%	3 *	2 *	1 1%	-	8 1%	9 1%	2 1%	2 1%	2 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 688  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**Yubo**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	1	*	*	*	-	-	-	-	-	-	-	-	-	-	4	5	2	4	3	3	3	2	3	3	2	5
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*	*	1%	3%	1%	1%	2%	1%	1%	2%	*	1%
In the last month	3	1	1	1	-	-	-	-	-	-	-	-	-	-	6	3	8	4	3	2	1	*	2	1	11	6
	1%	*	1%	*	-	-	-	-	-	-	-	-	-	-	1%	*	5%	3%	1%	*	*	*	1%	1%	1%	1%
In the last year	1	1	*	1	*	*	-	-	-	-	*	*	-	-	7	9	2	4	1	6	*	4	1	4	7	6
	1%	*	*	1%	*	*	-	-	-	-	*	*	-	-	1%	1%	1%	2%	*	2%	*	2%	*	2%	1%	1%
Used to use/ visit, but haven't in the last year	2	1	1	1	-	-	-	*	2	-	2	*	2	*	5	7	5	5	2	3	2	2	1	2	7	6
	1%	*	1%	1%	-	-	-	*	3%	-	1%	*	1%	*	*	1%	3%	4%	1%	1%	1%	1%	*	1%	1%	1%
Never used/ visited	197	196	218	215	172	172	139	137	71	72	381	381	210	209	1058	1049	138	132	343	351	157	183	202	190	834	811
	96%	97%	99%	99%	98%	100%	100%	100%	97%	97%	99%	100%	99%	100%	97%	97%	88%	87%	97%	96%	97%	95%	97%	95%	96%	97%
Prefer not to say	1	3	-	-	3	*	-	-	-	-	3	*	-	-	6	7	2	2	-	*	-	*	-	-	5	2
	1%	2%	-	-	2%	*	-	-	-	-	1%	*	-	-	1%	1%	1%	1%	-	*	-	*	-	-	1%	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 689  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Yubo**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	1 *	1 *	2 1%	8 2%	6 1%	8 1%	6 1%	8 1%	6 2%	7 2%	6 1%	8 1%	6 2%	8 2%	6 3%	7 5%	6 4%	7 4%	5 8%	6 16%	3 5%	1 4%	3 4%	1 2%
In the last month	3 *	4 *	8 3%	4 1%	14 1%	8 1%	14 2%	7 1%	13 3%	8 2%	14 1%	8 1%	14 4%	7 2%	12 7%p	4 2%	11 7%r	4 3%	11 18%	3 7%	8 15%	2 6%	7 9%	3 4%
In the last year	2 *	2 *	3 1%	10 2%	9 1%	12 1%	9 1%	12 2%	7 2%	9 2%	8 1%	12 1%	7 2%	10 3%	5 3%	8 5%	5 3%	8 5%	4 7%	5 14%	4 8%	2 6%	3 5%	2 3%
Used to use/ visit, but haven't in the last year	6 1%	9 1%	3 1%	4 1%	11 1%	11 1%	10 1%	11 2%	9 2%	11 3%	10 1%	12 1%	9 2%	9 2%	4 2%	6 4%	4 3%	5 4%	3 5%	3 8%	2 4%	2 5%	3 3%	2 3%
Never used/ visited	852 98%	815 98%	282 93%	378 93%	1112 96%	1072 96%	650 94%	642 94%	353 90%	384 91%	988 96%	972 95%	325 89%	322 89%	147 83%	132 82%	125 82%	123 82%	39 61%	19 50%	34 66%	29 79%	59 78%	53 85%
Prefer not to say	3 *	4 *	3 1%	5 1%	7 1%	7 1%	3 *	2 *	3 1%	3 1%	7 1%	7 1%	4 1%	4 1%	2 1%	4 2%	1 1%	3 2%	1 1%	2 5%	1 2%	1 2%	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 690  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Yubo**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	5 2%	7 3%	1 *	1 *	3 1%	6 1%	3 *	2 *
In the last month	8 3%	5 2%	6 1%	3 *	11 2%	7 1%	3 *	* *
In the last year	7 3%	12 4%	1 *	1 *	6 1%	8 2%	3 *	4 1%
Used to use/ visit, but haven't in the last year	5 2%	9 3%	5 1%	3 *	10 2%	11 2%	1 *	1 *
Never used/ visited	222 89%	257 88%	974 98%	921 99%	424 92%	463 93%	787 98%	730 98%
Prefer not to say	1 1%	4 1%	7 1%	4 *	5 1%	3 1%	3 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 691  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouNow**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	14 1%	12 1%	11 2%	5 1%	2 *	7 1%	5 1%	6 2%	3 2%	3 1%	1 *	2 1%	1 1%	*	11 2%	10 1%	2 *	2 *	2 2%	6 6%	11 1%	6 1%	6 4%	1 1%	3 1%	2 1%		
In the last month	14 1%	12 1%	10 2%	7 1%	4 1%	5 1%	6 2%	4 1%	5 1%	3 1%	2 1%	2 1%	1 *	1 *	10 1%	7 1%	4 1%	3 1%	4 4%	4 5%	10 1%	7 1%	3 2%	4 3%	2 1%	2 1%		
In the last year	15 1%	6 1%	10 2%	5 1%	5 1%	1 *	3 1%	2 1%	6 2%	2 1%	4 1%	1 1%	2 1%	1 *	10 1%	4 1%	5 1%	2 *	3 4%	2 3%	12 1%	4 *	1 *	*	3 2%	2 1%		
Used to use/ visit, but haven't in the last year	22 2%	21 2%	12 2%	11 2%	10 2%	10 2%	7 2%	6 2%	6 2%	5 1%	3 1%	5 2%	7 2%	4 2%	12 2%	11 2%	10 2%	10 2%	2 2%	4 4%	20 2%	17 1%	7 5%	7 5%	3 1%	2 1%		
Never used/ visited	1189 94%	1183 95%	572 93%	572 94%	617 96%	606 96%	318 93%	318 95%	347 94%	345 95%	251 96%	243 95%	268 96%	268 98%	665 93%	664 95%	519 96%	512 96%	77 87%	71 81%	1112 95%	1113 96%	126 88%	126 89%	203 94%	203 96%		
Prefer not to say	5 *	9 1%	3 *	6 1%	2 *	4 1%	3 1%	1 *	1 *	5 1%	-	3 1%	-	-	4 1%	6 1%	-	3 1%	1 1%	1 1%	4 *	9 1%	1 1%	2 1%	1 *	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 692  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouNow**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	3 1%	1 *	* *	1 *	- -	- -	- -	- -	- -	1 1%	- -	- *	- -	1 *	7 1%	9 1%	6 4%	2 1%	1 *	4 1%	1 1%	3 1%	* 1%	3 1%	12 1%	6 1%
In the last month	4 2%	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	6 1%	7 5%	5 4%	2 1%	4 1%	1 *	1 1%	1 1%	4 2%	11 1%	7 1%
In the last year	4 2%	1 1%	2 1%	1 *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	9 1%	3 *	6 4%	3 2%	3 1%	2 *	1 1%	1 *	2 1%	1 *	11 1%	4 1%
Used to use/ visit, but haven't in the last year	3 2%	1 1%	2 1%	3 1%	- -	1 1%	4 3%	2 1%	2 3%	- -	6 1%	3 1%	6 3%	2 1%	15 1%	14 1%	7 4%	6 4%	7 2%	7 2%	5 3%	5 3%	4 2%	3 2%	12 1%	9 1%
Never used/ visited	189 93%	194 96%	216 98%	213 98%	172 99%	172 99%	135 97%	135 99%	71 97%	70 97%	378 98%	376 99%	206 97%	205 98%	1045 96%	1039 96%	129 82%	133 88%	340 97%	348 99%	154 95%	183 95%	201 96%	189 94%	817 94%	806 96%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	2 *	7 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	3 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 693  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**YouNow**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	5 1%	3 *	6 2%	9 2%	14 1%	12 1%	12 2%	11 2%	9 2%	9 2%	14 1%	12 1%	12 3%	9 3%	7 4%	9 6%	6 4%	7 5%	6 10%	6 16%	5 9%	3 7%	4 5%	2 2%
In the last month	3 *	4 *	7 2%	8 2%	14 1%	12 1%	13 2%	10 1%	12 3%	9 2%	13 1%	11 1%	11 3%	10 3%	11 6%	9 6%	9 6%	9 6%	10 16%	6 16%	8 15%	4 10%	7 9%	3 6%
In the last year	4 *	2 *	8 3%	5 1%	15 1%	6 1%	14 2%	6 1%	11 3%	6 1%	13 1%	6 1%	11 3%	5 1%	8 4%	6 3%	8 5%	5 3%	9 14%	5 12%	6 12%	2 6%	6 7%	2 4%
Used to use/ visit, but haven't in the last year	15 2%	13 2%	4 1%	8 2%	20 2%	19 2%	18 3%	16 2%	15 4%	16 4%	22 2%	18 2%	15 4%	13 4%	8 4%	10 6%	6 4%	8 5%	2 4%	2 6%	3 6%	1 4%	2 3%	1 2%
Never used/ visited	839 97%	808 97%	273 91%	375 92%	1090 94%	1063 95%	633 91%	637 93%	342 88%	379 90%	968 94%	965 95%	312 86%	319 89%	140 80%	125 77%	121 80%	118 79%	35 56%	18 47%	29 57%	27 73% <sup>u</sup>	57 75%	53 86% <sup>w</sup>
Prefer not to say	1 *	5 1%	3 1%	4 1%	5 *	8 1%	2 *	2 *	2 1%	3 1%	4 *	8 1%	3 1%	5 1%	2 1%	3 2%	1 *	3 2%	1 1%	1 4%	1 1%	-	1 1%	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 694  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**YouNow**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	5 2%	8 3%	9 1%	4 *	12 3%	9 2%	1 *	3 *
In the last month	9 4%	7 2%	5 *	4 *	11 2%	9 2%	3 *	2 *
In the last year	7 3%	4 1%	8 1%	2 *	10 2%	5 1%	5 1%	1 *
Used to use/ visit, but haven't in the last year	8 3%	12 4%	13 1%	8 1%	14 3%	14 3%	8 1%	6 1%
Never used/ visited	218 88%	259 88%	957 96%	909 97%	408 89%	460 92%	781 98%	724 97%
Prefer not to say	1 1%	3 1%	4 *	5 1%	4 1%	3 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 695  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**BitChute**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	10 1%	10 1%	6 1%	5 1%	4 1%	5 1%	3 1%	2 1%	3 1%	3 1%	2 1%	2 1%	2 1%	2 1%	6 1%	6 1%	4 1%	4 1%	10 1%	10 1%	*	*	3 1%	2 1%		
In the last month	14 1%	9 1%	12 2%	8 1%	3 *	2 *	3 1%	1 *	8 2%	5 1%	2 1%	3 1%	2 1%	1 *	11 2%	6 1%	3 1%	3 1%	14 1%	9 1%	2 1%	1 1%	4 2%	3 1%		
In the last year	15 1%	12 1%	9 2%	8 1%	6 1%	4 1%	4 1%	2 1%	6 2%	3 1%	4 1%	4 1%	1 1%	3 1%	10 2%	5 1%	5 1%	8 2%	15 1%	12 1%	2 1%	5 3%	5 2%	4 2%		
Used to use/ visit, but haven't in the last year	11 1%	11 1%	8 1%	6 1%	3 1%	4 1%	1 *	3 1%	5 1%	2 1%	1 *	3 1%	4 2%	3 1%	6 1%	5 1%	5 1%	6 1%	11 1%	11 1%	3 2%	3 2%	2 1%	2 1%		
Never used/ visited	1113 95%	1103 95%	534 93%	527 94%	579 97%	570 97%	290 95%	291 97%	327 93%	325 95%	238 97%	229 93%	254 96%	251 96%	616 94%	615 96%	492 97%	479 95%	1113 95%	1103 95%	135 94%	131 92%	199 92%	201 94%		
Prefer not to say	7 1%	11 1%	5 1%	7 1%	2 *	4 1%	4 1%	*	1 *	6 2%	-	4 2%	-	-	6 1%	6 1%	-	4 1%	7 1%	11 1%	1 1%	2 1%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 696  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**BitChute**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	2 1%	1 1%	1 1%	3 2%	2 1%	1 1%	1 1%	2 1%	-	-	3 1%	3 1%	1 1%	2 1%	7 1%	7 1%	3 2%	2 2%	*	1 *	-	-	*	1 *	10 1%	9 1%
In the last month	6 3%	4 2%	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	9 1%	7 1%	6 4%	2 2%	4 1%	4 1%	2 1%	3 1%	2 1%	1 1%	10 1%	5 1%
In the last year	7 3%	3 1%	1 *	1 *	*	*	-	-	-	-	*	*	-	-	9 1%	6 1%	3 2%	5 4%	2 1%	4 1%	1 1%	3 2%	1 1%	3 1%	9 1%	5 1%
Used to use/ visit, but haven't in the last year	3 2%	4 2%	2 1%	1 1%	-	-	-	2 1%	-	-	-	2 *	-	2 1%	6 1%	7 1%	5 3%	3 2%	2 1%	6 2%	2 1%	4 2%	*	2 1%	8 1%	4 *
Never used/ visited	185 91%	186 92%	215 97%	210 96%	172 98%	171 99%	138 99%	134 98%	71 97%	70 98%	380 98%	375 98%	208 99%	204 98%	976 97%	971 96%	124 86%	122 89%	321 97%	332 96%	143 97%	169 95%	195 98%	186 97%	760 95%	742 96%
Prefer not to say	1 1%	3 2%	-	1 *	1 1%	*	-	-	2 3%	1 2%	3 1%	2 *	2 1%	1 1%	2 *	9 1%	4 3%	2 1%	-	-	-	-	-	-	5 1%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 697  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**BitChute**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of BitChute		Regular Users of OnlyFans		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179	
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62	
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122	
In the last week	7 1%	9 1%	3 1%	1 *	10 1%	10 1%	6 1%	6 1%	5 1%	3 1%	8 1%	6 1%	4 1%	2 1%	4 3%	3 2%	5 4%	3 2%	2 5%	1 4%	9 18%	9 25%	2 3%	1 1%	
In the last month	7 1%	6 1%	7 2%	3 1%	14 1%	9 1%	12 2%	8 1%	11 3%	6 2%	11 1%	8 1%	10 3%	4 1%	9 7%	5 4%	8 6%	5 4%	7 14%	3 10%	11 23%	6 17%	8 10%	4 6%	
In the last year	8 1%	9 1%	7 2%	3 1%	15 1%	12 1%	11 2%	10 2%	10 3%	8 2%	11 1%	9 1%	9 3%	6 2%	9 6%	5 4%	7 5%	5 4%	14% 14%	13% 13%	9 17%	5 13%	5 7%	3 4%	
Used to use/ visit, but haven't in the last year	6 1%	8 1%	5 2%	3 1%	11 1%	11 1%	8 1%	6 1%	7 2%	4 1%	10 1%	9 1%	6 2%	3 1%	3 2%	4 3%	3 2%	3 2%	2 3%	1 6%	3 6%	2 6%	3 3%	3 5%	
Never used/ visited	836 96%	795 96%	277 92%	308 95%	1013 95%	984 95%	578 93%	581 95%	290 90%	328 93%	921 95%	915 96%	266 89%	278 93%	118 82%	103 83%	110 82%	99 85%	32 63%	15 61%	18 36%	14 39%	57 76%	51 82%	
Prefer not to say	3 *	5 1%	3 1%	5 2%	7 1%	9 1%	3 1%	3 *	1 *	4 1%	5 1%	9 1%	5 2%	5 2%	1 1%	4 4%	*	2 2%	*	1 5%	1 1%	-	-	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 698  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**BitChute**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	3 1%	3 1%	7 1%	7 1%	8 2%	8 2%	2 *	2 *
In the last month	6 3%	4 2%	8 1%	5 1%	8 2%	4 1%	6 1%	5 1%
In the last year	8 4%	5 2%	6 1%	7 1%	10 2%	8 2%	5 1%	5 1%
Used to use/ visit, but haven't in the last year	4 2%	6 2%	7 1%	4 *	8 2%	7 2%	3 *	3 *
Never used/ visited	195 89%	234 91%	904 96%	856 97%	375 90%	422 93%	738 98%	681 97%
Prefer not to say	2 1%	5 2%	5 1%	5 1%	6 1%	4 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 699  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**PopJam**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
In the last week	4	3	3	2	2	2	2	3	1	-	*	*	1	1	3	3	1	1	1	3	3	1	1	-	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
In the last month	14	12	9	8	4	5	6	4	5	5	1	1	2	1	11	9	3	2	3	5	10	8	2	2	4	2
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	4%	6%	1%	1%	1%	2%	2%	1%
In the last year	11	12	6	5	5	7	2	4	2	4	5	3	2	1	4	7	7	4	3	6	7	6	1	2	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	7%	1%	1%	1%	1%	1%	1%
Used to use/ visit, but haven't in the last year	17	13	8	8	9	5	7	4	8	4	1	3	1	1	15	9	2	4	8	6	9	7	3	1	4	1
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	9%	6%	1%	1%	2%	1%	2%	1%
Never used/ visited	1202	1192	587	577	616	609	320	320	352	346	254	246	271	271	672	667	525	517	72	67	1130	1124	135	135	203	205
	95%	96%	95%	95%	96%	96%	94%	95%	95%	95%	97%	96%	97%	99%	94%	95%	97%	97%	81%	77%	97%	97%	94%	95%	94%	96%
Prefer not to say	11	11	6	7	5	4	5	2	3	6	-	3	2	*	8	7	2	3	1	1	11	10	2	2	2	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 700  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**PopJam**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	1 1%	* *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	3 2%	3 2%	1 *	2 *	- -	1 *	1 *	2 1%	4 *	2 *
In the last month	4 2%	1 1%	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1%	8 1%	7 4%	4 3%	2 1%	5 1%	1 1%	2 1%	1 *	5 2%	10 1%	6 1%
In the last year	3 1%	1 1%	1 1%	1 1%	- -	- -	- -	- *	- -	- -	- *	- -	- *	- *	8 1%	7 1%	3 2%	5 3%	2 1%	4 1%	* *	3 2%	1 1%	2 1%	7 1%	7 1%
Used to use/ visit, but haven't in the last year	1 *	2 1%	1 *	2 1%	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 1%	12 1%	9 1%	4 2%	4 3%	4 1%	3 1%	4 2%	1 *	4 2%	2 1%	12 1%	9 1%
Never used/ visited	194 95%	194 96%	217 98%	213 98%	172 98%	172 100%	139 100%	135 99%	71 97%	70 98%	382 99%	378 99%	210 99%	206 98%	1051 97%	1047 97%	136 86%	133 87%	343 97%	351 96%	157 97%	185 97%	201 96%	189 94%	826 95%	808 97%
Prefer not to say	1 1%	3 2%	1 *	- -	3 2%	* *	- -	- -	2 3%	1 2%	5 1%	2 *	2 1%	1 1%	6 1%	8 1%	5 3%	3 2%	1 *	- -	- -	- -	1 1%	- -	7 1%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 701  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**PopJam**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	*	-	3	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	2	1	3	1
	*	-	1%	1%	*	*	1%	1%	1%	1%	*	*	1%	1%	2%	2%	3%	2%	6%	3%	4%	2%	4%	1%
In the last month	2	3	8	9	14	12	14	12	12	11	14	12	13	11	12	10	10	9	11	7	8	4	5	4
	*	*	3%	2%	1%	1%	2%	2%	3%	3%	1%	1%	3%	3%	7%	6%	6%	6%	17%	19%	16%	11%	7%	6%
In the last year	3	2	4	9	11	11	10	12	9	10	9	10	9	10	6	10	7	9	5	5	4	2	4	2
	*	*	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	4%	6%	4%	6%	8%	12%	8%	6%	6%	4%
Used to use/ visit, but haven't in the last year	5	6	4	7	17	13	16	9	15	9	16	11	15	9	8	7	6	5	8	4	2	1	2	3
	1%	1%	1%	2%	1%	1%	2%	1%	4%	2%	2%	1%	4%	2%	4%	4%	4%	3%	12%	11%	5%	3%	2%	5%
Never used/ visited	851	818	278	373	1103	1070	643	644	347	386	980	972	319	322	144	127	123	122	34	17	33	29	59	52
	98%	98%	92%	91%	95%	96%	93%	94%	89%	91%	95%	95%	87%	89%	82%	79%	81%	81%	54%	46%	64%	77%	78%	83%
Prefer not to say	5	5	5	6	10	9	6	3	3	4	10	9	6	5	3	5	1	2	1	2	1	*	1	1
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	2%	2%	3%	1%	2%	2%	4%	3%	1%	2%	2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 702  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**PopJam**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	3 1%	3 1%	1 *	* *	3 1%	3 1%	1 *	- -
In the last month	7 3%	10 3%	7 1%	3 *	12 3%	11 2%	2 *	1 *
In the last year	7 3%	7 2%	3 *	4 *	7 2%	8 2%	3 *	3 *
Used to use/ visit, but haven't in the last year	8 3%	8 3%	8 1%	5 1%	13 3%	9 2%	4 1%	4 *
Never used/ visited	222 89%	261 89%	965 97%	915 98%	417 91%	465 93%	785 98%	726 98%
Prefer not to say	2 1%	5 2%	9 1%	5 1%	7 2%	3 1%	4 1%	8 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 703  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Brand New Tube**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	17 1%	12 1%	12 2%	7 1%	5 1%	5 1%	5 1%	4 1%	5 1%	5 1%	3 1%	2 1%	4 1%	1 *	10 1%	9 1%	7 1%	3 1%	6 7%	4 5%	11 1%	8 1%	* *	1 *	3 1%	1 *		
In the last month	22 2%	24 2%	13 2%	14 2%	9 1%	9 1%	7 2%	10 3%	6 2%	8 2%	6 2%	3 1%	3 1%	2 1%	13 2%	17 2%	9 2%	5 1%	3 3%	10 11% <sup>s</sup>	19 2%	14 1%	4 3%	2 1%	2 1%	2 1%		
In the last year	20 2%	15 1%	13 2%	9 1%	8 1%	7 1%	4 1%	3 1%	9 2%	5 1%	5 2%	7 3%	3 1%	1 *	13 2%	8 1%	7 1%	8 1%	1 2%	1 2%	19 2%	14 1%	4 3%	3 2%	3 1%	2 1%		
Used to use/ visit, but haven't in the last year	8 1%	10 1%	3 *	7 1%	6 1%	3 *	3 1%	2 1%	3 1%	2 1%	- -	4 1%	2 1%	2 1%	6 1%	4 1%	2 *	6 1%	2 2%	1 1%	6 1%	9 1%	1 *	2 1%	2 1%	3 1%		
Never used/ visited	1183 94%	1173 94%	573 93%	563 93%	610 95%	604 96%	318 93%	317 94%	347 93%	342 94%	246 94%	238 93%	268 96%	268 98%	664 93%	658 94%	514 95%	506 95%	75 85%	71 81%	1107 95%	1102 95%	133 93%	135 95%	202 94%	201 95%		
Prefer not to say	9 1%	9 1%	6 1%	5 1%	4 1%	4 1%	5 2%	1 *	1 *	4 1%	1 *	3 1%	* *	1 *	7 1%	5 1%	1 *	4 1%	1 1%	1 1%	9 1%	8 1%	1 1%	- -	2 1%	3 2%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 704  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Brand New Tube**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	4 2%	1 1%	1 1%	3 1%	1 1%	1 *	* *	1 1%	1 1%	- -	3 1%	2 *	1 1%	1 1%	11 1%	8 1%	5 3%	3 2%	4 1%	3 1%	2 1%	2 1%	3 1%	2 1%	12 1%	7 1%
In the last month	7 3%	3 1%	4 2%	3 1%	1 1%	2 1%	1 *	2 1%	- -	- -	2 *	4 1%	1 *	2 1%	14 1%	15 1%	8 5%	8 5%	5 2%	6 2%	1 1%	* *	4 2%	5 2%	15 2%	17 2%
In the last year	6 3%	4 2%	3 2%	3 1%	1 *	1 1%	1 1%	1 1%	- -	- -	2 1%	2 *	1 1%	1 1%	11 1%	13 1%	8 5%	2 1%	4 1%	5 1%	1 *	2 1%	4 2%	3 2%	13 2%	8 1%
Used to use/ visit, but haven't in the last year	2 1%	1 1%	1 *	2 1%	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 1%	5 *	6 1%	3 2%	4 2%	2 1%	6 2%	2 1%	5 2%	1 *	5 2%	6 1%	3 *
Never used/ visited	185 90%	189 94%	210 95%	207 95%	171 98%	168 98%	136 98%	132 96%	70 96%	70 98%	377 98%	371 97%	206 97%	202 97%	1039 96%	1029 95%	130 82%	133 87%	337 96%	344 94%	156 97%	182 95%	198 95%	184 92%	815 94%	796 95%
Prefer not to say	1 1%	3 2%	1 1%	- -	1 1%	* *	- -	- -	2 3%	1 2%	3 1%	2 *	2 1%	1 1%	5 *	7 1%	3 2%	2 1%	* *	* *	* *	* *	- -	- -	6 1%	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 705  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Brand New Tube**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	5 1%	3 *	6 2%	9 2%	17 1%	12 1%	13 2%	9 1%	11 3%	7 2%	16 2%	10 1%	12 3%	7 2%	9 5%	7 4%	9 6%	8 5%	7 10%	5 13%	7 14%	6 16%	4 5%	2 4%
In the last month	8 1%	10 1%	11 4%	14 3%	22 2%	24 2%	16 2%	20 3%	13 3%	14 3%	17 2%	19 2%	14 4%	15 4%	12 7%	12 7%	12 8%	11 7%	10 16%	8 22%	11 21%	7 18%	9 12%	4 6%
In the last year	12 1%	9 1%	7 2%	6 2%	19 2%	15 1%	17 2%	10 1%	15 4%	11 3%	19 2%	14 1%	13 4%	10 3%	8 4%	8 5%	5 4%	8 5%	5 8%	3 8%	6 12%	4 12%	5 6%	4 6%
Used to use/ visit, but haven't in the last year	2 *	6 1%	4 1%	4 1%	8 1%	10 1%	7 1%	4 1%	6 2%	4 1%	8 1%	9 1%	5 1%	4 1%	4 2%	2 1%	5 3%	1 1%	5 7%	2 4%	3 6%	1 2%	2 2%	3 4%
Never used/ visited	836 96%	803 96%	270 90%	370 91%	1083 94%	1051 94%	633 91%	636 93%	340 87%	384 91%	966 94%	959 94%	313 86%	322 89%	141 80%	131 81%	118 78%	119 80%	37 58%	18 47%	22 44%	20 52%	56 74%	49 78%
Prefer not to say	3 *	4 *	4 1%	5 1%	9 1%	7 1%	6 1%	3 *	3 1%	2 *	8 1%	7 1%	7 2%	3 1%	3 2%	3 2%	1 1%	2 1%	1 1%	2 5%	1 2%	* *	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 706  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Brand New Tube**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	10 4%	7 3%	7 1%	4 *	10 2%	7 1%	6 1%	5 1%
In the last month	9 4%	14 5%	12 1%	10 1%	16 4%	18 4%	6 1%	6 1%
In the last year	7 3%	9 3%	11 1%	7 1%	14 3%	8 2%	6 1%	7 1%
Used to use/ visit, but haven't in the last year	6 2%	5 2%	2 *	5 1%	6 1%	8 2%	2 *	3 *
Never used/ visited	215 86%	256 87%	955 96%	901 97%	405 88%	455 91%	777 97%	718 97%
Prefer not to say	2 1%	2 1%	6 1%	7 1%	7 2%	4 1%	2 *	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 707  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**OnlyFans**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	19 2%	16 1%	17 3%	15 3%	2 *	1 *	3 1%	3 1%	4 1%	6 2%	4 2%	4 2%	7 3%	3 1%	8 1%	9 1%	11 2%	7 1%	19 2%	16 1%	6 4%	2 1%	5 3%	4 2%		
In the last month	17 1%	9 1%	14 2%	7 1%	3 1%	2 *	8 3%	4 1%	6 2%	4 1%	2 1%	* *	1 1%	1 *	14 2%	8 1%	3 1%	1 *	17 1%	9 1%	5 4%	1 1%	5 2%	5 2%		
In the last year	24 2%	14 1%	20 3%	11 2%	4 1%	3 1%	8 3%	2 1%	9 3%	7 2%	5 2%	3 1%	1 1%	3 1%	17 3%	8 1%	7 1%	6 1%	24 2%	14 1%	4 3%	5 4%	9 4%	6 3%		
Used to use/ visit, but haven't in the last year	14 1%	15 1%	7 1%	9 2%	6 1%	6 1%	4 1%	5 2%	3 1%	4 1%	- -	3 1%	7 3%	4 2%	7 1%	8 1%	7 1%	7 1%	14 1%	15 1%	5 3%	4 3%	3 1%	3 1%		
Never used/ visited	1092 93%	1093 95%	513 89%	512 91%	579 97%	574 98%	279 92%	285 95%	326 93%	318 93%	235 96%	233 95%	247 94%	249 96%	605 92%	602 94%	482 95%	482 95%	1092 93%	1093 95%	122 85%	127 90%	191 89%	192 90%		
Prefer not to say	5 *	8 1%	3 *	6 1%	2 *	2 *	2 1%	* *	1 *	6 2%	- -	1 1%	- -	* *	4 1%	6 1%	- -	2 *	5 *	8 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 708  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**OnlyFans**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
In the last week	4 2%	6 3%	2 1%	4 2%	* *	1 *	* *	* *	- -	- -	1 *	1 *	* *	* *	15 1%	13 1%	4 2%	3 2%	4 1%	3 1%	3 2%	2 1%	3 1%	2 1%	12 2%	11 1%	
In the last month	4 2%	1 1%	2 1%	1 1%	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 1%	1 *	12 1%	7 1%	5 3%	2 2%	4 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	13 2%	7 1%
In the last year	6 3%	3 1%	3 1%	* *	2 1%	- -	- -	- -	- -	- -	2 *	- -	- -	- -	18 2%	11 1%	6 4%	3 2%	7 2%	5 1%	3 2%	2 1%	4 2%	1 1%	16 4%	8 2%	
Used to use/ visit, but haven't in the last year	2 1%	1 1%	3 1%	5 2%	- -	1 *	1 1%	2 1%	- -	- -	1 *	2 1%	1 1%	2 1%	10 1%	10 1%	3 2%	4 3%	2 1%	4 1%	2 1%	2 1%	* *	2 1%	9 1%	9 1%	
Never used/ visited	187 92%	187 93%	211 96%	209 95%	171 98%	171 99%	136 98%	134 98%	73 100%	72 100%	380 98%	377 99%	209 99%	206 99%	952 94%	959 95%	126 87%	124 90%	312 94%	332 96%	137 93%	171 96%	191 95%	185 96%	749 93%	732 95%	
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	- -	1 *	* *	- -	- -	3 *	7 1%	1 1%	2 1%	* *	* *	- -	* *	- -	- -	2 *	2 *	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 709  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**OnlyFans**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	13 1%	12 1%	6 2%	4 1%	18 2%	15 1%	17 3%	14 2%	13 4%	8 2%	18 2%	15 2%	12 4%	10 3%	8 5%	4 3%	8 6%	7 6%	4 8%	3 10%	4 8%	2 5%	16 21%	14 23%
In the last month	10 1%	7 1%	8 2%	3 1%	17 2%	9 1%	15 2%	8 1%	9 3%	7 2%	16 2%	9 1%	10 3%	5 2%	10 7%	3 2%	7 5%	3 3%	6 12%	2 9%	5 10%	2 6%	12 15%	5 8%
In the last year	14 2%	8 1%	10 3%	6 2%	22 2%	14 1%	19 3%	13 2%	12 4%	12 3%	19 2%	12 1%	14 5%	12 4%	8 5%	6 5%	5 4%	4 3%	6 12%	2 9%	5 11%	3 9%	8 10%	6 10%
Used to use/ visit, but haven't in the last year	7 1%	9 1%	6 2%	7 2%	12 1%	15 1%	12 2%	13 2%	10 3%	9 2%	12 1%	14 2%	10 3%	9 3%	3 2%	4 3%	3 2%	3 2%	2 5%	1 5%	1 2%	1 2%	4 5%	4 6%
Never used/ visited	822 95%	792 95%	269 89%	300 93%	996 93%	974 94%	555 90%	564 92%	277 86%	314 89%	898 93%	898 94%	251 84%	259 87%	115 80%	104 84%	110 82%	97 84%	32 63%	15 59%	35 68%	29 78%	36 48%	32 52%
Prefer not to say	1 *	4 *	3 1%	4 1%	5 *	6 1%	1 *	2 *	2 1%	3 1%	3 *	7 1%	2 1%	4 1%	1 1%	4 3%	1 1%	3 2%	1 1%	2 7% <sup>s</sup>	1 1%	-	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 710  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**OnlyFans**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	8 4%	7 3%	10 1%	9 1%	11 3%	11 2%	7 1%	5 1%
In the last month	10 5%	5 2%	7 1%	4 *	10 2%	6 1%	7 1%	3 *
In the last year	5 2%	5 2%	18 2%	9 1%	17 4% <sup>f</sup>	7 2%	7 1%	7 1%
Used to use/ visit, but haven't in the last year	6 3%	8 3%	6 1%	7 1%	6 1%	9 2%	8 1%	6 1%
Never used/ visited	187 86%	227 89%	892 95%	852 96%	368 89%	417 92%	724 96%	675 96%
Prefer not to say	1 1%	3 1%	4 *	4 1%	4 1%	3 1%	1 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 711  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Admire.Me**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	6 *	4 *	4 1%	1 *	2 *	3 *	1 *	1 *	2 1%	2 *	1 1%	2 1%	1 *	-	4 1%	2 *	2 *	2 *	6 *	4 *	2 1%	2 1%	2 1%	1 *		
In the last month	7 1%	4 *	5 1%	2 *	2 *	2 *	3 1%	1 *	2 1%	1 *	* *	2 1%	1 *	1 *	5 1%	2 *	1 *	2 *	7 1%	4 *	1 1%	2 2%	2 1%	1 *		
In the last year	12 1%	7 1%	8 1%	5 1%	4 1%	1 *	3 1%	2 1%	5 1%	1 *	2 1%	2 1%	2 1%	1 *	8 1%	4 1%	4 1%	3 1%	12 1%	7 1%	4 3%	1 1%	4 2%	2 1%		
Used to use/ visit, but haven't in the last year	9 1%	8 1%	5 1%	6 1%	4 1%	2 *	5 2%	3 1%	2 1%	3 1%	1 *	2 1%	-	-	8 1%	6 1%	1 *	2 *	9 1%	8 1%	1 1%	5 3%	3 2%	* *		
Never used/ visited	1133 97%	1123 97%	550 96%	540 96%	584 98%	576 98%	290 95%	291 97%	337 96%	331 96%	242 98%	234 96%	260 99%	258 99%	627 96%	622 97%	501 98%	492 98%	1133 97%	1123 97%	135 94%	130 92%	203 94%	205 97%		
Prefer not to say	5 *	10 1%	3 *	6 1%	2 *	4 1%	2 1%	* *	1 *	6 2%	-	3 1%	-	* *	4 1%	6 1%	-	3 1%	5 *	10 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 712  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Admire.Me**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	1 1%	1 *	1 *	* -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	3 2%	1 1%	2 *	1 *	1 1%	* *	2 1%	1 1%	4 *	3 *
In the last month	3 1%	1 *	1 *	* -	- -	- -	- -	- *	- -	- -	- -	- *	- *	- *	2 *	1 *	4 3%	3 2%	1 *	1 *	1 *	* *	* *	* *	5 1%	3 *
In the last year	3 1%	3 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1%	5 *	6 4%	2 2%	2 1%	2 *	1 *	1 *	1 1%	1 *	8 1%	4 1%
Used to use/ visit, but haven't in the last year	2 1%	* *	* *	1 1%	- -	- -	- -	2 1%	2 3%	- -	2 1%	2 *	2 1%	2 1%	4 *	7 1%	4 3%	1 1%	1 *	3 1%	* *	1 1%	1 *	2 1%	7 1%	2 *
Never used/ visited	194 95%	194 96%	218 99%	215 99%	174 99%	172 100%	139 100%	135 99%	71 97%	70 98%	383 99%	378 99%	210 99%	206 98%	993 98%	984 98%	126 87%	128 93%	324 98%	340 98%	145 98%	176 98%	196 98%	188 98%	776 97%	753 98%
Prefer not to say	1 1%	3 2%	* *	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	2 *	8 1%	1 1%	2 1%	* *	* *	* *	* *	- -	- -	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 713  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Admire.Me**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	1 *	1 *	4 1%	2 1%	6 1%	4 *	6 1%	4 1%	6 2%	3 1%	6 1%	4 *	6 2%	3 1%	5 4%	2 1%	6 4%	2 2%	5 9%	2 8%	4 8%	2 5%	4 6%	2 4%
In the last month	1 *	2 *	5 2%	2 1%	7 1%	4 *	6 1%	4 1%	5 2%	4 1%	6 1%	4 *	6 2%	4 1%	5 4%	3 2%	5 4%	3 2%	6 11%	2 9%	6 12%	3 7%	4 6%	3 4%
In the last year	7 1%	3 *	4 1%	4 1%	12 1%	7 1%	12 2%	7 1%	10 3%	6 2%	11 1%	7 1%	10 3%	5 2%	7 5%	5 4%	5 4%	4 3%	5 9%	3 10%	5 10%	2 6%	6 8%	5 8%
Used to use/ visit, but haven't in the last year	3 *	7 1%	6 2%	1 *	9 1%	8 1%	9 1%	5 1%	5 2%	6 2%	9 1%	8 1%	9 3%	5 2%	4 3%	4 3%	3 2%	4 3%	4 8%	1 4%	4 7%	2 4%	2 3%	2 3%
Never used/ visited	853 98%	813 98%	279 93%	310 96%	1033 97%	1004 97%	586 95%	591 96%	296 92%	330 94%	931 96%	924 97%	266 89%	276 93%	121 85%	108 87%	114 85%	101 87%	31 62%	15 61%	32 62%	29 78%u	58 76%	50 80%
Prefer not to say	1 *	6 1%	3 1%	4 1%	5 *	8 1%	1 *	2 *	1 *	3 1%	3 *	8 1%	3 1%	4 1%	1 1%	4 3%	1 *	3 2%	1 1%	2 7% <sub>s</sub>	1 1%	-	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 714  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Admire.Me**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	3 2%	3 1%	2 *	1 *	4 1%	4 1%	1 *	* *
In the last month	5 2%	2 1%	2 *	2 *	6 1%	4 1%	1 *	* *
In the last year	7 3%	5 2%	4 *	2 *	8 2%	6 1%	3 *	1 *
Used to use/ visit, but haven't in the last year	5 2%	5 2%	4 *	3 *	7 2%	5 1%	2 *	3 *
Never used/ visited	197 90%	237 93%	922 98%	871 98%	387 93%	432 95%	746 99%	691 98%
Prefer not to say	2 1%	3 1%	3 *	6 1%	4 1%	3 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 715  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Fanzworld**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	6 *	2 *	4 1%	1 *	1 *	* *	3 1%	1 *	2 1%	1 *	* *	* *	* *	- *	5 1%	2 *	1 *	* *	6 *	2 *	1 1%	* *	2 1%	1 *		
In the last month	5 *	3 *	4 1%	3 *	2 *	1 *	2 1%	2 1%	2 *	1 *	1 *	* *	1 *	1 *	4 1%	2 *	1 *	1 *	5 *	3 *	1 1%	1 1%	1 1%	1 *		
In the last year	13 1%	5 *	7 1%	3 *	6 1%	2 *	3 1%	2 1%	6 2%	1 *	2 1%	1 *	3 1%	1 *	9 1%	3 *	4 1%	2 *	13 1%	5 *	3 2%	1 1%	4 2%	1 1%		
Used to use/ visit, but haven't in the last year	6 1%	6 *	5 1%	6 1%	1 *	* *	2 1%	1 *	3 1%	2 *	1 *	3 1%	1 *	- *	4 1%	3 *	2 *	3 1%	6 1%	6 *	1 1%	* *	2 1%	1 *		
Never used/ visited	1135 97%	1132 98%	550 96%	543 97%	585 98%	583 99%	293 96%	293 98%	336 96%	333 97%	243 99%	239 98%	258 98%	259 99%	629 96%	626 98%	501 98%	498 99%	1135 97%	1132 98%	136 95%	136 96%	204 95%	206 97%		
Prefer not to say	5 *	8 1%	3 *	6 1%	3 *	3 *	3 1%	1 *	1 *	6 2%	- *	1 1%	* *	- *	4 1%	6 1%	* *	1 *	5 *	8 1%	2 1%	2 2%	1 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 716  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Fanzworld**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	*	-	1	*	-	-	-	-	-	-	-	-	-	-	3	1	3	1	1	*	-	-	*	*	5	1
			1%	*	-	-	-	-	-	-	-	-	-	-	*	*	2%	1%	*	*	-	-	*	*	1%	*
In the last month	2	1	1	1	-	-	-	-	-	-	-	-	-	-	2	2	4	2	1	1	*	1	1	*	3	2
	1%	*	*	*	-	-	-	-	-	-	-	-	-	-	*	*	2%	1%	*	*	*	*	1%	*	*	*
In the last year	4	1	2	*	*	*	-	-	-	-	*	*	-	-	6	3	6	2	3	2	1	*	2	1	9	2
	2%	1%	1%	*	*	*	-	-	-	-	*	*	-	-	1%	*	4%	1%	1%	1%	*	*	1%	1%	1%	*
Used to use/ visit, but haven't in the last year	2	1	*	2	1	-	1	2	-	-	2	2	1	2	4	4	2	2	*	3	*	1	*	2	4	2
	1%	*	*	1%	*	-	1%	1%	-	-	1%	*	1%	1%	*	*	1%	1%	*	1%	*	1%	*	1%	1%	*
Never used/ visited	195	196	217	215	173	172	138	135	73	72	383	379	210	207	992	992	128	129	325	341	146	176	196	188	778	760
	96%	97%	98%	98%	99%	100%	99%	99%	100%	100%	99%	99%	99%	99%	98%	98%	89%	94%	98%	98%	99%	99%	98%	98%	97%	99%
Prefer not to say	1	3	*	-	1	*	-	-	-	-	1	*	-	-	3	6	1	2	*	-	*	-	-	-	3	3
	1%	2%	*	-	1%	*	-	-	-	-	*	*	-	-	*	1%	1%	1%	*	-	*	-	-	-	*	*

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 717  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Fanzworld**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	1 *	* *	5 2%	1 *	6 1%	2 *	5 1%	2 *	5 1%	2 *	6 1%	2 *	5 2%	2 1%	5 4%	2 1%	4 3%	2 1%	5 9%	2 6%	4 8%	2 5%	5 6%	1 2%
In the last month	1 *	1 *	4 1%	2 1%	5 *	3 *	5 1%	3 1%	5 2%	3 1%	5 1%	3 *	5 2%	3 1%	5 4%	3 3%	5 4%	3 3%	5 9%	3 10%	5 10%	2 6%	5 6%	2 4%
In the last year	7 1%	2 *	6 2%	3 1%	13 1%	5 *	12 2%	4 1%	10 3%	4 1%	12 1%	5 *	10 3%	4 1%	6 4%	3 2%	7 5%	4 3%	8 16%	2 9%	7 13%	3 8%	6 8%	3 5%
Used to use/ visit, but haven't in the last year	2 *	3 *	4 1%	2 1%	6 1%	6 1%	6 1%	3 1%	6 2%	3 1%	6 1%	6 1%	5 2%	2 1%	3 2%	3 2%	3 2%	1 1%	2 3%	2 7%	2 3%	1 2%	2 3%	2 4%
Never used/ visited	854 99%	821 99%	279 93%	311 96%	1035 97%	1013 98%	589 95%	599 98%g	295 91%	338 96%i	933 97%	934 98%	270 90%	283 95%m	123 86%	110 88%	114 85%	104 90%	31 62%	15 62%	33 64%	30 79%u	58 76%	53 85%
Prefer not to say	1	4	3	4	5	7	2	2	2	3	4	7	3	4	2	4	1	2	*	1	*	-	1	1

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 718  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Fanzworld**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	4 2%	2 1%	1 *	* *	4 1%	2 *	2 *	* *
In the last month	3 1%	2 1%	2 *	2 *	4 1%	3 1%	1 *	* *
In the last year	7 3%	4 2%	5 1%	1 *	11 3%	4 1%	2 *	1 *
Used to use/ visit, but haven't in the last year	3 1%	4 1%	2 *	2 *	3 1%	4 1%	3 *	2 *
Never used/ visited	198 91%	242 94%	923 99%	876 99%	389 94%	438 97%	746 99%	694 99%
Prefer not to say	2 1%	4 1%	3 *	4 *	4 1%	3 1%	1 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 719  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**FruitLab**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	8 1%	7 1%	6 1%	5 1%	2 *	2 *	2 1%	4 1%	5 1%	2 *	* *	* *	* *	1 *	8 1%	6 1%	1 *	1 *	* 1%	4 4%	8 1%	3 *	5 3%	1 1%	2 1%	* *		
In the last month	10 1%	8 1%	9 1%	4 1%	1 *	5 1%	6 2%	4 1%	3 1%	2 *	* *	2 1%	1 *	* *	9 1%	5 1%	1 *	2 *	3 3%	4 5%	8 1%	4 *	1 1%	2 1%	3 1%	1 1%		
In the last year	11 1%	8 1%	7 1%	5 1%	4 1%	3 *	3 1%	3 1%	4 1%	4 1%	3 1%	1 *	* *	* *	7 1%	7 1%	3 1%	1 *	1 2%	2 3%	9 1%	6 1%	3 2%	2 1%	3 1%	3 1%		
Used to use/ visit, but haven't in the last year	12 1%	11 1%	6 1%	8 1%	6 1%	3 1%	5 1%	3 1%	3 1%	3 1%	2 1%	4 2%	2 1%	1 *	8 1%	6 1%	4 1%	5 1%	5 6%	3 3%	6 1%	8 1%	1 *	2 2%	2 1%	* *		
Never used/ visited	1212 96%	1199 96%	587 95%	578 95%	624 98%	615 97%	322 94%	322 96%	355 96%	349 96%	255 98%	247 96%	276 99%	273 99%	677 95%	670 96%	531 98%	520 98%	78 88%	73 84%	1134 97%	1126 97%	133 93%	132 94%	204 95%	206 97%		
Prefer not to say	6 *	11 1%	3 1%	7 1%	3 *	4 1%	3 1%	* *	1 *	7 2%	- -	3 1%	* *	* *	5 1%	7 1%	* *	3 1%	1 1%	1 1%	5 *	10 1%	1 1%	2 1%	1 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 720  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**FruitLab**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	1	1	*	*	-	-	-	-	-	-	-	-	-	-	4	4	5	3	*	3	-	2	*	3	8	2
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	*	*	3%	2%	*	1%	-	1%	*	2%	1%	*
In the last month	2	1	1	*	1	-	-	-	-	-	1	-	-	-	6	5	5	3	3	3	1	*	3	3	6	5
	1%	*	*	*	*	-	-	-	-	-	*	-	-	-	1%	*	3%	2%	1%	1%	*	*	1%	1%	1%	1%
In the last year	2	1	1	1	-	-	1	-	-	-	1	-	1	-	4	5	6	3	1	1	*	*	1	1	8	6
	1%	*	*	*	-	-	*	-	-	*	-	-	*	-	*	*	4%	2%	*	*	*	*	*	*	1%	2%
Used to use/ visit, but haven't in the last year	3	1	1	2	-	-	-	2	-	-	-	2	-	2	9	8	2	2	*	3	*	1	-	2	10	5
	1%	1%	*	1%	-	-	-	1%	-	-	-	*	-	1%	1%	1%	2%	2%	*	1%	*	1%	-	1%	1%	1%
Never used/ visited	195	194	218	215	173	172	138	135	73	70	384	378	211	206	1059	1050	138	137	348	355	160	188	205	191	831	813
	95%	96%	98%	98%	99%	100%	100%	99%	100%	98%	99%	99%	100%	98%	98%	97%	88%	90%	99%	99%	97%	99%	98%	96%	96%	97%
Prefer not to say	1	4	*	-	1	*	-	-	-	1	1	2	-	1	3	8	2	3	*	-	*	-	-	-	4	5
	1%	2%	*	-	1%	*	-	-	-	2%	*	*	-	1%	*	1%	1%	2%	*	-	*	-	-	-	*	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 721  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**FruitLab**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	4 *	1 *	4 1%	6 1%	8 1%	7 1%	8 1%	6 1%	6 2%	5 1%	8 1%	7 1%	8 2%	5 1%	5 3%	6 4%	4 3%	6 4%	5 7%	5 13%	4 8%	2 4%	3 5%	2 3%
In the last month	1 *	1 *	6 2%	7 2%	10 1%	8 1%	9 1%	8 1%	9 2%	6 2%	10 1%	8 1%	10 3%	8 2%	10 6%	7 4%	9 6%	7 5%	9 13%	5 14%	7 13%	2 6%	6 7%	2 3%
In the last year	3 *	2 *	7 2%	6 1%	11 1%	8 1%	10 1%	8 1%	8 2%	8 2%	10 1%	8 1%	10 3%	7 2%	9 5%	6 4%	9 6%	5 3%	9 14%	4 10%	5 10%	3 9%	6 8%	4 6%
Used to use/ visit, but haven't in the last year	3 *	6 1%	3 1%	5 1%	12 1%	11 1%	10 1%	8 1%	10 3%	8 2%	12 1%	11 1%	7 2%	7 2%	5 3%	8 5%	6 4%	6 4%	4 6%	3 8%	2 9%	1 5%	2 2%	2 3%
Never used/ visited	855 99%	820 98%	278 92%	379 93%	1111 96%	1076 96%	652 94%	650 95%	353 91%	391 93%	988 96%	976 96%	326 89%	328 91%	145 82%	131 81%	121 80%	122 82%	37 58%	18 49%	32 63%	29 78%u	58 76%	52 84%
Prefer not to say	1 *	5 1%	4 1%	5 1%	6 1%	9 1%	3 *	3 *	3 1%	4 1%	4 *	9 1%	4 1%	5 1%	3 1%	4 3%	1 1%	3 2%	1 1%	2 7%	1 2%	1 2%	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 722  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**FruitLab**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	4 2%	6 2%	4 *	* *	7 1%	6 1%	2 *	* *
In the last month	8 3%	6 2%	2 *	2 *	8 2%	8 2%	2 *	1 *
In the last year	8 3%	5 2%	2 *	3 *	9 2%	7 1%	2 *	1 *
Used to use/ visit, but haven't in the last year	7 3%	8 3%	4 *	3 *	8 2%	7 1%	3 *	4 1%
Never used/ visited	220 89%	264 90%	977 98%	920 99%	423 92%	469 94%	789 99%	730 98%
Prefer not to say	2 1%	4 1%	4 *	6 1%	5 1%	3 1%	2 *	8 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 723  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**PocketStars**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
In the last week	5 *	3 *	4 1%	3 *	1 *	* *	2 1%	1 *	2 1%	2 1%	* *	* *	1 *	* *	4 1%	3 *	1 *	* *	5 *	3 *	2 1%	* *	2 1%	1 *
In the last month	9 1%	7 1%	6 1%	5 1%	3 1%	2 *	3 1%	1 *	4 1%	3 1%	2 1%	3 1%	* *	* *	7 1%	4 1%	2 *	3 1%	9 1%	7 1%	2 1%	2 1%	3 2%	2 1%
In the last year	14 1%	5 *	8 1%	3 *	5 1%	3 *	3 1%	1 *	4 1%	1 *	5 2%	2 1%	2 1%	1 *	7 1%	2 *	7 1%	3 1%	14 1%	5 *	4 3%	3 2%	6 3%	2 1%
Used to use/ visit, but haven't in the last year	7 1%	6 *	4 1%	4 1%	3 1%	1 *	2 1%	2 1%	1 *	1 *	3 1%	2 1%	- -	- -	4 1%	3 1%	3 1%	2 *	7 1%	6 *	* *	1 1%	2 1%	1 *
Never used/ visited	1129 96%	1123 97%	549 96%	540 96%	580 97%	577 98%	292 96%	293 98%	337 96%	330 96%	236 96%	234 96%	258 98%	257 99%	630 96%	624 97%	494 97%	491 97%	1129 96%	1123 97%	134 94%	134 94%	202 94%	204 96%
Prefer not to say	7 1%	12 1%	3 *	6 1%	4 1%	6 1%	2 1%	* *	2 *	6 2%	- -	3 1%	2 1%	3 1%	4 1%	6 1%	2 *	5 1%	7 1%	12 1%	1 1%	2 1%	1 1%	3 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 724  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**PocketStars**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	1 1%	2 1%	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	3 2%	1 1%	* *	* *	* *	* *	* *	* *	4 *	2 *
In the last month	3 1%	3 1%	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	6 1%	4 3%	1 1%	3 1%	1 *	1 1%	* *	3 1%	1 1%	6 1%	6 1%
In the last year	3 1%	1 *	1 *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	7 1%	2 *	6 4%	3 2%	1 *	1 *	* *	* *	* *	1 *	9 1%	3 *
Used to use/ visit, but haven't in the last year	4 2%	1 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	4 *	2 1%	1 1%	- *	1 *	- -	1 1%	- *	* *	7 1%	3 *
Never used/ visited	190 93%	190 94%	217 98%	215 99%	174 99%	172 100%	139 100%	137 100%	73 100%	70 98%	385 100%	380 100%	212 100%	207 99%	986 98%	983 98%	129 89%	128 94%	324 98%	343 99%	146 99%	176 99%	196 98%	190 99%	772 96%	750 97%
Prefer not to say	3 2%	5 3%	* *	* *	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	4 *	10 1%	2 1%	2 1%	* *	1 *	* *	* *	* *	* *	4 1%	6 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 725  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**PocketStars**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	1 *	* *	4 1%	3 1%	5 *	3 *	5 1%	2 *	5 1%	1 *	5 *	2 *	5 2%	1 *	4 3%	2 2%	5 4%	2 2%	4 8%	1 5%	4 7%	1 4%	5 6%	1 2%
In the last month	1 *	3 *	8 3%	4 1%	9 1%	7 1%	9 1%	4 1%	8 3%	4 1%	9 1%	5 1%	9 3%	5 2%	9 6%	3 2%	7 6%	3 3%	7 15%	3 11%	7 13%	3 7%	6 8%	3 4%
In the last year	5 1%	2 *	9 3%	3 1%	14 1%	5 *	13 2%	5 1%	10 3%	4 1%	13 1%	5 1%	13 4%	5 2%	8 5%	3 3%	8 6%	3 3%	8 15%	2 8%	7 13%	3 7%	6 8%	3 4%
Used to use/ visit, but haven't in the last year	2 *	3 *	4 1%	2 1%	7 1%	6 1%	7 1%	5 1%	5 2%	5 1%	7 1%	6 1%	5 2%	4 1%	3 2%	4 3%	1 1%	1 1%	2 5%	2 8%	1 2%	2 4%	* 1%	2 3%
Never used/ visited	856 99%	818 98%	272 90%	305 94%	1029 96%	1006 97%	582 94%	593 97%g	291 90%	333 94%i	929 96%	929 97%	263 88%	277 93%	118 83%	108 87%	112 84%	103 89%	29 57%	15 61%	32 64%	29 78%u	58 77%	53 85%
Prefer not to say	1 *	6 1%	5 2%	7 2%	7 1%	8 1%	4 1%	4 1%	4 1%	5 1%	3 *	9 1%	5 2%	6 2%	1 1%	4 3%	1 1%	3 2%	1 1%	2 8% s	* 1%	* *	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 726  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**PocketStars**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	4 2%	2 1%	1 *	1 *	3 1%	3 1%	2 *	* *
In the last month	5 2%	4 1%	4 *	3 *	7 2%	4 1%	2 *	3 *
In the last year	8 4%	3 1%	5 1%	2 *	12 3%	5 1%	2 *	* *
Used to use/ visit, but haven't in the last year	3 1%	5 2%	4 *	1 *	4 1%	5 1%	3 *	* *
Never used/ visited	195 89%	237 92%	920 98%	872 99%	384 92%	431 95%	745 99%	692 99%
Prefer not to say	4 2%	6 2%	3 *	6 1%	6 1%	5 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 727  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Recast**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	10 1%	6 *	7 1%	4 1%	3 *	2 *	4 1%	3 1%	4 1%	1 *	1 *	1 *	*	*	8 1%	5 1%	1 *	1 *	3 4%	4 4%	7 1%	2 *	1 1%	1 *	2 1%	*		
In the last month	10 1%	10 1%	7 1%	5 1%	3 *	5 1%	5 1%	3 1%	3 1%	3 1%	1 1%	3 1%	1 *	1 *	8 1%	6 1%	2 *	4 1%	3 3%	4 5%	7 1%	6 1%	2 1%	3 2%	3 1%	2 1%		
In the last year	11 1%	7 1%	7 1%	4 1%	4 1%	4 1%	3 1%	4 1%	3 1%	1 *	4 1%	1 *	1 *	*	6 1%	5 1%	4 1%	1 *	4 5%	4 5%	7 1%	3 *	2 2%	1 1%	3 1%	2 1%		
Used to use/ visit, but haven't in the last year	6 *	8 1%	5 1%	7 1%	1 *	1 *	2 1%	1 *	3 1%	2 1%	*	4 2%	-	1 *	6 1%	3 *	*	5 1%	2 2%	2 3%	4 *	6 1%	1 1%	1 *	2 1%	1 1%		
Never used/ visited	1216 97%	1200 97%	590 95%	580 96%	626 98%	615 97%	324 95%	324 96%	356 96%	351 96%	254 97%	245 95%	277 99%	272 99%	680 95%	675 96%	531 98%	517 97%	75 85%	73 84%	1140 97%	1127 98%	136 95%	134 94%	203 94%	205 96%		
Prefer not to say	7 1%	10 1%	3 1%	6 1%	4 1%	4 1%	3 1%	1 *	1 *	6 2%	1 *	3 1%	*	*	5 1%	7 1%	1 *	3 1%	1 1%	-	6 1%	10 1%	1 1%	3 2%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 728  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Recast**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
In the last week	2 1%	1 *	1 *	* -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	7 1%	2 *	3 2%	4 3%	4 1%	2 *	3 2%	* *	3 2%	2 1%	2 1%	6 1%	4 1%
In the last month	1 1%	* *	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	6 1%	4 3%	4 3%	2 *	3 1%	1 *	2 1%	1 *	2 1%	7 1%	7 1%	
In the last year	1 *	* *	1 *	* *	* *	* *	- -	- -	- -	- -	* *	* *	- -	- -	6 1%	5 *	5 3%	2 2%	2 1%	2 1%	1 *	* *	1 *	2 1%	8 1%	4 *	
Used to use/ visit, but haven't in the last year	* *	* *	* *	2 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	2 1%	5 *	7 1%	1 1%	2 1%	* *	4 1%	* *	3 1%	* *	2 1%	6 1%	3 *
Never used/ visited	198 97%	196 97%	219 99%	215 98%	174 99%	172 100%	138 100%	135 98%	73 100%	70 98%	385 100%	377 99%	211 100%	205 98%	1058 98%	1052 97%	142 90%	137 90%	345 98%	354 97%	157 97%	187 97%	203 97%	192 96%	835 96%	813 97%	
Prefer not to say	2 1%	4 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	4 *	8 1%	2 1%	2 2%	- *	* *	- -	- -	- -	* *	5 1%	4 1%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 729  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Recast**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	1 *	1 *	5 2%	5 1%	10 1%	6 1%	9 1%	6 1%	8 2%	6 1%	9 1%	6 1%	9 2%	6 2%	8 4%	6 3%	8 5%	6 4%	8 12%	6 15%	4 8%	2 5%	4 5%	2 3%
In the last month	2 *	5 1%	4 1%	6 1%	10 1%	10 1%	10 1%	10 2%	10 2%	9 2%	10 1%	10 1%	9 3%	10 3%	9 5%	6 4%	8 5%	6 4%	7 10%	4 11%	5 10%	2 5%	5 7%	2 4%
In the last year	3 *	1 *	4 1%	6 1%	11 1%	7 1%	10 1%	7 1%	8 2%	5 1%	10 1%	7 1%	10 3%	7 2%	7 4%	6 4%	6 4%	5 3%	6 10%	5 13%	5 9%	3 8%	4 5%	2 3%
Used to use/ visit, but haven't in the last year	* *	3 *	4 1%	5 1%	6 1%	8 1%	5 1%	4 1%	5 1%	5 1%	5 1%	6 1%	3 1%	4 1%	3 1%	4 3%	3 2%	2 1%	3 4%	1 4%	1 3%	1 2%	2 2%	2 3%
Never used/ visited	858 99%	819 98%	281 93%	381 93%	1115 96%	1078 96%	655 95%	653 96%	355 91%	394 93%	992 96%	980 96%	329 90%	329 91%	146 83%	135 84%	125 83%	127 85%	39 62%	20 52%	35 68%	30 79%	61 81%	53 86%
Prefer not to say	1 *	5 1%	4 1%	5 1%	7 1%	9 1%	4 1%	3 *	3 1%	4 1%	5 1%	9 1%	5 1%	5 1%	3 2%	4 2%	1 1%	3 2%	1 2%	2 5%	1 2%	1 1%	* 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 730  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Recast**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	7 3%	5 2%	3 *	1 *	5 1%	4 1%	5 1%	2 *
In the last month	4 2%	7 2%	5 1%	3 *	7 1%	9 2%	3 *	1 *
In the last year	7 3%	7 2%	3 *	1 *	9 2%	5 1%	2 *	2 *
Used to use/ visit, but haven't in the last year	3 1%	5 2%	3 *	3 *	4 1%	6 1%	2 *	2 *
Never used/ visited	224 90%	265 90%	977 98%	920 99%	430 94%	473 94%	786 98%	728 98%
Prefer not to say	3 1%	4 2%	4 *	5 1%	5 1%	3 1%	2 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 731  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**RevealMe**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
In the last week	4 *	3 *	3 *	2 *	2 *	2 *	1 *	1 *	2 1%	2 1%	* *	* *	1 *	* *	3 *	3 *	1 *	* *	4 *	3 *	1 *	1 *	2 1%	2 1%
In the last month	8 1%	4 *	5 1%	3 *	3 *	1 *	4 1%	2 1%	2 1%	1 *	1 *	* *	1 1%	- *	5 1%	3 1%	2 *	* *	8 1%	4 *	3 2%	1 1%	1 1%	1 1%
In the last year	11 1%	6 *	6 1%	4 1%	4 1%	2 *	1 *	1 *	6 2%	2 *	1 *	3 1%	2 1%	* *	8 1%	2 *	3 1%	3 1%	11 1%	6 *	3 2%	2 2%	4 2%	2 1%
Used to use/ visit, but haven't in the last year	5 *	9 1%	3 *	8 1%	2 *	2 *	1 *	4 1%	1 *	1 *	2 1%	2 1%	1 *	2 1%	2 *	5 1%	3 *	4 1%	5 *	9 1%	1 1%	4 3%	1 1%	* *
Never used/ visited	1134 97%	1121 97%	552 96%	539 96%	582 97%	576 98%	293 96%	291 97%	338 96%	331 97%	243 98%	235 96%	256 97%	255 98%	631 96%	622 97%	499 98%	491 97%	1134 97%	1121 97%	134 94%	131 92%	205 95%	204 96%
Prefer not to say	9 1%	13 1%	5 1%	7 1%	5 1%	6 1%	4 1%	* *	1 *	6 2%	- *	4 1%	2 1%	3 1%	6 1%	6 1%	2 *	6 1%	9 1%	13 1%	1 1%	2 1%	2 1%	3 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 732  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**RevealMe**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	*	*	1	*	-	-	-	-	-	-	-	-	-	-	1	2	3	1	1	*	*	*	1	*	3	2
	*	*	1%	*	-	-	-	-	-	-	-	-	-	-	*	*	2%	1%	*	*	*	*	*	*	*	*
In the last month	2	1	1	1	-	-	-	-	-	-	-	-	-	-	5	2	3	2	1	1	*	*	*	*	5	3
	1%	*	*	*	-	-	-	-	-	-	-	-	-	-	*	*	2%	1%	*	*	*	*	*	*	1%	*
In the last year	2	*	1	1	-	-	-	-	-	-	-	-	-	-	5	3	5	3	2	1	1	*	1	1	7	4
	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	*	*	4%	2%	1%	*	*	*	1%	*	4%	1%
Used to use/ visit, but haven't in the last year	2	1	*	1	-	-	-	2	-	-	-	2	-	2	3	6	2	3	1	5	1	3	1	4	2	1
	1%	1%	*	1%	-	-	-	1%	-	-	-	*	-	1%	1%	1%	2%	*	1%	*	1%	1%	1%	2%	*	*
Never used/ visited	194	193	217	215	174	172	139	135	71	70	383	377	210	205	992	984	128	126	325	339	146	174	196	187	776	753
	95%	96%	98%	98%	99%	100%	100%	99%	97%	97%	99%	99%	99%	98%	98%	98%	88%	92%	99%	98%	99%	98%	98%	97%	97%	98%
Prefer not to say	3	5	-	-	1	*	-	-	2	2	3	2	2	2	4	11	4	2	-	1	-	*	-	1	7	6
	2%	3%	-	-	1%	*	-	-	3%	3%	1%	1%	1%	1%	*	1%	3%	1%	-	*	-	*	-	*	1%	1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 733  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**RevealMe**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	1 *	* *	3 1%	3 1%	4 *	3 *	4 1%	3 1%	4 1%	3 1%	4 *	3 *	4 1%	3 1%	4 3%	3 2%	4 3%	2 2%	3 6%	2 9%	3 6%	2 6%	4 5%	2 3%
In the last month	2 *	2 *	5 2%	2 1%	8 1%	4 *	7 1%	4 1%	8 2%	4 1%	7 1%	4 *	8 3%	4 1%	7 5%	3 3%	6 4%	3 3%	6 11%	2 7%	5 10%	2 4%	6 8%	3 4%
In the last year	5 1%	2 *	5 2%	4 1%	11 1%	6 1%	10 2%	6 1%	9 3%	6 2%	10 1%	6 1%	9 3%	6 2%	6 4%	4 3%	6 4%	3 3%	7 14%	2 9%	6 12%	3 7%	5 7%	3 5%
Used to use/ visit, but haven't in the last year	2 *	8 1%	3 1%	1 *	5 *	9 1%	5 1%	6 1%	4 1%	7 2%	5 *	9 1%	4 1%	4 1%	3 2%	4 3%	3 2%	3 3%	3 5%	2 6%	3 6%	2 4%	2 3%	2 3%
Never used/ visited	854 99%	814 98%	280 93%	307 95%	1035 97%	1004 97%	587 95%	590 96%	296 91%	328 93%	934 97%	925 97%	268 90%	276 92%	123 85%	106 85%	114 86%	101 87%	31 61%	15 61%	32 64%	29 79%u	58 77%	52 83%
Prefer not to say	3 *	6 1%	6 2%	7 2%	9 1%	9 1%	6 1%	4 1%	4 1%	5 1%	5 1%	9 1%	7 2%	6 2%	1 1%	4 3%	1 1%	3 2%	1 2%	2 8%	1 2%	* *	1 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 734  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**RevealMe**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	3 1%	2 1%	2 *	2 *	2 1%	3 1%	2 *	* *
In the last month	4 2%	3 1%	4 *	1 *	7 2%	4 1%	* *	- -
In the last year	5 2%	4 2%	5 1%	2 *	10 2%	5 1%	1 *	1 *
Used to use/ visit, but haven't in the last year	4 2%	7 3%	1 *	2 *	4 1%	7 2%	1 *	2 *
Never used/ visited	198 91%	235 92%	921 98%	872 99%	385 93%	429 95%	749 99%	692 99%
Prefer not to say	4 2%	6 2%	5 1%	7 1%	8 2%	5 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h**  
**Overlap formulae used.**

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 735  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Triller**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(z)	
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	12 1%	6 1%	10 2%	5 1%	2 *	2 *	5 2%	4 1%	4 1%	2 1%	1 *	* *	2 1%	* *	9 1%	6 1%	3 1%	* *	4 5%	3 4%	8 1%	3 *	4 3%	* *	1 1%	1 1%		
In the last month	13 1%	10 1%	9 1%	4 1%	4 1%	6 1%	6 2%	5 1%	4 1%	3 1%	2 1%	2 1%	1 *	* *	11 2%	7 1%	2 *	2 *	3 4%	3 4%	10 1%	6 1%	4 3%	4 3%	3 1%	1 1%		
In the last year	13 1%	13 1%	8 1%	7 1%	5 1%	7 1%	2 1%	7 2%	5 1%	3 1%	4 1%	1 1%	2 1%	2 1%	7 1%	10 1%	6 1%	3 1%	3 3%	5 6%	10 1%	8 1%	1 1%	3 2%	4 2%	2 1%		
Used to use/ visit, but haven't in the last year	14 1%	6 1%	7 1%	5 1%	7 1%	1 *	5 1%	1 *	6 1%	1 *	2 1%	3 1%	2 1%	1 *	10 1%p	2 *	4 1%	4 1%	4 4%	2 2%	11 1%	4 *	2 1%	* *	3 1%	* *		
Never used/ visited	1200 95%	1197 96%	581 94%	579 96%	619 97%	612 97%	320 94%	318 95%	350 94%	350 96%	252 97%	247 96%	273 98%	272 99%	670 94%	669 95%	525 97%	519 98%	74 83%	73 83%	1127 96%	1124 97%	132 92%	132 93%	203 94%	205 96%		
Prefer not to say	6 *	11 1%	3 1%	7 1%	3 *	4 1%	4 1%	1 *	1 *	6 2%	- -	3 1%	- -	* *	5 1%	7 1%	- -	3 1%	1 1%	1 1%	5 *	10 1%	1 1%	2 1%	2 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 736  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Triller**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674	
In the last week	1 1%	* *	1 1%	1 1%	- -	- -	- -	- -	1 1%	- -	1 *	- -	1 *	- -	6 1%	3 *	7 4%	3 2%	4 1%	3 1%	3 2%	2 1%	2 1%	3 2%	2 1%	8 1%	3 *
In the last month	3 1%	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	5 *	8 5%	5 3%	2 *	2 1%	* *	* *	1 1%	2 1%	10 1%	6 1%	
In the last year	4 2%	3 1%	1 1%	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	6 1%	4 *	7 4%	10 6%	5 1%	6 2%	1 1%	3 2%	4 2%	1 1%	7 1%	7 1%	
Used to use/ visit, but haven't in the last year	2 1%	* *	1 *	2 1%	* *	* *	1 1%	2 1%	2 3%	- -	3 1%	2 *	3 2%	2 1%	8 1%	4 *	6 4%	2 1%	2 *	2 1%	1 *	* *	1 1%	2 1%	11 1%	3 *	
Never used/ visited	193 94%	194 96%	218 98%	215 99%	174 99%	172 100%	138 99%	135 99%	70 96%	70 98%	381 99%	378 99%	208 98%	206 98%	1055 97%	1055 98%	130 82%	130 86%	340 97%	351 96%	157 97%	185 97%	199 95%	192 96%	827 95%	812 97%	
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	4 *	9 1%	1 1%	2 1%	- *	* *	- *	* *	- -	- -	4 *	5 1%	

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 737  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Triller**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	4 *	2 *	4 1%	5 1%	12 1%	6 1%	12 2%	5 1%	12 3%	6 2%	12 1%	6 1%	12 3%	5 2%	10 5%	5 3%	9 6%	5 3%	7 12%	5 13%	4 8%	2 4%	5 6%	2 3%
In the last month	4 *	4 *	6 2%	5 1%	13 1%	10 1%	13 2%	10 1%	13 3%	9 2%	13 1%	10 1%	10 3%	8 2%	9 5%	7 4%	9 6%	7 5%	8 12%	5 14%	4 9%	4 9%	6 7%	3 5%
In the last year	4 *	3 *	6 2%	10 3%	13 1%	13 1%	11 2%	13 2%	11 3%	12 3%	12 1%	12 1%	11 3%	11 3%	9 5%	8 5%	9 6%	9 6%	8 13%	5 15%	6 11%	2 6%	5 7%	2 3%
Used to use/ visit, but haven't in the last year	5 1%	2 *	6 2%	4 1%	14 1%	6 1%	14 2%h	3 *	10 3%	4 1%	14 1%	6 1%	14 4%n	3 1%	8 4%	3 2%	4 3%	2 2%	8 13%t	1 2%	4 7%	1 2%	2 2%	1 2%
Never used/ visited	849 98%	818 98%	277 92%	378 93%	1099 95%	1075 96%	638 92%	648 95%	341 87%	387 92%i	977 95%	977 96%	314 86%	327 91%	138 78%	134 83%	121 80%	122 82%	32 50%	20 52%	32 63%	30 79%u	58 77%	53 85%
Prefer not to say	1 *	6 1%	3 1%	5 1%	6 1%	9 1%	3 *	3 *	3 1%	4 1%	4 *	9 1%	4 1%	5 1%	2 1%	5 3%	* *	3 2%	* *	2 5%	1 2%	- -	* 1%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 738  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**Triller**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	7 3%	6 2%	5 1%	* *	8 2%	6 1%	4 1%	- -
In the last month	9 4%	7 3%	5 *	2 *	10 2%	8 2%	3 *	1 *
In the last year	8 3%	10 3%	4 *	3 *	11 2%	6 1%	2 *	7 1%
Used to use/ visit, but haven't in the last year	5 2%	2 1%	8 1%	4 *	11 2%	4 1%	3 *	2 *
Never used/ visited	218 88%	264 90%	968 97%	917 98%	414 90%	471 94% <sup>e</sup>	786 98%	726 98%
Prefer not to say	2 1%	4 1%	4 *	7 1%	5 1%	4 1%	1 *	7 1% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 739  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187
In the last week	6 1%	2 *	6 1%	2 *	* *	1 *	1 *	1 *	4 1%	1 *	* *	* *	1 *	- *	5 1%	2 *	1 *	* *	6 1%	2 *	3 2%	1 *	1 1%	1 1%
In the last month	7 1%	7 1%	5 1%	4 1%	2 *	3 *	2 1%	3 1%	5 1%	2 1%	* *	2 1%	* *	1 *	7 1%	4 1%	1 *	3 1%	7 1%	7 1%	2 2%	2 2%	3 1%	1 1%
In the last year	10 1%	3 *	5 1%	2 *	5 1%	1 *	3 1%	1 *	1 *	1 *	3 1%	1 *	3 1%	1 *	4 1%	2 *	6 1%	1 *	10 1%	3 *	1 1%	1 *	3 2%	2 1%
Used to use/visit, but haven't in the last year	5 *	4 *	3 1%	2 *	2 *	1 *	1 *	1 *	2 1%	1 *	2 1%	1 1%	1 *	* *	3 *	2 *	2 *	1 *	5 *	4 *	* *	1 1%	2 1%	- *
Never used/visited	1137 97%	1130 98%	552 96%	545 97%	585 98%	579 98%	296 97%	293 98%	337 96%	332 97%	241 98%	238 97%	259 98%	259 99%	632 97%	625 97%	500 98%	496 98%	1137 97%	1130 98%	136 95%	135 95%	204 95%	206 97%
Prefer not to say	5 *	10 1%	2 *	6 1%	2 *	4 1%	2 1%	* *	1 *	6 2%	- *	3 1%	- *	- *	3 1%	6 1%	- *	3 1%	5 *	10 1%	1 1%	2 1%	1 1%	2 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 740  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	2 1%	* *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	2 *	4 2%	1 1%	2 *	1 *	* *	* *	2 1%	1 *	4 1%	2 *
In the last month	2 1%	1 *	1 *	1 1%	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 1%	3 *	4 *	5 3%	3 2%	2 1%	3 1%	1 *	2 1%	2 1%	2 *	5 1%	4 1%
In the last year	3 2%	1 *	1 1%	* *	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	- -	6 1%	2 *	4 2%	1 1%	3 1%	1 *	* *	* *	2 1%	1 *	5 1%	1 *
Used to use/ visit, but haven't in the last year	2 1%	* *	1 *	3 1%	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	3 *	3 *	2 1%	1 1%	- -	1 *	- -	1 *	- -	* *	5 1%	2 *
Never used/ visited	194 95%	197 97%	218 99%	214 98%	174 99%	172 100%	138 99%	135 99%	73 100%	70 98%	384 99%	378 99%	211 100%	206 99%	993 98%	990 98%	130 90%	129 94%	324 98%	342 98%	147 99%	175 98%	195 97%	191 99%	780 97%	756 98%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	2 *	8 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	2 *	4 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 741  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	3 *	1 *	3 1%	1 *	6 1%	2 *	6 1%	2 *	5 2%	2 1%	6 1%	2 *	6 2%	2 1%	3 2%	2 2%	3 2%	2 2%	3 6%	1 5%	3 6%	1 4%	3 4%	2 4%
In the last month	1 *	4 *	7 2%	3 1%	7 1%	7 1%	7 1%	6 1%	6 2%	5 1%	7 1%	7 1%	7 2%	5 2%	7 5%	4 3%	5 4%	4 4%	7 13%	3 12%	6 12%	3 7%	5 7%	3 4%
In the last year	4 *	1 *	6 2%	2 1%	10 1%	3 *	8 1%	3 1%	8 3%	3 1%	9 1%	3 *	8 3%	3 1%	6 4%	3 2%	5 4%	3 2%	6 12%	2 9%	6 11%	2 7%	5 7%	2 4%
Used to use/ visit, but haven't in the last year	1 *	2 *	4 1%	2 1%	5 *	4 *	5 1%	3 *	5 1%	4 1%	5 1%	4 *	5 2%	3 1%	3 2%	2 1%	3 2%	1 1%	3 7%	1 2%	2 5%	1 3%	2 3%	1 2%
Never used/ visited	857 99%	819 98%	280 93%	310 96%	1037 97%	1011 98%	591 96%	598 97%	298 92%	336 95%	935 97%	931 97%	271 91%	281 94%	124 86%	110 88%	117 88%	104 90%	31 61%	16 66%	34 66%	30 80%	60 79%	53 85%
Prefer not to say	1 *	5 1%	3 1%	5 1%	5 *	8 1%	1 *	2 *	1 *	3 1%	3 *	8 1%	2 1%	4 1%	1 1%	3 3%	* *	2 2%	* *	2 6%	* *	* *	* *	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 742  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**TV Girls Plaza**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	2 1%	2 1%	4 *	* *	5 1%	2 1%	1 *	* *
In the last month	4 2%	3 1%	3 *	4 *	6 1%	4 1%	1 *	3 *
In the last year	5 2%	3 1%	4 *	1 *	8 2%	3 1%	2 *	* *
Used to use/ visit, but haven't in the last year	3 2%	3 1%	2 *	* *	4 1%	3 1%	1 *	* *
Never used/ visited	201 92%	241 94%	922 98%	875 99%	389 94%	438 97%	748 99%	692 99%
Prefer not to say	1 1%	4 1%	3 *	5 1%	4 1%	3 1%	1 *	7 1%g

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 743  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**UK Babe Channels Video**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	9 1%	5 *	6 1%	4 1%	3 *	1 *	2 1%	2 1%	5 1%	1 *	1 *	*	1 *	2 1%	7 1%	3 *	2 *	2 *	9 1%	5 *	2 1%	1 1%	3 1%	1 1%		
In the last month	8 1%	6 1%	5 1%	3 *	3 *	3 1%	4 1%	1 *	2 1%	2 1%	2 1%	2 1%	*	1 *	6 1%	3 *	2 *	3 1%	8 1%	6 1%	2 1%	2 2%	2 1%	1 1%		
In the last year	12 1%	7 1%	8 1%	5 1%	4 1%	1 *	2 1%	2 1%	4 1%	4 1%	2 1%	*	3 1%	1 *	7 1%	5 1%	5 1%	2 *	12 1%	7 1%	1 1%	*	5 2%	2 1%		
Used to use/ visit, but haven't in the last year	12 1%	8 1%	9 2%	7 1%	3 *	1 *	3 1%	1 *	5 2%	3 1%	3 1%	3 1%	1 *	1 *	8 1%	5 1%	4 1%	3 1%	12 1%	8 1%	2 1%	*	2 1%	1 *		
Never used/ visited	1124 96%	1121 97%	542 95%	536 95%	582 98%	579 98%	291 96%	292 98%	332 95%	327 95%	239 97%	237 97%	258 98%	256 98%	623 95%	619 96%	497 97%	493 98%	1124 96%	1121 97%	135 94%	135 95%	201 93%	205 96%		
Prefer not to say	6 1%	9 1%	3 1%	6 1%	3 1%	3 1%	3 1%	1 *	1 *	6 2%	1 *	1 1%	*	-	4 1%	7 1%	1 *	1 *	6 1%	9 1%	1 1%	3 2%	2 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 744  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**UK Babe Channels Video**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition		
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)	
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770	752	
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770	
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607	
In the last week	3 1%	1 *	1 1%	1 *	- -	2 1%	- -	- -	- -	- -	- -	2 *	- -	- -	4 *	3 *	4 3%	2 1%	3 1%	3 1%	1 1%	1 *	3 1%	2 1%	5 1%	2 *	
In the last month	3 1%	1 *	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	3 *	4 3%	3 2%	1 *	1 *	- -	1 *	1 *	1 *	1 *	6 1%	5 1%
In the last year	4 2%	3 1%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 1%	5 *	5 4%	2 1%	2 1%	2 1%	- -	1 *	1 1%	1 1%	1 1%	7 1%	5 1%
Used to use/ visit, but haven't in the last year	4 2%	1 *	3 1%	5 2%	2 1%	- -	- -	2 1%	- -	- -	2 *	2 *	- -	2 1%	8 1%	7 1%	4 3%	1 1%	3 1%	5 1%	1 1%	3 2%	1 1%	2 1%	9 1%	3 *	
Never used/ visited	190 93%	193 96%	215 97%	210 96%	172 98%	171 99%	139 100%	135 99%	73 100%	72 100%	384 99%	378 99%	212 100%	207 99%	984 97%	982 98%	125 86%	127 93%	320 97%	336 97%	145 98%	174 97%	193 97%	187 97%	771 96%	753 98%	
Prefer not to say	1 1%	3 2%	* *	- -	1 1%	* *	- -	- -	- -	- -	1 *	* *	- -	- -	3 *	7 1%	2 1%	2 1%	* *	- -	* *	- -	- -	- -	- -	3 *	2 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 745  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**UK Babe Channels Video**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	2 *	2 *	7 2%	3 1%	9 1%	5 1%	9 1%	3 *	6 2%	3 1%	9 1%	5 1%	8 3%	3 1%	6 4%	2 2%	6 4%	3 2%	6 11%	2 9%	6 11%	2 6%	6 8%	3 5%
In the last month	2 *	3 *	6 2%	3 1%	8 1%	5 1%	8 1%	6 1%	8 2%	5 2%	8 1%	6 1%	7 2%	5 2%	7 5%	4 3%	6 5%	4 4%	5 11%	3 10%	5 10%	2 6%	5 7%	2 3%
In the last year	7 1%	5 1%	4 1%	2 1%	12 1%	7 1%	9 1%	5 1%	7 2%	3 1%	10 1%	6 1%	10 3%	4 2%	5 3%	3 2%	5 3%	3 2%	6 11%	2 8%	6 12%	2 6%	5 7%	3 5%
Used to use/ visit, but haven't in the last year	9 1%	6 1%	4 1%	3 1%	12 1%	8 1%	9 1%	5 1%	7 2%	5 2%	10 1%	7 1%	4 1%	3 1%	2 2%	3 3%	3 3%	2 1%	* 1%	1 4%	1 2%	1 3%	3 4%	2 4%
Never used/ visited	846 98%	812 98%	277 92%	308 95%	1024 96%	1001 97%	582 94%	593 97%g	294 91%	333 94%	926 96%	924 97%	266 89%	277 93%	121 84%	108 87%	112 84%	102 88%	32 63%	16 63%	31 62%	29 77%u	55 73%	51 82%
Prefer not to say	1 *	4 1%	4 1%	5 1%	6 1%	7 1%	3 *	3 *	2 1%	3 1%	4 *	7 1%	4 1%	5 2%	2 2%	3 3%	2 1%	2 2%	2 3%	2 6%	2 3%	1 2%	1 2%	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 746  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**UK Babe Channels Video**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	4 2%	3 1%	5 *	3 *	6 2%	3 1%	2 *	2 *
In the last month	5 2%	3 1%	3 *	3 *	7 2%	5 1%	1 *	1 *
In the last year	5 3%	4 1%	6 1%	3 *	7 2%	3 1%	4 1%	3 *
Used to use/ visit, but haven't in the last year	7 3%	4 2%	5 1%	4 *	5 1%	5 1%	7 1%	3 *
Never used/ visited	194 89%	239 93%	916 98%	868 98%	386 93%	434 96%	738 98%	686 98%
Prefer not to say	2 1%	4 2%	3 *	4 *	4 1%	4 1%	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
**Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.**  
**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h**  
**Overlap formulae used.**



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 747  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**VuePay**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)		
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243		
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212		
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187		
In the last week	8 1%	3 *	5 1%	1 *	2 *	2 *	5 1%	3 1%	2 *	1 *	* .	- .	* .	* .	7 1%	3 *	1 *	* .	3 4%	2 2%	4 *	2 *	2 1%	1 1%	1 1%	* .		
In the last month	11 1%	10 1%	8 1%	6 1%	3 *	5 1%	4 1%	4 1%	4 1%	3 1%	2 1%	3 1%	1 *	- .	8 1%	7 1%	3 *	3 1%	4 4%	4 4%	7 1%	7 1%	2 2%	3 2%	2 1%	1 *		
In the last year	10 1%	8 1%	6 1%	6 1%	4 1%	3 *	4 1%	5 2%	2 1%	1 *	3 1%	1 *	1 *	1 *	6 1%	6 1%	4 1%	1 *	2 2%	5 6%	8 1%	3 *	1 1%	1 *	3 1%	1 1%		
Used to use/ visit, but haven't in the last year	20 2%	9 1%	12 2%	8 1%	8 1%	2 *	7 2%	2 1%	7 2%	3 1%	4 1%	3 1%	2 1%	1 *	14 2%	5 1%	6 1%	4 1%	4 4%	2 2%	16 1%	8 1%	3 2%	* .	3 2%	1 *		
Never used/ visited	1205 96%	1202 97%	584 94%	579 96%	621 97%	616 98%	320 94%	321 95%	354 95%	352 96%	252 97%	247 96%	274 98%	273 99%	674 95%	673 96%	526 97%	520 98%	75 85%	74 85%	1129 96%	1127 98%	134 93%	135 95%	204 95%	207 97%		
Prefer not to say	6 *	10 1%	4 1%	6 1%	2 *	4 1%	3 1%	1 *	1 *	6 2%	* .	3 1%	* .	- .	4 1%	7 1%	1 *	3 1%	1 1%	1 1%	5 *	9 1%	1 1%	2 1%	1 1%	2 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50).  
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 748  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**

**VuePay**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	1 1%	* *	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	1 *	2 2%	2 1%	3 1%	2 *	2 1%	* 1%	3 1%	2 1%	4 *	2 *
In the last month	2 1%	1 1%	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *	5 *	6 4%	5 4%	2 1%	2 1%	1 *	1 1%	1 1%	2 1%	8 1%	7 1%
In the last year	3 2%	1 *	1 *	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	6 1%	6 1%	3 2%	3 2%	3 1%	3 1%	1 1%	1 1%	1 1%	2 1%	5 1%	5 1%
Used to use/ visit, but haven't in the last year	4 2%	2 1%	4 2%	3 1%	1 1%	* *	1 1%	2 1%	- -	- -	2 1%	2 *	1 1%	2 1%	12 1%	6 1%	8 5%	3 2%	2 1%	4 1%	1 1%	1 1%	1 1%	3 1%	17 2%z	5 1%
Never used/ visited	193 94%	194 96%	216 98%	214 98%	173 99%	172 100%	137 99%	135 99%	73 100%	70 98%	383 99%	378 99%	210 99%	206 98%	1053 97%	1053 98%	137 87%	136 90%	343 97%	355 97%	157 97%	188 98%	202 97%	192 96%	828 96%	813 97%
Prefer not to say	1 1%	3 2%	- -	- -	1 1%	* *	- -	- -	- -	1 2%	1 *	2 *	- -	1 1%	3 *	8 1%	2 1%	2 1%	- -	- -	- -	- -	- -	- -	4 *	4 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 749  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**VuePay**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	*	*	4	3	8	3	8	3	7	3	8	3	7	3	7	3	8	3	7	3	4	1	4	1
	*	*	1%	1%	1%	*	1%	*	2%	1%	1%	*	2%	1%	4%	2%	5%	2%	11%	8%	8%	3%	5%	2%
In the last month	2	3	5	8	11	10	10	10	10	9	10	10	10	9	10	8	9	8	8	5	5	2	5	3
	*	*	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	3%	6%	5%	6%	5%	13%	14%	10%	6%	6%	5%
In the last year	1	*	7	8	10	8	10	8	9	6	10	8	10	7	8	7	8	7	8	5	7	2	6	3
	*	*	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	5%	4%	5%	5%	12%	14%	13%	7%	8%	5%
Used to use/ visit, but haven't in the last year	9	5	7	5	20	9	17	7	16	7	18	9	11	6	7	6	8	4	6	3	4	1	2	3
	1%	1%	2%	1%	2%	1%	2%	1%	4%	2%	2%	1%	3%	2%	4%	3%	5%	3%	9%	9%	8%	4%	3%	4%
Never used/ visited	853	821	276	380	1104	1079	645	653	345	394	983	980	323	331	142	134	119	124	34	19	31	30	58	51
	98%	98%	91%	93%	95%	96%	93%	96%	89%	93%	95%	96%	89%	92%	80%	83%	79%	83%	53%	51%	60%	80%	77%	82%
Prefer not to say	1	5	3	5	6	9	2	2	2	3	4	9	4	5	2	4	*	3	1	1	*	-	1	1
	*	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	1%	2%	*	2%	1%	4%	1%	-	1%	2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 750  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**VuePay**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	6 2%	3 1%	2 *	* *	5 1%	3 1%	3 *	- -
In the last month	7 3%	8 3%	4 *	3 *	9 2%	9 2%	1 *	2 *
In the last year	7 3%	7 2%	2 *	1 *	9 2%	6 1%	1 *	3 *
Used to use/ visit, but haven't in the last year	8 3%	5 2%	12 1%	4 *	12 3%	7 1%	8 1%	3 *
Never used/ visited	219 88%	267 91%	970 98%	919 98%	420 91%	472 94%	785 98%	729 98%
Prefer not to say	2 1%	3 1%	4 *	6 1%	5 1%	4 1%	1 *	7 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.

# Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 751  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Xpanded**

	Wave 1		Wave 2		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1141	1143	634	614	507	524	307	315	349	349	223	236	256	235	656	664	479	471	1141	1143	159	121	234	243		
Weighted base	1170	1156	573	561	597	588	305	299	350	343	246	245	263	260	655	642	510	505	1170	1156	143	142	215	212		
Effective base	891	928	482	485	417	444	236	247	280	287	172	195	201	193	516	535	372	387	891	928	124	96	177	187		
In the last week	6 1%	3 *	2 *	2 *	4 1%	1 *	1 *	*	2 *	1 *	*	*	3 1%	2 1%	2 *	1 *	4 1%	2 *	6 1%	3 *	2 1%	*	3 1%	1 *		
In the last month	7 1%	4 *	4 1%	3 *	2 *	1 *	2 1%	1 *	4 1%	2 1%	*	*	*	*	6 1%	3 *	1 *	1 *	7 1%	4 *	2 2%	2 1%	2 1%	*		
In the last year	11 1%	6 1%	5 1%	2 *	6 1%	4 1%	5 2%	3 1%	2 1%	1 *	1 1%	2 1%	3 1%	1 *	7 1%	4 1%	4 1%	3 1%	11 1%	6 1%	*	3 2%	4 2%	2 1%		
Used to use/ visit, but haven't in the last year	11 1%	4 *	7 1%	3 1%	4 1%	1 *	4 1%	*	4 1%	2 1%	2 1%	2 1%	1 *	*	8 1%	2 *	3 1%	2 *	11 1%	4 *	3 2%	-	1 1%	1 *		
Never used/ visited	1131 97%	1127 97%	552 96%	543 97%	578 97%	578 98%	290 95%	294 98%	338 96%	332 97%	242 98%	236 96%	256 97%	256 98%	628 96%	626 98%	498 98%	492 97%	1131 97%	1127 97%	135 95%	134 95%	204 95%	206 97%		
Prefer not to say	4 *	12 1%	2 *	8 1%	2 *	4 1%	2 1%	*	1 *	6 2%	-	4 2%	-	1 1%	3 *	6 1%	-	5 1%q	4 *	12 1%	1 1%	2 1%	1 1%	3 1%		

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing. \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 752  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Xpanded**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
	Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	942	954	182	178	326	351	146	175	196	198	770
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1009	1007	145	137	330	347	148	178	200	192	802	770
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	754	797	125	123	258	292	118	148	154	160	599	607
In the last week	1 1%	1 *	1 *	* -	- *	* -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	2 *	2 1%	1 1%	1 *	1 *	* *	* *	1 1%	1 *	5 1%	2 *
In the last month	2 1%	1 *	1 *	* *	- *	* -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	2 *	3 2%	2 1%	2 *	1 *	1 *	1 *	1 *	1 *	5 1%	3 *
In the last year	4 2%	1 1%	3 1%	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	4 *	2 *	7 5%	4 3%	4 1%	2 1%	2 1%	1 *	2 1%	1 1%	6 1%	3 *
Used to use/ visit, but haven't in the last year	3 1%	1 *	1 *	1 1%	1 *	- -	* *	2 1%	2 3%	- -	3 1%	2 *	2 1%	2 1%	5 *	4 *	6 4%	* *	2 1%	4 1%	1 1%	1 1%	1 1%	3 1%	8 1%	1 *
Never used/ visited	193 94%	195 97%	216 98%	215 98%	173 99%	171 99%	138 100%	135 99%	71 97%	70 98%	382 99%	376 99%	209 99%	205 98%	991 98%	987 98%	126 87%	128 93%	321 97%	339 98%	144 98%	175 98%	194 97%	186 97%	776 97%	756 98%
Prefer not to say	1 1%	3 2%	- -	1 *	1 1%	1 1%	- -	- -	- -	1 2%	1 *	3 1%	- -	1 1%	2 *	10 1%	1 1%	2 1%	- -	1 *	- -	1 1%	- -	1 *	2 *	5 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 753  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Xpanded**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	770	325	372	1058	1044	698	680	425	443	972	970	387	378	251	216	238	226	112	98	131	119	198	179
Weighted base	867	832	302	324	1070	1034	619	614	323	352	966	956	299	298	143	124	133	116	50	25*	51	37	76	62
Effective base	657	660	232	268	821	842	532	523	307	311	754	777	271	259	178	126	157	132	58	47	96	74	162	122
In the last week	3 *	1 *	4 1%	2 1%	6 1%	3 *	6 1%	2 *	4 1%	1 *	6 1%	2 *	4 1%	1 *	3 1%	1 1%	4 3%	1 1%	3 7%	1 3%	3 6%	1 3%	4 5%	1 2%
In the last month	2 *	2 *	5 2%	2 1%	7 1%	4 *	7 1%	3 1%	5 2%	3 1%	7 1%	3 *	7 2%	3 1%	6 4%	3 3%	5 4%	3 3%	6 11%	2 8%	6 11%	2 5%	4 5%	2 3%
In the last year	4 1%	3 *	6 2%	4 1%	10 1%	6 1%	10 2%	6 1%	9 3%	6 2%	10 1%	6 1%	8 3%	6 2%	8 5%	4 3%	6 5%	4 4%	6 13%	4 16%	6 12%	5 13%	8 10%	4 6%
Used to use/ visit, but haven't in the last year	6 1%	3 *	5 2%	1 *	11 1%	4 *	11 2%h	1 *	9 3%j	2 1%	11 1%	4 *	11 4%n	1 *	4 3%	1 1%	5 4%	1 1%	3 6%	1 1%	2 4%	1 1%	2 3%	2 3%
Never used/ visited	851 98%	817 98%	279 92%	309 96%	1032 96%	1008 97%	584 94%	597 97%g	296 92%	336 95%	929 96%	929 97%	268 90%	282 94%m	122 85%	111 89%	113 85%	104 90%	32 63%	16 65%	34 66%	30 79%	58 77%	53 85%
Prefer not to say	1 *	6 1%	3 1%	5 2%	4 *	10 1%	1 *	3 1%	1 *	4 1%	3 *	10 1%	2 1%	5 2%	1 1%	5 4%o	1 *	3 2%	-	2 7%q	-	-	-	1 2%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used. \* small base



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 754  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All Adult respondents**  
**Xpanded**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	276	322	848	807	470	518	671	625
Weighted base	218	256	937	885	415	454	755	702
Effective base	192	225	691	692	352	385	544	545
In the last week	5 2%	2 1%	1 *	1 *	5 1%	2 *	1 *	1 *
In the last month	4 2%	2 1%	3 *	1 *	6 1%	3 1%	1 *	1 *
In the last year	5 2%	4 2%	5 1%	2 *	7 2%	5 1%	4 1%	1 *
Used to use/ visit, but haven't in the last year	7 3%	2 1%	4 *	3 *	10 2% <sup>f</sup>	3 1%	1 *	2 *
Never used/ visited	196 90%	241 94%	920 98%	872 99%	383 92%	435 96% <sup>e</sup>	747 99%	691 98%
Prefer not to say	1 1%	5 2%	3 *	6 1%	4 1%	5 1%	1 *	7 1% <sup>g</sup>

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.



## Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 755

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**NET: Any VSP**

	Wave		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
In the last week	1174 93%	1149 92%	573 93%	557 92%	601 94%	586 93%	321 94%	317 94%	350 94%	335 92%	242 93%	237 92%	257 92%	254 92%	670 94%	652 93%	499 92%	491 92%	86 97%	81 93%	1088 93%	1068 92%	140 98%	136 96%	212 98%	207 97%
In the last month	48 4%	44 4%	20 3%	17 3%	27 4%	27 4%	13 4%	9 3%	11 3%	17 5%	9 3%	8 3%	15 5%	9 3%	24 3%	25 4%	24 4%	17 3%	2 2%	4 4%	45 4%	40 3%	1 1%	1 *	1 1%	2 1%
In the last year	18 1%	27 2%	9 1%	17 3%	9 1%	11 2%	3 1%	5 1%	4 1%	8 2%	3 1%	6 2%	8 3%	9 3%	7 1%	12 2%	10 2%	15 3%	1 1%	-	18 1%	27 2%	1 1%	5 3%	1 1%	1 1%
Used to use/ visit, but haven't in the last year	7 1%	6 *	7 1%	6 1%	-	-	3 1%	3 1%	* *	2 *	4 1%	-	-	1 *	3 *	5 1%	4 1%	1 *	-	2 2%	7 1%	4 *	-	-	-	-
Never used/ visited	11 1%	13 1%	8 1%	8 1%	3 *	6 1%	2 1%	3 1%	5 1%	2 1%	4 1%	5 2%	-	3 1%	7 1%	6 1%	4 1%	8 1%	-	-	11 1%	13 1%	-	-	-	1 1%
Prefer not to say	2 *	3 *	2 *	1 *	-	2 *	1 *	-	1 *	2 *	-	1 1%	-	-	2 *	2 *	-	1 *	-	-	2 *	3 *	1 1%	-	1 *	2 1%

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 756  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**NET: Any VSP**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
In the last week	192 94%	188 93%	210 95%	203 93%	156 89%	156 90%	117 84%	116 85%	60 83%	62 87%	334 86%	334 88%	177 84%	178 85%	1005 93%	990 92%	155 98%	147 97%	330 94%	348 95%	151 93%	189 98% <sup>u</sup>	189 91%	185 93%	812 94%	772 92%
In the last month	8 4%	5 3%	3 2%	8 4%	16 9%	9 5%	10 8%	13 9%	5 7%	3 5%	32 8%	25 6%	15 7%	16 8%	45 4%	42 4%	1 1%	2 2%	10 3%	10 3%	4 3%	1 *	7 3%	10 5%	34 4%	33 4%
In the last year	3 2%	4 2%	5 2%	6 3%	2 1%	2 1%	3 2%	5 4%	3 4%	5 7%	7 2%	12 3%	5 2%	10 5%	16 1%	26 2%	2 4%	1 1%	8 2%	3 1%	5 3%	2 1%	8 4%	2 1%	7 1%	17 2% <sup>y</sup>
Used to use/ visit, but haven't in the last year	-	1 *	* *	* *	-	1 1%	5 4%	2 1%	2 2%	-	7 2%	2 1%	7 3%	2 1%	7 1%	5 *	-	1 1%	4 1%	-	2 1%	-	4 2%	-	3 *	5 1%
Never used/ visited	1 1%	3 1%	3 1%	1 *	-	6 3% <sup>e</sup>	4 3%	1 1%	3 5%	1 2%	7 2%	9 2%	7 3%	3 1%	11 1%	13 1%	-	-	1 *	4 1%	-	-	1 1%	3 1%	10 1%	10 1%
Prefer not to say	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 *	3 *	-	-	-	-	-	-	-	-	1 *	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used. \* small base

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 757  
**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**  
**Base: All respondents**  
**NET: Any VSP**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
In the last week	802 92%	759 91%	286 95%	391 96%	1084 94%	1037 93%	672 97%	664 97%	377 97%	410 97%	989 96%	983 96%	352 97%	348 97%	171 97%	152 94%	143 95%	141 95%	57 89%	34 91%	47 93%	35 94%	71 93%	59 94%
In the last month	37 4%	36 4%	9 3%	8 2%	40 3%	41 4%	15 2%	13 2%	11 3%	8 2%	29 3%	14 1%	9 2%	6 2%	3 2%	4 2%	6 4%	5 3%	5 8%	2 7%	2 4%	1 4%	4 5%	2 3%
In the last year	11 1%	25 3%a	6 2%	3 1%	15 1%	22 2%	3 *	2 *	1 *	4 1%	8 1%	14 1%	3 1%	4 1%	1 1%	5 3%	1 1%	3 2%	1 2%	1 2%	1 3%	1 2%	1 2%	1 2%
Used to use/ visit, but haven't in the last year	7 1%	3 *	* *	2 1%	7 1%	6 *	* *	1 *	* *	* *	1 *	1 *	* *	1 *	* *	* *	* *	* *	* *	* *	* *	* *	* *	1 2%
Never used/ visited	10 1%	11 1%	1 *	3 1%	11 1%	10 1%	1 *	2 *	- -	- -	4 *	6 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -
Prefer not to say	1 *	1 *	- -	2 *	2 *	1 *	1 *	2 *	1 *	- -	2 *	2 *	1 *	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 758

**D32. Have you visited or used any of the following sites or apps that host user-generated videos?**

**Base: All respondents**

**NET: Any VSP**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
In the last week	243 98%	286 97%	918 92%	850 91%	448 97%	475 95%	726 91%	675 91%
In the last month	4 2%	5 2%	44 4%	39 4%	7 2%	12 2%	40 5%	32 4%
In the last year	2 1%	3 1%	15 2%	23 2%	3 1%	8 2%	15 2%	19 3%
Used to use/ visit, but haven't in the last year	-	-	7 1%	6 1%	-	2 *	7 1%	4 1%
Never used/ visited	-	-	9 1%	12 1%	-	4 1%	11 1%	10 1%
Prefer not to say	-	-	2 *	3 *	1 *	-	1 *	3 *

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 759  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Wave 1		Gender - Male		Gender - Female		SEG AB		SEG C1		SEG C2		SEG DE		SEG ABC1		SEG C2DE		Age - 13-17		Age - 18+		Age - 18-24		Age - 25-34	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1259	1243	697	663	562	575	358	358	376	376	242	248	277	252	734	734	519	500	118	100	1141	1143	159	121	234	243
Weighted base	1259	1243	619	606	640	631	342	337	371	365	261	257	279	275	713	701	540	532	89	87	1170	1156	143	142	215	212
Effective base	978	1016	526	530	459	487	273	286	301	311	185	206	216	207	574	597	400	413	94	93	891	928	124	96	177	187
NET: Urban	938 74%	995 80%a	463 75%	490 81%c	475 74%	499 79%	246 72%	260 77%	286 77%	291 80%	194 74%	211 82%	208 74%	227 82% <sup>m</sup>	532 75%	551 79%	401 74%	438 82% <sup>q</sup>	77 87%	73 84%	860 74%	922 80% <sup>u</sup>	108 75%	120 85%	178 83%	180 85%
Urban - Population over 10,000	-	517 42%a	-	271 45% <sup>c</sup>	-	240 38% <sup>e</sup>	-	148 44% <sup>g</sup>	-	157 43% <sup>i</sup>	-	95 37% <sup>k</sup>	-	112 41% <sup>m</sup>	-	305 43% <sup>o</sup>	-	208 39% <sup>q</sup>	-	45 51% <sup>s</sup>	-	472 41% <sup>u</sup>	-	74 52% <sup>w</sup>	-	98 46% <sup>y</sup>
Town and Fringe	-	478 38%a	-	218 36% <sup>c</sup>	-	259 41% <sup>e</sup>	-	112 33% <sup>g</sup>	-	134 37% <sup>i</sup>	-	116 45% <sup>k</sup>	-	114 41% <sup>m</sup>	-	246 35% <sup>o</sup>	-	230 43% <sup>q</sup>	-	28 33% <sup>s</sup>	-	450 39% <sup>u</sup>	-	46 33% <sup>w</sup>	-	82 38% <sup>y</sup>
NET: Rural	189 15%	248 20%a	100 16%	116 19%	89 14%	132 21% <sup>e</sup>	60 18%	76 23%	53 14%	74 20%	40 16%	45 18%	34 12%	49 18%	113 16%	150 21% <sup>o</sup>	74 14%	94 18%	11 12%	14 16%	179 15%	234 20% <sup>u</sup>	23 16%	22 15%	27 13%	33 15%
Village	-	211 17%a	-	100 16% <sup>c</sup>	-	111 18% <sup>e</sup>	-	67 20% <sup>g</sup>	-	61 17% <sup>i</sup>	-	42 17% <sup>k</sup>	-	39 14% <sup>m</sup>	-	128 18% <sup>o</sup>	-	81 15% <sup>q</sup>	-	13 15% <sup>s</sup>	-	198 17% <sup>u</sup>	-	20 14% <sup>w</sup>	-	31 15% <sup>y</sup>
Hamlet & Isolated Dwelling	-	37 3%a	-	16 3% <sup>c</sup>	-	21 3% <sup>e</sup>	-	9 3% <sup>g</sup>	-	13 3% <sup>i</sup>	-	3 1%	-	10 4% <sup>m</sup>	-	22 3% <sup>o</sup>	-	13 2% <sup>q</sup>	-	1 1%	-	36 3% <sup>u</sup>	-	2 1%	-	2 1%
Unknown	132 10% <sup>b</sup>	-	56 9% <sup>d</sup>	-	76 12% <sup>f</sup>	-	36 10% <sup>h</sup>	-	32 9% <sup>j</sup>	-	26 10% <sup>l</sup>	-	38 14% <sup>n</sup>	-	68 9% <sup>p</sup>	-	64 12% <sup>r</sup>	-	1 1%	-	131 11% <sup>v</sup>	-	13 9% <sup>x</sup>	-	10 5% <sup>z</sup>	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z  
 Overlap formulae used.



### Ofcom VSP Tracker - Wave 1 & 2 Combined

Absolutes/col percents

Table 760  
**Which of the following best describes where you live?**  
**Base: All respondents**

	Age - 35-44		Age - 45-54		Age - 55-64		Age - 65-74		Age - 75-84		Age - 55+		Age - 65+		Ethnicity - White		Ethnicity - Minority Ethnic background		Impacting/limiting condition - Any		Impacting/limiting condition - Mental condition		Impacting/limiting condition - Physical condition		No Impacting/limiting condition	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)	Wave 1 (y)	Wave 2 (z)
Unweighted base	209	231	211	215	162	153	125	126	41	54	328	333	166	180	1041	1037	201	194	357	372	167	191	207	206	855	828
Weighted base	204	202	221	218	175	173	139	137	73*	72*	386	381	212	209	1085	1080	158	152	353	365	162	192	209	200	867	836
Effective base	161	180	165	179	133	136	107	115	36	45	269	293	137	157	828	870	138	137	280	310	133	161	161	168	663	674
NET: Urban	169 83%	164 81%	150 68%	182 83% <sup>c</sup>	125 72%	130 75%	87 63%	96 70%	43 58%	49 69%	255 66%	276 72%	130 61%	146 70%	790 73%	844 78% <sup>o</sup>	133 84%	141 93% <sup>q</sup>	256 73%	298 81% <sup>s</sup>	128 79%	162 84%	147 71%	165 83% <sup>w</sup>	651 75%	666 80% <sup>y</sup>
Urban - Population over 10,000	-	86 43% <sup>a</sup>	-	93 42% <sup>c</sup>	-	63 36% <sup>e</sup>	-	39 28% <sup>g</sup>	-	20 28% <sup>i</sup>	-	122 32% <sup>k</sup>	-	59 28% <sup>m</sup>	-	404 37% <sup>o</sup>	-	106 70% <sup>q</sup>	-	152 42% <sup>s</sup>	-	87 45% <sup>u</sup>	-	82 41% <sup>w</sup>	-	342 41% <sup>y</sup>
Town and Fringe	-	78 39% <sup>a</sup>	-	90 41% <sup>c</sup>	-	68 39% <sup>e</sup>	-	57 42% <sup>g</sup>	-	29 41% <sup>i</sup>	-	154 40% <sup>k</sup>	-	87 41% <sup>m</sup>	-	440 41% <sup>o</sup>	-	35 23% <sup>q</sup>	-	145 40% <sup>s</sup>	-	75 39% <sup>u</sup>	-	84 42% <sup>w</sup>	-	324 39% <sup>y</sup>
NET: Rural	21 10%	38 19% <sup>a</sup>	44 20%	36 17%	34 19%	42 25%	18 13%	41 30% <sup>g</sup>	12 16%	22 31%	64 16%	106 28% <sup>k</sup>	30 14%	63 30% <sup>m</sup>	178 16%	235 22% <sup>o</sup>	11 7%	10 7%	48 13%	68 19%	20 12%	30 16%	25 12%	35 17%	137 16%	170 20% <sup>y</sup>
Village	-	35 17% <sup>a</sup>	-	30 14% <sup>c</sup>	-	33 19% <sup>e</sup>	-	31 23% <sup>g</sup>	-	19 26% <sup>i</sup>	-	83 22% <sup>k</sup>	-	50 24% <sup>m</sup>	-	201 19% <sup>o</sup>	-	8 5% <sup>q</sup>	-	56 15% <sup>s</sup>	-	27 14% <sup>u</sup>	-	30 15% <sup>w</sup>	-	147 18% <sup>y</sup>
Hamlet & Isolated Dwelling	-	3 2%	-	6 3% <sup>c</sup>	-	10 6% <sup>e</sup>	-	9 7% <sup>g</sup>	-	4 5%	-	23 6% <sup>k</sup>	-	13 6% <sup>m</sup>	-	34 3% <sup>o</sup>	-	3 2%	-	12 3% <sup>s</sup>	-	4 2%	-	4 2%	-	23 3% <sup>y</sup>
Unknown	14 7% <sup>b</sup>	-	27 12% <sup>d</sup>	-	15 9% <sup>f</sup>	-	34 25% <sup>h</sup>	-	18 25% <sup>j</sup>	-	68 18% <sup>l</sup>	-	52 25% <sup>n</sup>	-	117 11% <sup>p</sup>	-	14 9% <sup>r</sup>	-	49 14% <sup>t</sup>	-	14 9% <sup>v</sup>	-	37 18% <sup>x</sup>	-	78 9% <sup>z</sup>	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x - y/z

Overlap formulae used. \* small base

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 761  
**Which of the following best describes where you live?**  
**Base: All respondents**

	No children aged 17 or under in HH		Children aged 17 or under in HH		Regular Users of YouTube		Regular Users of Instagram		Regular Users of TikTok		Regular Users of Facebook		Regular Users of Snapchat		Regular Users of Twitch		Regular Users of Vimeo		Regular Users of Fruitlab		Regular Users of Bitchute		Regular Users of OnlyFans	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)	Wave 1 (i)	Wave 2 (j)	Wave 1 (k)	Wave 2 (l)	Wave 1 (m)	Wave 2 (n)	Wave 1 (o)	Wave 2 (p)	Wave 1 (q)	Wave 2 (r)	Wave 1 (s)	Wave 2 (t)	Wave 1 (u)	Wave 2 (v)	Wave 1 (w)	Wave 2 (x)
Unweighted base	813	773	325	469	1175	1141	794	760	516	522	1055	1043	471	449	297	255	268	263	130	111	131	119	198	179
Weighted base	867	835	302	408	1158	1119	692	683	390	422	1032	1019	365	360	176	161	151	149	63	38	51	37	76	62
Effective base	657	663	232	355	907	928	605	594	379	383	816	842	336	323	208	163	179	166	71	54	96	74	162	122
NET: Urban	614 71%	658 79%a	246 81%	337 83%	862 74%	900 80%e	520 75%	560 82%g	303 78%	349 83%	767 74%	812 80%k	277 76%	294 82%	141 80%	136 84%	122 80%	122 82%	51 81%	35 93%	40 79%	29 79%	57 75%	53 85%w
Urban - Population over 10,000	-	341 41%a	-	176 43%c	-	482 43%e	-	309 45%g	-	192 45%i	-	415 41%k	-	166 46%m	-	86 53%o	-	82 55%q	-	23 61%s	-	24 64%u	-	36 57%w
Town and Fringe	-	317 38%a	-	161 40%c	-	418 37%e	-	251 37%g	-	157 37%i	-	397 39%k	-	129 36%m	-	50 31%o	-	40 27%q	-	12 32%s	-	6 15%u	-	17 28%w
NET: Rural	142 16%	177 21%a	36 12%	71 17%	171 15%	219 20%e	109 16%	123 18%	50 13%	73 17%	160 16%	207 20%k	55 15%	66 18%	23 13%	26 16%	18 12%	27 18%	6 10%	3 7%	7 13%	8 21%	8 21%	9 15%
Village	-	147 18%a	-	64 16%c	-	188 17%e	-	113 17%g	-	71 17%i	-	174 17%k	-	61 17%m	-	26 16%o	-	25 17%q	-	3 7%s	-	7 18%u	-	9 15%w
Hamlet & Isolated Dwelling	-	30 4%a	-	7 2%c	-	31 3%e	-	9 1%g	-	2 *	-	33 3%k	-	4 1%m	-	-	-	2 1%	-	-	-	1 4%	-	-
Unknown	110 13%b	-	20 7%d	-	125 11%f	-	62 9%h	-	36 9%j	-	105 10%l	-	33 9%n	-	11 6%p	-	12 8%r	-	6 9%t	-	4 8%v	-	11 14%x	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x  
 Overlap formulae used.

## Ofcom VSP Tracker - Wave 1 & 2 Combined

Table 762  
**Which of the following best describes where you live?**  
**Base: All respondents**

	<u>Any exposure to harmful content</u>		<u>No exposure to harmful content</u>		<u>Aware of safety measures</u>		<u>Not aware of safety measures</u>	
	Wave 1 (a)	Wave 2 (b)	Wave 1 (c)	Wave 2 (d)	Wave 1 (e)	Wave 2 (f)	Wave 1 (g)	Wave 2 (h)
Unweighted base	319	364	922	862	531	570	728	673
Weighted base	249	293	994	933	460	500	799	743
Effective base	225	263	745	740	400	432	585	586
NET: Urban	184 74%	240 82%a	739 74%	743 80%c	356 77%	417 83%e	582 73%	578 78%g
Urban - Population over 10,000	-	145 49%a	-	366 39%c	-	238 47%e	-	279 38%g
Town and Fringe	-	95 32%a	-	377 40%c	-	180 36%e	-	299 40%g
NET: Rural	41 16%	54 18%	148 15%	190 20%c	67 15%	83 17%	122 15%	165 22%g
Village	-	49 17%a	-	158 17%c	-	75 15%e	-	136 18%g
Hamlet & Isolated Dwelling	-	5 2%	-	32 3%c	-	8 2%e	-	29 4%g
Unknown	24 10%b	-	108 11%d	-	37 8%f	-	95 12%h	-

Data suppressed where weighted base is lower than 10. \*\* very small base (under 30) ineligible for sig testing, \* small base (under 50).  
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.  
 Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h  
 Overlap formulae used.